



*‘Oktoberfest: Texas Style’*

**Nov. 4 – Nov. 13, 2011  
New Braunfels, Texas**

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**Wurstfest Association, P.O. Box 310309, New Braunfels, TX 78131-0309**

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October 2011

Contact: Herb Skoog, Director of “Wurst” Relations, 830/625-9167

### **TIM SALGE SERVES UP FUN AS GROSSE OPA**

Grosse Opa Tim Salge serves as the official “Spass Meister” (or fun master) of Wurstfest. His title means “Big Granddaddy.” As such, he is responsible for demonstrating gemütlichkeit, which means fun and fellowship in the German tradition.

Salge is a 1971 New Braunfels High School graduate and received a degree in business administration from Texas Lutheran College in 1975. While at TLC, he lettered in baseball and was a member of Kappa Pi Alpha. He began his career with Farmers Mutual Fire Insurance in New Braunfels in 1977, and today is president and general manager of Farmers Mutual.

Salge is a member of Greater New Braunfels Chamber of Commerce, past president of the Texas Association of Mutual Insurance Companies, past chairman of the National Association of Mutual Insurance Companies Merit Society, member of the Congressional Contacts Program of NAMIC and TAMIC, and a past member of the Farm Mutual Conference Board of Directors of NAMIC.

Salge became a Wurstfest Association member in 1994. He has served on two of the festival’s nine operating committees, as a board member and on four committees appointed by the president to address specific matters.

Salge and his wife, Celeste, have three sons: Joshua, Chad and wife Meredith, and Ross.

The Wurstfest Association of New Braunfels is a non-profit corporation whose purpose is to promote the local economy through tourism and promote and preserve the community’s rich German heritage. Proceeds from the event benefit a wide variety of projects.

Admission to the Wurstfest grounds will be free from 4 to 7 p.m. on opening night, Nov. 4, with opening ceremonies beginning at 5 p.m. in the Wursthalle with the “Biting of the Sausage” and

ceremonial tapping of the keg. After 7 p.m., admission to the festival is \$8 at the gate; and children ages 12 and younger will be admitted free at all times. Wurstfest continues through Nov. 13. Group rates, advance discounts and special weekday promotions are available. For information about Wurstfest, call 830/625-9167 or 1-800-221-4369, or visit the Web site at [www.wurstfest.com](http://www.wurstfest.com).