



## FOR IMMEDIATE RELEASE

CONTACT: Paige Wolf, Director of Communications  
Phone: (210) 227-5191 ext. 106 | E-mail: [paige@fiestasanantonio.org](mailto:paige@fiestasanantonio.org)

### Fiesta San Antonio Commission Welcomes New Executive Director

**SAN ANTONIO (August 3, 2020)** – The Fiesta San Antonio Commission is proud to announce and welcome the new Executive Director, Steve Rosenauer. Steve had been the Executive Director of St. Mary's Fiesta Oyster Bake since 1995, one of Fiesta San Antonio's largest events, drawing a crowd of more than 70,000 people every year.



"I am honored to represent an organization whose beginnings are based on a significant historical event and recognition of the heroes of the Alamo. Coming from St. Louis, MO to attend college at St. Mary's University, I truly understand the phrase, "I was not born in Texas, but I got here as fast as I could," says Mr. Rosenauer.

With years of experience in recruiting, training, managing, and evaluating over 400 key volunteers, with a total of 7,000 event volunteers, Steve has the exceptional knowledge and experience it takes to lead the Fiesta San Antonio Commission. He recognizes the hard work and dedication that goes into Fiesta San Antonio and all its events.

"Attending many Fiesta events has been a passion of mine because I believe that each event is unique and special to the overall success of Fiesta. Fiesta's \$340 million economic impact is amazing, and I have seen first-hand that the Participating Member Organizations (PMO) who put on official Fiesta events, and their 75,000 volunteers, are the success of Fiesta as they contribute their time, talent and treasure to create special memories for 2.5+ million guests and raise funds to support their respective organizations," says Steve.

Steve is a well-known and respected leader in not only the Fiesta community, but also in the Texas and International Festival and Events communities. He is a member of the Order of the Cascaron, a recipient of the Texas Festivals and Events Association's Lifetime Achievement Award, Hall of Honor inductee, and Professional of the Year Award. In addition to serving as a PMO Commissioner since

1994, he has served as an Elected Commissioner and has represented St. Mary's University Alumni Association on Executive Committee.

As he takes on his new role as Executive Director of the Fiesta San Antonio Commission, Steve says, "I am excited to be the Executive Director because I love Fiesta and believe in the mission to celebrate the diverse heritage, culture and spirit of San Antonio while having fun and giving back to many worthwhile organizations."

Mr. Rosenauer added, "Due to COVID-19, this year will present some challenges to all of us, and I ask for your patience and support as we get through these unprecedented times. Fortunately, the strong leadership displayed by 2020 Fiesta Commission President, Jeanie Travis, this past year, and 2021 Fiesta Commission President, Baltazar (Walter) Serna, and his Executive Committee this year, along with a dedicated and talented staff, gives us hope that Fiesta will continue to be successful for many years to come. Viva Fiesta!"

For more information, visit [www.fiestasanantonio.org](http://www.fiestasanantonio.org).

#### About the Fiesta San Antonio Commission

The Fiesta® San Antonio Commission Inc. is a nonprofit, volunteer, self-supporting organization that plans, promotes, coordinates, and preserves Fiesta® San Antonio through support of its Participating Member Organizations in presenting a safe, educational, annual celebration of the diverse heritage, culture and spirit of San Antonio for its residents and visitors.

Fiesta® San Antonio is a fusion of arts, heritage and culture to honor the memory of the heroes of the Alamo and the Battle of San Jacinto. Taking place over 11 days, Fiesta literally has something for everyone with more than 110 events ranging in highlights from music, food, sports and pageantry to military and patriotic observances, exhibits, parades, Fiesta Royalty and more.

More than 100 local nonprofit organizations and military units create the more than 100 terrific events that take place over 11 days. Those nonprofit organizations spend the rest of the year giving back to the community of San Antonio.

###