

# Boerne Adds Professional Theater to Its Fine Arts Repertoire



**B**y David Hinkle

Boerne is already known throughout Hill Country for the quality of its fine arts and now it can add professional performing arts to its amazing repertoire.

The Kerrville Performing Arts Society (KPAS) is coming to town with three outstanding shows. The concert series begins November 1 and 2 with the Grammy-award-winning Mariachi Los Camperos de Nati Cano. Neil Berg's 101 Years of Broadway will be performed February 17 and 18. The artistic director of Ft. Worth's Bass Hall describes this production at

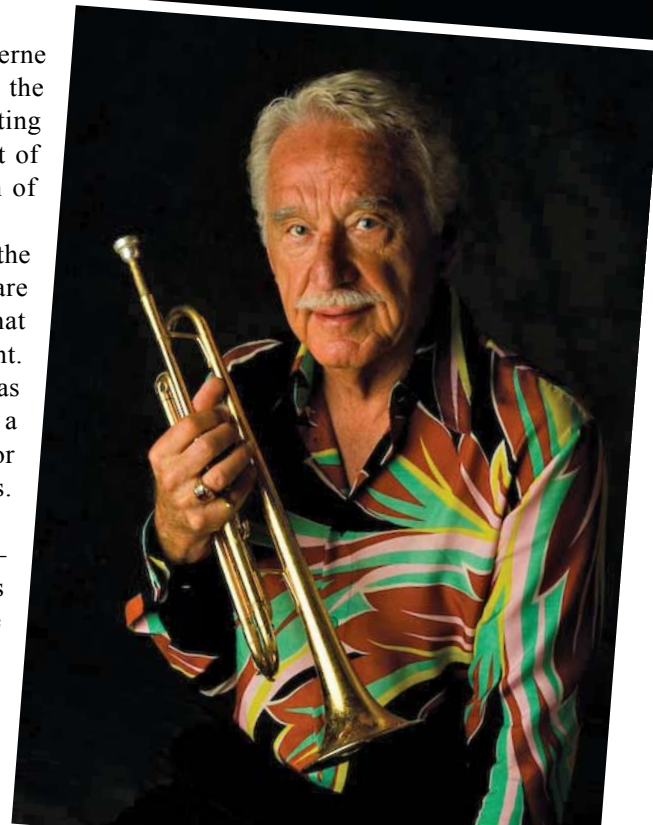
a "Knockout!" The finale happens May 8 and 9 when Doc Severinsen of The Tonight Show with Johnny Carson comes to town.

Equally wonderful is where these shows will take place. They will be staged at Boerne Champion High School auditorium. This facility can house an audience of nearly a thousand. There is not a bad seat in the place. The sight lines are great; the technical equipment is excellent. It is perfect for some show-stopping evenings.

As wonderful as the shows are, they would never have come to Boerne without the cooperation of the Convention and Visitor's Bureau, the business sense of KPAS' Artistic Director Greg Talford and Marketing Director Sue Talford, --yes, they are married, -- the coordinating effort of Fine Arts Lead Teacher, Cathie Meadows, and the blessing and vision of Boerne ISD Superintendent John P. Kelly.

This is definitely a win-win-win situation for the school district, the city of Boerne and the Kerrville Performing Arts Society. The prices are \$60-\$90-\$120 for all three performances. For every season ticket that is sold, 15 dollars will go to the school system's Fine Arts Department. Cathie Meadows says Boerne ISD has had funding cuts just like all Texas school systems. The money gleaned from season tickets will go into a special account for the Fine Arts. "This is just practical," she says. "For example, we have a new orchestra that is very popular with the kids. They need things like uniforms and string basses."

All parties are quick to point out that the 2010-2011 KPAS season—its 27th -- is anything but a fund-raiser. Before both the Mariachi Los Camperos and 101 Years of Broadway, students will perform in the school lobby. There will be paintings and other works of art on display created by the kids. Boerne's hotels such as Ye Kendall Inn, with its



famous Limestone Grill, are working on package deals for KPAS patrons to stay and enjoy the best that Hill Country has to offer.

Marketing Director Sue Talford says, "I think KPAS coming to Boerne will help the image of the city. We hope we will help restaurants and hotels. We think this will blossom. We want people to come and spend the night. We want to promote it and promote Boerne."

The Convention and Visitor Bureau's motto perhaps sums up this coordinated effort best with the slogan, "Journey in the Arts." Linda Tom of the Center says, "This is huge. We want to promote it in the Hill Country and let Boerne be known. We are already known for the visual arts. This is a big next step."

For those with theatrical aspirations, there will be a special event during the 101 Years of Broadway. Aspiring performers will be able to do "youtube" style taped auditions. Neil Berg, the show's creator, will screen the auditions looking for that special, undiscovered talent. If good enough, the selected performer will be coached by professionals and actually

go on stage as part of the show.

KPAS' Artistic Director, Greg Talford, explains the society, with its volunteer board, will take a look at the end of the season to make sure Boerne, the Champion High School auditorium and professional performances make a good match. He is confident it will be the beginning of a new era.

"We hope the response is good from the community and beyond," he says. "Boerne has a lot going for it....If I lived in San Antonio, I would want to come out here. Boerne offers so much."

For information or to buy tickets there are a number of options. The Boerne Convention and Visitors Bureau can be reached at (830) 249-7277. The Greater Boerne Chamber of Commerce and the Boerne ISD fine arts department are also places to go. A fourth option is the Kerrville Performing Arts Society itself, which can be reached at (830) 896-5727 or at [www.kpas.org](http://www.kpas.org).



Pictured (from left to right): Greg Talford, Sue Talford (KPAS), Cathie Meadows (Boerne ISD), and Linda Tom (Boerne Convention and Visitors Bureau).

**TOUGH JOBS AREN'T THE ONLY THINGS WE MAKE EASY.**

|  |   |
|--|---|
| <p><b>3320 Tractor</b></p> <ul style="list-style-type: none"> <li>• 32.5HP, 3-Cylinder Yanmar diesel engine</li> <li>• PowrReverser™ transmission</li> <li>• Standard 4-wheel drive</li> <li>• eHydro™ transmission optional</li> <li>• Standard rear PTO; optional mid PTO</li> </ul> | <p><b>3520 Tractor</b></p> <p>Increase Productivity!</p> <ul style="list-style-type: none"> <li>• 37HP</li> <li>• 3-Cyl Yanmar diesel</li> <li>• PowrReverser trans</li> <li>• Standard 4-wheel drive</li> <li>• Standard rear PTO</li> </ul> |
| <p><b>4120 Tractor</b></p> <p>Improve Performance!</p> <ul style="list-style-type: none"> <li>• 43HP</li> <li>• 4-Cyl diesel engine</li> <li>• Standard 4WD</li> <li>• Standard rear PTO</li> <li>• Optional mid PTO</li> </ul>  | <p><b>4520 Cab Tractor</b></p> <p>Easy to Own!</p> <ul style="list-style-type: none"> <li>• 60HP</li> <li>• 4-Cyl diesel engine</li> <li>• Standard 4WD</li> <li>• Standard rear PTO</li> <li>• Optional mid PTO</li> </ul>                   |

0% Financing Available!

**R&R TRACTOR AND EQUIPMENT**

**28660 IH 10 WEST  
BOERNE, TX 78006  
(830) 755-9080  
[www.rrtractor.com](http://www.rrtractor.com)**

John Deere's green and yellow color scheme, the leaping deer symbol, and JOHN DEERE are trademarks of Deere & Company. The engine horsepower information is provided by the engine manufacturer to be used for comparison purposes only. Actual operating horsepower will be less.

**PRESERVING THE PAST...  
*Promoting the Future***

**KENDALL COUNTY**  
ECONOMIC DEVELOPMENT CORPORATION

Kendall County provides a thriving business environment with an unmatched quality of life.

Growth Targets for Kendall County include:

- Healthy & Medical
- Clean Industry
- Corporate Headquarters
- Retail & Service
- Resort & Conferences
- Higher Education
- Existing Business & Industry Expansion

*Come & See All that Kendall County has to Offer Your Business*

• Business-Friendly Attitudes • Resources to Support Business Growth • Highly Educated Workforce • San Antonio Amenities 25 Minutes Away • Texas Hill Country Lifestyle

830.331.9070 • [WWW.KENDALLCOUNTYEDC.COM](http://WWW.KENDALLCOUNTYEDC.COM)