



October 2015 - Newsletter

MISSION

The Texas Hill Country Trail Region will preserve, protect and promote the cultural, historic and natural resources of its 19 counties.

VISION

The Texas Hill Country Trail Region will develop partnerships to protect our heritage and sustain our natural and cultural resources through promotion, preservation, education and tourism.

Historical photographs show early Polish settlers of Bandera, back in the day

By J.M. Scott, San Antonio Express-News
Updated 6:18 pm, Tuesday, September 22, 2015

Photo: San Antonio Express-News



Some of the early Polish settlers of Bandera are here in this undated group photo.

A long history of cattle drives, dude ranches and rodeo champs prop Bandera as the Cowboy Capital of the World, but the town would not be on the map if not for a colony of early Polish workers who settled the region along the Medina River in the 1850s.

Elders in the 1920s, they were just children when their families built the first homes and the first church, St. Stanislaus Catholic Church, one of the oldest churches in Texas. Many of the residents in Bandera today are descendants of these first settlers.

On any given Saturday, though, you'll be sure to see a few old western cowboys and maybe a horse or two hitched up on Main Street. Really, the town has a **weekly event called Cowboys on Main**. And the Bandera Trail Ride, a long-time tradition, channels the town's historic role as a stop along the Great Western Trail, where **millions of cattle passed through from 1874 to 1894**.

Click through the gallery on the link below to see photographs of old Bandera life, high bands and trail rides, dating back to the 1920s, long before Hill Country crooner Robert Earl King boosted the town's fame.

<http://www.mysanantonio.com/150years/article/Historical-photographs-show-early-Polish-settlers-6522757.php> - next

Featured October Events in the Texas Hill Country

Blanco

Uptown Blanco Annual Quilt Show

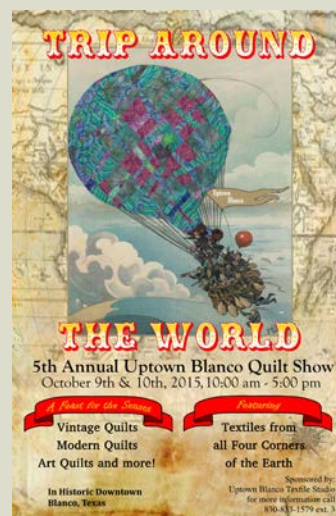
Friday, October 09-10, 2015

10 am to 5 pm

Uptown Blanco Textile Studio

Trip Around the World! 5th Annual Uptown Blanco Quilt Show - A feast for the senses showcasing vintage quilts, modern quilts, art quilts and more! Featuring textiles from all four corners of the earth in Historic Downtown Blanco! For more information call 830-833-1579 Ext. 3.

<http://www.blancochamber.com/event-2052578>



Boerne

The Texas Hill Country Invitational Art Show

October 16-18, 2015

The best art show in the Hill Country!

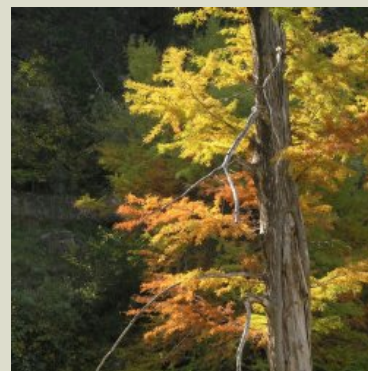
Cana Ballroom at St. Peter's

202 W. Kronkosky

Boerne, TX 78006

The Texas Hill Country Invitational Art Show (previously, the Hill Country Invitational) is a premier event with a diversity of art and media from artists around the country. There are also other activities surrounding the show, such as a paint-out with silent auction, a quick draw & live auction, artist demonstrations and a breakfast with the artists. See the schedule of events on the website for more information. This is a 3 day event!

<http://boerneprofessionalartists.com>



Stonewall

Annual "Barbecue on the Pedernales" at LBJ Ranch on October 24

To Feature Recording Artist Chris Cagle and Barbecue from The Salt Lick

Put on your dancing boots and head over to the LBJ Ranch on Saturday, October 24, for the annual "Barbecue on the Pedernales." Co-hosted by the National Park Service and Friends of Lyndon B. Johnson National Historical Park, this event continues a Johnson family tradition of Texas hospitality at the LBJ Ranch. Country music recording artist Chris Cagle will headline the night's entertainment and The Salt Lick will serve its famous mouth-watering barbecue. Tickets are \$75.00 per person and can be obtained at www.barbecueonthepedernales.com. Tables for eight are available. The event will run from 5:00 pm to 9:00 pm.



HILL COUNTRY HAPPENINGS....

SAVE THE DATE!

The Texas Hill Country Trail Region along with the City of Fredericksburg, Fort Martin Scott and the Texas Rangers Heritage Center will be hosting a Social Media Marketing Workshop on October 29th!

Mark your calendars and register today! [REGISTER HERE!](#)

City of Fredericksburg • Fort Martin Scott • Texas Rangers Heritage Center



Social Media Marketing Workshop
Sarah T. Page Consulting, LLC

October 29, 2015
9:00 AM to 4:00 PM (Registration at 8:30)
Hill Country University Center Media Room
2818 E. US Highway 290
Fredericksburg, TX 78624

\$99.00 - Make checks payable to Texas Hill Country Trail Region
39350 IH-10 West, Ste. 3, Boerne, TX 78006 hctrail@verizon.net 830-739-1362

This THCTR Workshop is designed to give our partners networking and educational opportunities within our 19 county region and will be a full day event! The day will include hands-on interactive presentations (so bring your electronic device of choice), discussion, networking and lunch at the Texas Rangers Heritage Center! This workshop is a great way to learn how to market your historical site, destination or business by being connected with our digital world!

Register Today And Bring Your Device!

Lunch will be provided at the nearby Texas Rangers Heritage Center!

Topics will include....

- Digital Storytelling Applications
- Marketing with Social Media
- Videos and guidelines for giveaways
- Strategies, On-Line Calendars and More!

Willkommen German Heritage. Texan Hospitality.

Welcome to Fredericksburg, The Texas Hill Country. Rich with the culture of German pioneers who settled here over 160 years ago. It's in our music. Festivals. Architecture. Everywhere. So *Willkommen*, y'all. Enjoy.

www.visitfredericksburgtx.com

Texas Hill Country Trail Region • City of Fredericksburg • Ft. Martin Scott

Social Media Marketing Workshop Registration
Sarah T. Page Consulting, LLC

Thank you for registering to attend the Texas Hill Country Trail Region "Social Media Marketing Workshop". We want to make the process as easy as possible. You will need to complete a separate registration form for each individual attending.

If you have any questions about registration, please call 830-739-1362.

Full Name

First Name _____ Last Name _____

Organization / Business Email Address _____

Address / Phone # _____

Mailing Address _____

City _____ State _____ Zip Code _____

What Social Media Channels are you currently using?

\$99.00 - Make checks payable to Texas Hill Country Trail Region
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JOIN US FOR OUR NEXT MEETING....



Texas Hill Country Trail
November Meeting
Thursday, November 19, 2015
1:00 p.m.

Meeting Location:
To Be Announced

Llano, TX 78643

SAVE THE DATE!
Details to come!
Our meeting will be in Llano!



Texas Historical Commission Texas Heritage Trails Program Update

Advertising/Public Relations/Travel Shows/Other:

The Texas Heritage Trails Program (THTP) advertising campaign continued in August 2015, with a limited presence in print, with only a 1/3 page Question & Answer added value ad in *Texas Monthly*. The *Summer 2015 Texas Events Calendar* continued distribution in August. For the month of August, THTP presence in magazines was minimal.

As part of the 2014-15 contract year, ads were able to be added in October, 2015, due to surplus funds as part of the original 2014-15 contract budget. Ads will be seen in *Southern Living Travel Planner* (SW Edition), *Texas Highways*, the TTIA *See Texas First Insert* and the Fall 2015 *Texas Events Calendar*. These will be the final ads for the overall Texas Heritage Trails Program.

Presence continued on TourTexas.com and the TTIA VacationFun.com as part of our added value package with the *See Texas First* insert program.

The digital display campaign delivered almost 2.3 million impressions (2,294,748 impressions) in August. The digital display campaign generated 2,113 clicks with a click through rate (CTR) of 0.09%. These numbers are the lowest we have seen for a monthly delivery and could be a factor of the length of the campaign creative (over four years old).

WHAT'S COOKING IN THE TEXAS HILL COUNTRY?

Uvalde Recipe

Yield: 10 Servings

FIESTA BREAKFAST CASSEROLE

1 pound bulk sausage	salt and pepper to taste
1/4 pound chopped mushrooms	8 Tablespoons salsa
1 chopped medium onion	2 cups grated cheddar cheese
8 to 10 eggs	2 cups grated Monterey Jack cheese
4 Tablespoons sour cream	2 cups Mexican Velveeta

Sauté sausage, mushrooms and onion in a large skillet until done. Drain and set aside. Combine eggs and sour cream and season with salt and pepper. Whip egg mixture 1 minute in blender and pour into 9 x 13 inch baking dish. Bake in a preheated 400 degree oven until softly set (5 to 8 minutes). Spoon salsa over top of eggs. Spread sausage mixture over top. Sprinkle with combined cheeses. Refrigerate until 30 minutes before serving time. Then bake in a 325-degree oven for 30 minutes.



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