



# LSS NEWSLETTER

February 2022  
Volume 4, Issue 1



## North Region/DFW Area Eatn' Meet'

Saturday, February 12, 5:30 to 7:30 pm at  
**The Circle Grill,**  
3701 N. Bucket Blvd,  
Dallas 75278.

RSVP to Santa George by Feb. 10<sup>th</sup> with  
number in party at  
george@campbellstudiosusa.com

## Greater Houston Area & Southeast Texas Eatn' Meetn'

Held their Eatn' Meet'n on Saturday, February 5<sup>th</sup> at Valley Ranch Grill & Barbeque. About 45 Santas, Mrs. Claus, & Elves attended. All enjoyed the comradery and learning about upcoming events, especially the 2022 Roundup.

## News from the Panhandle Area Santas

The Santas in the Panhandle area held their After Christmas Breakfast Eatn' Meetn' in the Middle of January They had a good turnout. The group has grown to about 25 Santa's, Mrs. Claus, a couple of elves and a Grinch.

They are enjoying the comradery of other Santas and all. During the Christmas season, when someone got COVID they were able cover everyone's events but one. A lot of people stepped up to help each other out.

The next Eatn' and Meet breakfast will be on **April 9<sup>th</sup>** at **Youngbloods Cafe** in Amarillo. If you have any questions, please contact Santa Chrys Griffing (806-316-0009).

A couple of Santas are working to have a breakfast in Lubbock

## Santa Wonderland Annual Eatn' Meetn'

About 50 Santas plus their families had a great time at LSS 6th Annual Eatn' Meetn' at Santa Wonderland in Bryan/College Station on Thursday, December 30, 2021. LSS was presented with a check for \$15,000 from Santa's Wonderland.



## LONE STAR SANTAS ROUNDUP 2022

*Celebrating the Joy of Being Santa  
Every Day*

**Education-rich Experiences await at Lone Star Santas® Roundup 2022**

**March 17-20, 2022**

**Texas A&M Hotel and Conference Center**  
177 Joe Routt Boulevard,  
College Station, Texas 77840

**Come, Meet and Learn with Lone Star Santas® members from all over Texas, and beyond!**

Lone Star Santas Roundup is held each year to help all of us who convey Christmas to learn, have fun, share experiences, and make friends for years to come.

Folks from all over the world are invited to join us in College Station, Texas at the beautiful Texas A&M Hotel.

## **Schedule**

A great schedule of informative and educational presentations is planned.

### **Friday, March 18**

- 8:00 am-12:00pm Training for **New** Santas and Mrs. Clauses  
1:30 pm-3:30 pm Service Project  
4:00 pm-5:00 pm Santa Photography Training  
6:30 pm-7:30 pm Lone Star Santas Business Meeting & Bell Ceremony  
8:00 pm-9:30 pm The Annual Style Show

### **Saturday, March 19**

- 8:30 am General Session  
9:45 am Keynote presentation featuring **Santa Joe Barney**. *He is a member of the Santa Claus Hall of Fame.*  
1:00 pm Three Workshops Sessions:
  - Santa Photography Training
  - Lone Star Santas – 101
  - What to Expect from your Agent
  - Mrs. Claus – A Whole New World
  - Conducting Home Visits
  - Beard Care: Before, After, and During the Season
  - Resources for Santa
  - Santa's Inclusion Workshop
  - Tracing the History of Santa Through the Ages
  - Active Listening
  - How to Market Your Services to Employers

### **Saturday Night**

- 6:00 pm Group Photo  
6:30 pm Gala dinner featuring the Spirit of Christmas Legacy Award Presentation  
8:30 pm Variety Show

### **Sunday Morning**

- 8:00 am Santa Worship Service  
9:00 am Continental Breakfast and Mrs. Claus Forum

## **Are you a New Santa, Mrs. Claus, Elf or Helper?**

Lone Star Santas Roundup 2022 will be presenting the second annual New Santa and Mrs. Claus training session on Friday, March 18, 2022, from 8:00 am until noon. You are welcome to attend if you are a Roundup attendee with five years or less experience portraying Christmas characters. Lots of great information and help will be presented! A certificate of training will be awarded to you at the conclusion. We need to know how many will be attending. Please send an email to [santa@windcrestsanta.com](mailto:santa@windcrestsanta.com) if you plan to attend this session. Also, you can ask Santa Jim Flinn questions prior to the class.

## **Roundup Service Project**

Our service project this year we will be working with Books and a Blanket in College Station. The purpose of Books and a Blanket is to promote literacy and well-being among young students who are in need. Two sisters, Harper and Maggie started this project in 2012 and have been going strong. An Amazon wish list of books is being created for us to purchase and donate. On Friday afternoon we will gather to bag the books for Harper and Maggie to give out to school-age children in need. Be on the lookout for the announcement for donating books.

## **Volunteers Needed**

Volunteers are still needed to help with the decoration (starting at 4:00 pm Thursday & Friday morning).

Greeters are needed and people to help direct attendees to the break-out sessions. Contact Cathy Sturm 713.824.0649.

## **Vendors**

We have a wonderful mixture of 15 vendors this year including Santa General Store, Wells Custom Designs, Costume Magic, Singing Seamstress, Sewing for the Clausess, Dining With Joy, Mahula Creations, Stuff For Santa, The Jr. Claus Workshop, Snap Happy Jewelry, Santas One Stop Shop, Holiday Magic by Jessica Rosa, Cherry Hill Programs, and Crafty

Hands. The vendors will be located upstairs just above the ballroom.

### **LSS Business Meeting Bell Ceremony**

LSS Business meeting will be held Friday evening at 6:30 p.m. It is important for everyone to attend. A lot of information will be given about the organization and the future. Ceremony of Bells Memorial will be held following the meeting.

### **Cookie Contest**

Times have changed and cookie baking is no longer limited to just Mrs. Claus. So, it's time for Mrs. Claus', Santas, Elves and helpers to pull out your very best cookie recipes for the Claus Family Cookie Contest for LSS Roundup for 2022.

Please plan to bring 4 dozen cookies per recipe so we have plenty for the judges to sample as well as enough to share with Roundup guests at the afternoon break. Please include 25 printed copies of your recipe listing the ingredients, amounts and step-by-step recipe instructions.

**NOTE:** In fairness to all, this year entries will be limited to 1 entry per Santa family.

A distinguished panel of judges will sample each of the entries at 1:00 on Saturday, March 19, 2022. The winner will be announced just before the first afternoon break.

Cookies will be judged on taste, texture, and presentation. If you bring your cookies in a box, they will be judged in the box. We will not have any plates/platters to put your cookies on. Please bring your cookies on what you want them judged on.

At the end of the newsletter is a Cookie Contest Entry form. Please fill in the requested information and e-mail it to Tim Ware at [santatimware@gmail.com](mailto:santatimware@gmail.com). **All entry forms MUST BE SUBMITTED prior to March 11, 2022, so we will know how many entries to expect.**

Please feel free to bring cookies even if you are not going to enter the contest as we all know how Santas love cookies.

If you have any questions about the Cookie Contest, please feel free to contact Tim either by email or phone at (832) 922-7220.

### **4<sup>th</sup> Annual LSS Roundup Style Show**

Friday evening Style Show will feature the latest designs in formal and casual wear for the fashionable Santa and Mrs. Claus. This is an opportunity to share your unique styles and information with your brothers, sisters, elves, and helpers. You can still enter. Send your entry form and photo no later than February 25, 2022 to [gary.bierschwale@me.com](mailto:gary.bierschwale@me.com) with the following information.

1. Participant Full Name(s):
2. Email address(es):
3. Your City/Town/Region of Texas (or other state)
4. Written description of what you will wear in the 'Style Show' (some ideas follow):  
Traditional attire; Themed Attire such as Western, Old World; Country or Region Themed (e.g. Scottish, Russian, American); Team Themed (e.g. Texans, Cowboys, Mavs, Astros); Winter or Summer Casual (what you may wear when not formally suited).  
Please include in your written description any information you can share on where you acquired fabric, designer, maker (yourself, company, seamstress), how you have accessorized your attire and where you acquired your accessories (jewelry, pins, halos, hats, ribbons, shoes, boots). Many of us find special items at secondhand shops, on-line stores; this information is very helpful. Be as detailed as you can. The description should be readable in about 30-45 seconds.
5. Attach a picture of outfits being worn by you (on you).

You may submit multiple outfits, and there will be a place to change your attire, as needed. You can contact Santa Gary Bierschwale with any questions. [gary.bierschwale@me.com](mailto:gary.bierschwale@me.com) or 972.814.9763

## Personal Sales

Have something you want to sell? A large cork bulletin board will be available to post items for sale. The forms will be at the check-in booth. Forms require your name, cell phone number, brief description of item and sell price. There will also be a room available if you want to display your items or utilize the room to meet potential customers to show and exchange items. You are limited to 5 items.

Santa Gary Bierschwale can answer any questions. [gary.bierschwale@me.com](mailto:gary.bierschwale@me.com) or 972.814.9763

## Mrs. Claus Breakfast & Panel Discussion

Sunday morning the Mrs. Claus will have a continental breakfast and an organized Panel Discussion. This will be a great chance to share ideas and information with other Mrs. Clauses.

## Door Prizes

Door Prizes will be given out at Roundup. If you would like to donate, it needs to have a minimum value of \$25. Please bring your donation to the ballroom. Cathy Sturm is in charge (713.824.0649).

## T-Shirts

We will have Round-up T-Shirt to pre-order again. Information will be sent out shortly on how to pre-order your t-shirts and the price.

## Non-Hotel Guests

Roundup attendees not staying in the host hotel will have a \$12 per day parking fee.

## Registration

All Saturday meals, the evening dinner featuring the Spirit of Christmas Legacy Award

Presentation and Variety Show are also included in your registration.

The registration fee is \$183 per person.

Here is the link to registration for the LSS Roundup. Click here: <https://mp.gg/hfc8r>

## Hotel

A special Negotiated room rate for Roundup is \$139/night and includes covered garage parking. Breakfast is not included with the room.

## Texas A&M Hotel Reservations Link

Please Follow these Reservations Instructions Carefully:

1. Click on the button below.(ctrl+click)
2. Enter your number of guests.
3. Be sure to enter and check your arrival date (March 17, 18 or 19).
4. Choose your accommodations.
5. Fill in the required credit card information to make your reservation.

Click here  
for Reservations Link

The special negotiated rate is good until February 25<sup>th</sup>.

*If you have a problem with hotel registration contact Sue Thomason ([sue\\_thomason@hotmail.com](mailto:sue_thomason@hotmail.com))*

**If you can come to only one event this year, make it Lone Star Santas Roundup 2022.**



**Visit College Station, Texas | Things To Do, Events, Restaurants & Hotels [cstx.gov](http://cstx.gov)**

This program made possible in part through Hotel Occupancy Tax Revenue funded through the City of College Station

If you have a question or to volunteer, Contact **Flo Smith**, Roundup Co-chairman, 281.658.3208 or [ricflo@att.net](mailto:ricflo@att.net).

## Convoy of Toys (COT)

The current protocol for having a COT is local.

That means that anyone who sees a need locally can set up/pursue having a COT, regardless of the size of the event.

Bill Gaston and Clem Webb are the current COT co-directors, and either of them can assist an LSS member.

If there's a need in your area, whether large or small, we (LSS) can provide assistance to the victims: We are still second responders, but we no longer need to have a large event to have a COT.

Recently, there have been two small COT's that assisted with small disasters: one in Palo Pinto county provided toys and gift cards to families who suffered fires and the losses that go with it. The local Santa got in touch, and we provided help to make the delivery of Love Hope and Joy possible.

The same holds true in your area: If you see a need, get in touch with either of us and we'll help you do the good that needs doing.

In the same way, if there's a larger need, we can help with the planning and organization of a larger event.

Bill Gaston and Clem Webb.

## Local Convoy of Toys

Santa Bob Bogart, in Dallas helped with the Oak Cliff neighborhood Christmas Baskets given by the Tyler St. Community Service Outreach. In December, families receive turkey or a ham, food to make a Christmas meal and a toy for each child. Together with Tyler Street Church, Lone Star Santas Convoy of Toys helped to supply toys to 246 children and teens for 98 families.

Santa Steve Ezzell helped two families that lost their houses to fire, providing toys for the children and a visit from Santa. Claus.

## LSS Board Nominees

The Lone Star Santas Board of Directors is seeking members to fill open board positions for a minimum of 3 years. New board members will be appointed at the March board meeting.

Qualifications:

- Lone Star Santa membership 2 or more years
- Participated in or supported the Convoy of Toys
- Be able to play an active role and have the financial resources to support LSS activities such as: face-to-face board meetings, Roundups, Eatn' Meetn', Belton July 4th, and Santa Wonderland by your attendance as well as attend Santa schools, and national Santa conventions.
- Other board experience, non-profit
- Job experience relative to a board position.
- Resume should include contributions you are able to make to carry out the mission of Lone Star Santas.

Send Resumes to Jane Quein at

[jquein@hotmail.com](mailto:jquein@hotmail.com)

## 2022 Membership Dues

The Board of Directors at their annual 'Face to Face' meeting in 2020, reviewed the initial cost of items provided to new members/families and the current membership dues program. LSS has a potential loss of \$104 each time we add a new member. The board voted to keep the initial membership fee of \$50 for new members/families and to increase the annual renewal fee for all members from \$25 annually to \$50 annually for members/families. The new fees will begin in January 2022

## International Santa Celebration (ISC) - Atlanta Convention

The IBRBS (formerly known as the International Brotherhood of Real Bearded Santas) is hosting International Santa Celebration 2022. April 28 to May 1, 2022, in Atlanta, GA, 30305.

If you are attending, please email Joy Phillips your name and mobile phone number.

[joyphillips14@gmail.com](mailto:joyphillips14@gmail.com)

Reservations can still be made at <https://events.eventzilla.net/e/international-santa-celebration--isc2020-atlanta-focused-on-our-future-2138720345#register>

Central Texas area - Santa Sid Dowel (361) 813-9424

## Welcome Our New Members!

(Members that have joined between October 6<sup>th</sup> to January 29<sup>th</sup>)

Bobby Fulks, *Nacogdoches*  
Dean Starlin, *Buda*  
Darla Huber, *Lavon*  
Louis Lee, *Montgomery*  
Lee Melton, *Sour Lake*  
Richard Dorman, *Pasadena*  
Michael LeCompte, *Cypress*  
Michael Madsen, *Kaufman*  
Kirby Kinney, *Arlington*  
George Shearman, *Fort Worth*  
Amelia Cobb, *Austin*  
R.T. Fitch, *Magnolia*  
Richard Beason, *Italy*  
Jeremy Phelps, *San Antonio*  
Kelly Ward, *Conroe*  
Brian Hooks, *Dayton*  
Robert Bruce, *Marshall*  
Jane Thorton, *Houston*  
Mary Morris, *Katy*

## Last Sleigh Ride

It is with great sadness to report the following Santas and Mrs. Claus have taken their Last Sleigh Ride.

Rodney Fleck, *Montgomery*  
Bob Roda, *San Antonio*  
Laurena Zaveritnik, *Brenham/ Houston*  
Tommy McIntosh, *Corsicana*  
Ross Harper, *Groesbeck*  
Michelle Sorrell, *Port Neches*

## LSS Chaplains

If you are in need or know of someone that needs a chaplain or are in the hospital, please contact Your LSS Chaplains:

N. Texas - Santa Barry Swindall (817) 269-9874  
Houston - Santa "Doc" Brad Black (832) 628-6313

## Membership Notes & Tips:

- If you would like a bottle of the Santa\*itizer contact Santa General Store [workshop@santageneralstore.com](mailto:workshop@santageneralstore.com). Part of the proceeds go to LSS. Santa\*itizer will be available at Roundup.
- All links underlined in the newsletter are active; just hold down the 'Ctrl' key and click.
- All Santa, Mrs. Clauses and Elves should set-up their own membership profile on the LSS website. It is easy to do, just go to [www.LoneStarSantas.org](http://www.LoneStarSantas.org), click on Member Login, and set-up your own profile. This will simplify communications with LSS.
- If you need a LSS shirts, hats, decals, magnetic signs, license plate holders, members vest or other merchandise contact:  
**Santa General Store.**  
<https://santageneralstorelss.com/> or email [workshop@santageneralstore.com](mailto:workshop@santageneralstore.com).

## Current LSS Board Members

### Voting

Santa Glenn Westberry – President  
Mrs. Claus Jane Quein – Vice President  
Mrs. Claus Pauline Manes - Treasurer  
Sue Thomason – Secretary  
Santa Gene Goetz – IT/Communication  
Santa George Campbell – At Large  
Santa Russell Berrier – At Large

### Non-Voting

Santa Jim Fletcher, President Emeritus  
Santa Clem Webb & Santa Bill Gaston – COT Co-Lead  
Santa Gary Bierschwale - Membership  
Santa Doc Brad Black – Chaplain  
Santa Sid Dowel - Chaplain  
Santa Barry Swindall - Chaplain  
Santa Tom Sorrels - Insurance  
Santa Lance McLean – Lead Sleigh Master  
Santa Bob Engle – Sleigh Master  
Santa Ed Welsh – Assistant Sleigh Master

Santa Johnny Vykukal - Assistant Sleigh Masters

Santa Deryl McKenzie - Marketing

Santa Jim Flinn - Marketing

*Contact info is in the Directory on the LSS  
webpage.*

## **LSS Newsletter**

If you have any suggestions or ideas for future editions or comments, or need some information publish in the next edition, please send Joy Phillips an email. [joyphillips14@gmail.com](mailto:joyphillips14@gmail.com);

# COOKIE CONTEST REGISTRATION

**NAME:** \_\_\_\_\_

**TYPE OF COOKIE:** \_\_\_\_\_

**Please be sure to bring 4 dozen cookies to be judged and served at break time.**