



Fiesta^o San Antonio Commission
THE ORDER OF THE CASCARÓN 2020 NOMINATION FORM

NOMINEE INFORMATION

Name of Nominee: William F. (Bill) Mitchell

Address: 704 Canterbury Hill City: San Antonio State: TX Zip: 78209

Phone #: _____ Cell #: 210-862-4657 Work #: 210-227-8127

E-mail: bill.mitchell@gwmitchell.com

Affiliated PMO's: The Order of the Alamo; The Texas Cavaliers; The German Club; Fiesta San Antonio Commission

NOMINATOR INFORMATION

Name of Person Making Nomination: Jack C. Hebdon, Jr.

Address: 8102 Nufy Ridge City: San Antonio State: TX Zip: 78209

Phone #: _____ Cell #: 210-601-5131 Work #: 210-821-6300 X105

E-mail: jhebdon@bakkedevcorp.com

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On a separate sheet:

In 400 words or less, please describe the volunteer contributions that your nominee has made to Fiesta^o. Please include:

- 1) Detailed information on the volunteer role that your nominee has played in the Fiesta^o celebration. Give specific details on how your nominee's efforts have had an impact on the Fiesta^o celebration in a positive and long lasting way. Elaborate on specific volunteer duties and responsibilities nominee has undertaken.
- 2) The length of time that your nominee has been involved in these volunteer activities. Give specific years nominee was active in these activities.
- 3) If your nominee served in a specific leadership role during Fiesta^o, i.e., Fiesta^o royalty, president of a Fiesta^o organization, chairman of a Fiesta^o event, etc., indicate how their volunteer involvement has gone beyond the normal responsibilities of that role.

Please submit your Nomination Form and essay by noon on February 13, 2020 in person or by email to:

Fiesta^o San Antonio Commission
2611 Broadway, San Antonio, Texas 78215
amy@fiestasanantonio.org

January 8, 2020

Dear Nominating Committee,

It is with great pleasure that I submit this nomination of Bill Mitchell for induction into the Order of the Cascaron in 2020.

Bill comes from a Fiesta family and has logged a record of some 30 years of leadership-level Fiesta volunteer experience. I can't think of anyone who has consistently given more to Fiesta San Antonio than he.

Bill has been a member of The Order of the Alamo and the German Club since 1991 and a member of the Texas Cavaliers since 1997. His leadership roles in the Texas Cavaliers include number of River Parade Chairmanships (2000-2004), River Parade Operations Officer (2006), River Parade Vice Marshal and Board Member (2006), River Parade Marshal and Board Member (2007), Captain of the King's Guard and Board Member (2008), Activities Officer and Board Member (2009), Commander and Board Member (2010), King Antonio and Board Member (2001) and Former King Antonio and Board Member (2012).

Importantly, during his five years as a Board Member of the Texas Cavaliers Charitable Foundation, the organization donated more than \$1 million to local children's charities.

From 1997 to 2016, Bill served on the Fiesta San Antonio Commission Finance, Personnel, Membership and Building Committees, and from 2012 to 2016, served as chair of Fit Fiesta, Membership, Audit, Fiesta Fiesta and Sponsorships committees, as well as led the Commission's transition from parade broadcasts on KLRN to a new era with KSAT-12 that ultimately included nationwide syndication of the Battle of Flowers and Fiesta Flambeau parades. Bill served as Fiesta Commission Secretary, Vice President and Senior Vice President before being elected President for 2018.

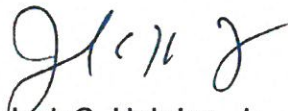
On Bill's first day as President, he announced that he was allergic to negativity, and that set the tone for a year of focusing on continuous improvement. Under his leadership, the Commission:

- Streamlined the PMO compliance process through face-to-face meetings;
- Took Miss Fiesta to the next level with an independent panel of judges and an elevated focus on community service;
- Sought to develop new, and grow existing, sources of revenue – making more progress in moving expenses like parade broadcasts and magazine production to revenue generators – and more than doubling attendance and sponsor interest in Fiesta Fiesta;
- Raised the bar on ensuring a quality experience at FSAC member events;
- Grew its reach via social media exponentially; and
- Carefully cultivated select new Fiesta events among reputable nonprofits, including in locations outside the central city.

Bill Mitchell is so much more than the above list of Fiesta-related offices held. I have seen and experienced firsthand the respect, loyalty and dedication that Bill brings to the table in all his endeavors. His greatest achievement above everything listed above was a major change he made as Head of the Texas Cavalier River Parade in 2007. He saw an opportunity to move the cast-off point from the old Mariana/Weston Hotel area to behind the Tobin center. After concerns were voiced by many former parade marshals, he listened to reasons why it would not work and found solutions to make it work. That change was very successful and as a result over the past 12 years has allowed the river parade to prosper to new heights, not to mention, allowed the Cavaliers to be able to accommodate more seats on the River. Many of those seats and locations continue to be free areas. This is a prime example of someone who made an everlasting change to Fiesta. He's the one you listen to, the one you follow, the one who walks beside you and not in front of you. His influence and reputation crosses all segments of San Antonio, and the qualities he exhibits are qualities that would reflect very well on The Order of the Cascaron.

Thank you for considering this nomination. I very much look forward to Bill Mitchell's induction in March.

Best regards,



Jack C. Hebdon, Jr.