



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

### **TAYLOR, ALLEN AND SALGE WELCOME WURSTFEST 2011**

Wurstfest President Steve Taylor, General Chairman Martin Allen and Grosse Opa Tim Salge will be welcoming Wurstfest 2011 patrons with a new building, a commemorative Wurstfest book and much more Nov. 4-13. The trio is responsible for making sure the 10-day family festival along the banks of the Comal River in Landa Park runs smoothly and that everyone who attends is enjoying fun and fellowship.

#### **Steve Taylor, Wurstfest President**

“We have our new building, the Stelzenhaus, that gives us more than 6,000 more sq. foot of space,” said Taylor. “We will be serving food, beverage and music in there.”

Taylor has always enjoyed the way the festival draws families, friends and classmates together.

Taylor joined the Wurstfest Association in 1979 and has served as Chairman of the Gates committee and has served on the Bar Sales, Concessions and Entertainment committees among others.

He graduated from TCU in 1971 and St. Mary’s Law School in 1974. Shortly after graduating from Law School, Taylor and his wife Cathy moved to New Braunfels. He practiced law with Jack Borchers and the late Irvin Boarnet and later with long-time friend David Perkins before moving to his current office on Comal Avenue, which he shares with ranch broker Jeff Wilford.

Taylor and his wife, Cathy, have two children – Julie, who works for Campus Crusade for Christ at Texas A&M in College Station; and Tommy and his wife, Spring, who live in Victoria.

Taylor also enjoys sharing public address duties with David Perkins at New Braunfels High School football games and track meets.

## **Martin Allen, Wurstfest President-elect**

As President-elect, Martin Allen has oversight of all the Wurstfest committees as part of his duties.

“I make sure that all the committees have enough manpower for the peak times and the low times,” Allen said. “We want to make sure everyone is enjoying the festival. I tell everyone that last year we celebrated our 50<sup>th</sup> Wurstfest, and this year is the first year of our next 50 years. This year will be even better.”

Allen joined the Wurstfest Association in 1983 and served on the Gates and Entrances committees. He served as Chairman of Entertainment for six years and as Chairman of Information for two years.

Allen served as court administrator for Comal, Hays and Caldwell counties for 30 years. He is a past member of the Greater New Braunfels Chamber of Commerce and New Braunfels Rotary Club. He is a former director and president of the New Braunfels Little League Association.

Janet Allen, Martin’s wife, serves as the Artistic Director of the Brauntex Performing Arts Theatre in New Braunfels. They have three children – Marc, Marci and Jason – and five grandchildren.

## **Tim Salge, Gross Opa**

Grosse Opa Tim Salge serves as the official “Spas 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).