



TFEA Executive Director, Kay Wolf, Announces Retirement

The Executive Director of the Texas Festivals & Events Association (TFEA), Kay Wolf, CFEE, will retire in December 2024, after serving in her role since 2016. TFEA is thankful for her service and pleased to have her continue to support members during the transition. The TFEA Board of Directors has launched a statewide search for a new Executive Director.

"Kay's tenure at the TFEA has seen remarkable achievement. Her leadership and commitment have been hugely instrumental in making the TFEA the incredible success it is today. Kay has been an outstanding steward of the organization," says Jenny Carattini-Wright, Chairman of the Texas Festivals & Events Board of Directors.

Kay's journey in the event industry started as the Executive Director of the Aransas Pass Chamber of Commerce. For 25 years, Kay successfully promoted, organized, and hosted the annual Aransas Pass Shrimporee Event. Her passion for event management grew even stronger when she attended "The Whole Enchilada" an event workshop at Texas A&M University, a meeting of professionals from which the Texas Festivals and Events Association was born.

The TFEA member network unlocked many opportunities throughout Kay's career. In 1999, she accepted a pivotal position as the marketing manager for DFEST® in San Antonio, where she worked until 2006, when she was recruited to become the Assistant City Manager of Hidalgo. Kay's event expertise proved invaluable as she organized efforts to enhance and expand the renowned and award winning Hidalgo Festival of Lights, while also making significant contributions to promoting Borderfest.

Kay has served TFEA in almost every way possible, as a founding member of the organization in the 1980's, as a board member and board chair, and now as Executive Director.

"Over the past 9 years, I have had the privilege of being a part of numerous accomplishments that have greatly contributed to the growth and success of TFEA. One notable achievement was spearheading the development and implementation of the Texas Event Management Institute (TEMI), which has played a pivotal role in educating, connecting, and inspiring our vibrant festival and events community in Texas. It brings me great pride to look back on the strides we have taken together in nurturing leaders who will further strengthen our organization's future."—Kay Wolf, CFEE