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Letter from President Lincoln Holmes

We are just a few months away from the next TAIR conference, and I can't wait to share some sneak peeks at what the Program Committee has planned! But first I would like to update you on the activities of your Executive Committee.

We completed a review of TAIR's Constitution and Bylaws. Recommended changes will be voted upon by the membership at the annual business meeting to be held during the TAIR conference in Addison (see Page 9 for details). There are two recommendations: (1) Under the duties of the Secretary we removed the wording "print and" (with everything digital is there still a need for paper copies), and (2) we added wording allowing the TAIR executive committee to award a travel grant to the AIR Liaison to help defer the cost of travelling to the AIR conference.

After careful review of TAIR finances and projected conference costs, 2015 conference registration fees have been set. Remember the annual membership fee of \$25 is included in the conference registration fee. The 2015 fee structure will be \$185 for early registration (through January 16, 2015), \$235 for regular registration (January 17 through February 13), and \$285 for late registration (February 14 through February 26). We will cutoff online registration on February 26!!! Pre-conference workshop fees are \$60. Even at these prices, TAIR is still your best bargain for professional development!

The Awards Committee led by Immediate Past President Susan Thompson was approved to revise criteria for the Outstanding Professional Practice Award. This year the Committee will consider nominees for the Best Visual Display of Information. See Page 5 for details about awards criteria and how to nominate your institution or another for consideration.

The Data Advisory Committee is tackling a couple of projects this year. Thanks go to the members of TAIR-DAC for their efforts to

provide helpful resources and to advocate on our behalf. See Page 9 for more information about TAIR-DAC and a link to the data dictionary.

Lisa Haynes, TAIR Secretary, reports we now have 350 TAIR members, which we believe is an all-time high!

Member-at-Large for Professional Development David Brown and his Professional Development Committee delivered a great summer workshop in early August. If you weren't there, you missed a great opportunity to learn a new skill or brush off some rust, plus network with TAIR friends (see Page 10 for details).

I hope you are ready for the 2015 conference in Addison at the Crowne Plaza Hotel! Vice President/Program Chair Mary Barton and her Program Committee have planned a terrific conference that offers something for everyone. More details about the conference can be found in Mary's letter and elsewhere in this newsletter.

We understand that some of you may still be faced with tight budgets, and even though the conference fee increases are slight, they may still be a factor. Please remember that TAIR does offer some assistance in the form of Travel Grants. See Page 2 for more information and application instructions.

And finally – to add a bit of fun to the conference and some silliness to the proceedings, we have decided to offer a challenge on the theme of the conference. All my Data by Morning – write your own lyrics to the song and bring them to the conference for a chance to win a prize. We may even have karaoke and a chance to sing the words to different variations. Take for example this one submitted by myself and sung by Kathy James (a good friend of mine)

 [All My Data by Morning](#)

I hope to see you in Addison!

Lincoln



A Note from Mary Barton Vice President/Program Chair



Welcome back to Addison! This is the 37th annual TAIR conference and it is shaping up to be a great one! Your program committee has been hard at work to ensure that you have a wonderful conference experience filled with excellent professional development experiences and opportunities to network with your colleagues.

The TAIR 2015 conference will be held **March 3-6** and we are returning to the **Crowne Plaza near the Galleria in Addison, TX**. The hotel is large and spacious and can accommodate the conference and the pre-conference workshops on-site. The hotel is minutes away from restaurant row which offers any type of dining experience you can imagine.

“All My Data by Morning” is the conference theme this year. This theme, a spin-off from the song “Amarillo by Morning” made popular by George Strait, was selected when we were planning to convene in Amarillo. As you know, the Amarillo location did not work out; however, the theme seems to resonate with our group.

The TAIR program committee is working to offer you a wide range of professional development opportunities to assist you in developing knowledge through concurrent sessions, special interest groups, and pre-conference workshops. Workshops and concurrent sessions are organized around six tracks: Assessment and Effectiveness, Current Issues in Higher Education, Planning and Organizing, Reporting and Decision Support, Research, and Technology and Training.

The pre-conference workshops will be offered on **Tuesday, March 3 and Wednesday morning, March 4** at the hotel. Be sure to review the pre-conference workshop listings and schedule on the TAIR website prior to completing your registration so that you can sign up for one of the great workshops being offered. This year, IPEDS is offering a workshop free of charge, but you will need to register for it separately through a link on TAIR’s registration site.

The Special Event will be an evening with dinner and a show at the Improv Comedy Club. After the show, we have access to Pete’s Dueling Piano Bar across the hall from the Improv. Check out the Special Event notice on page 7 for additional details, including the menu.

Two top-notch speakers have been confirmed for the general sessions this year.

Dr. Randy Swing, Executive Director of the Association for Institutional Research will be our keynote speaker. His topic will be “The Student Centered Institutional Research Function Imperative.” Our closing speaker, **Mr. John Pryor**, an independent consultant and national speaker regarding issues in higher education. He was previously the Senior Research Scientist at Gallup. Prior to joining Gallup, John was the managing director of the Higher Education Research Institute (HERI) at the University of California, Los Angeles. His topic will be “You Are Rembrandt, not Dutch Boy™: What IR Needs Today.”

Registration for the TAIR conference is now open on the TAIR website at <http://www.texas-air.org/conference/2015/>. At the conference website you can find information about the pre-conference workshop schedule and the conference program, lodging and travel information. For hotel reservations, please use the group code **TA5** so that we receive credit for the room count and you get the conference price. The cutoff for room reservations is February 9, 2015; however, there is another conference in the hotel at the same time, so make your reservations early.

We would like to increase the number of sponsors that we have at the conference. I know there are many products out there that are used by various institutions in their IR offices. If there is a vendor you think should be represented at the conference, please send them a note about sponsorships and let us know. This conference is a good opportunity for the companies who make the products to make an appearance and get some exposure.

I hope you will take some time to look over the conference information and then make your conference registration. TAIR conferences are the best opportunity we have to meet our colleagues from around the state and to network, learn, and work together in a relaxed and fun setting. TAIR is just the right size—small enough to get to know everyone, but big enough to provide learning opportunities for all.

Mary

TAIR Travel Grants

TAIR is committed to providing professional development and networking opportunities for everyone who is involved in institutional research, planning, evaluation, and policy analysis in Texas higher education.

For individuals who may not otherwise be able to attend the annual conference, travel grants at **\$350** are available to help cover travel expenses. These grants are available to active members and those who become new members for 2015. The deadline to apply for a travel grant is **December 15, 2014**.

The TAIR Travel Grant Application and directions are available at [Here](#)

Meet the Executive Committee:



President:
Lincoln Holmes
The University of Texas at Austin
Austin, Texas
(512) 471-3833
j.l.holmes@austin.utexas.edu



Vice President:
Mary Barton
University of North Texas
Denton, Texas
(940) 565-2085
mary.barton@unt.edu



Secretary:
Lisa Haynes
Texas Woman's University
Denton, Texas
(940) 898-3027
LHaynes@mail.twu.edu



Treasurer:
Tracy Stegmair
Texas Woman's University
Denton, Texas
(940) 898-3021
tstegmair@mail.twu.edu

Appointments:

TAIR-L Manager:

Faron Kincheloe, Baylor University

Web Developer:

Todd Moon, Austin Community College

Historian:

Maryann S. (Ruddock) Brown, Retiree

Liaison to AIR:

Lincoln Holmes, Univ. of Texas at Austin

Newsletter Editor:

Lincoln Holmes, Univ. of Texas at Austin

Immediate Past President:

Susan Thompson
Texas State University
San Marcos, Texas
(512) 245-2348
susan@txstate.edu



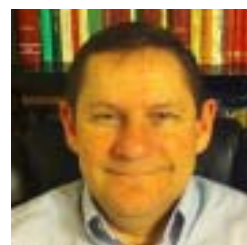
Member-at-Large, Professional Development:

David Brown
North Central Texas College
Gainesville, Texas
(940) 668-3331
dbrown@nctc.edu



Member-at-Large, Technology:

Faron Kincheloe
Baylor University
Waco, Texas
(254) 710-8835
faron_kincheloe@baylor.edu



TAIR Payment Address

Those of us who work at institutions with accounting information systems may have an outdated TAIR address on file, and when payments are mailed to that outdated address it creates extra work for the Treasurer. In some cases, this may result in a payment that gets lost during the forwarding process.

Tracy Stegmair is our Treasurer. This is a good time to ensure that the address you have on file for TAIR is up-to-date. Please take a moment to check or to ask your administrative assistant to verify the TAIR payment address on file with your institution. The current payment address is:

TAIR
Attn: Tracy Stegmair
P.O. Box 425765
Denton, TX 76204-5765

If you have any questions about TAIR payments or other financial concerns, please contact Tracy Stegmair at tstegmair@twu.edu

TAIR 2015 Program Committee:

Program Chair:

Mary Barton, University of North Texas

Concurrent and Discussion Sessions:

Marc Turner, Texas State University

Evaluations:

Tracy Simms, University of Houston-Downtown

General Sessions:

Soon Merz, Austin Community College

Local Arrangements:

Amanda Kay Moske, University of North Texas

Program Brochure:

Dave Downing, University of North Texas

Session Coordinators:

John Jones, Sul Ross University

Special Interest Groups:

Guyla Davis, Richland College

Sponsors:

Phil Rhodes, McLennan Community College

Appointed Committees:

Data Advisory Committee

Vicki West, Texas Tech University (Chair)

George Gonzalez, San Jacinto College

Ben Cox, Texas State Technical College, Waco

Morgan Carter, Tarleton State University

Dennis Ignatenko, The University of Texas at Arlington

Carol LaRue, Southwest Texas Junior College

Tessa Mathews, Wharton County Junior College

Lisa McCarty, Abilene Christian University

Colby Stoever, University of Texas Health Sciences Center

Financial Review Committee

Jim O'Donnell, Mountain View College (Chair)

Professional Development Committee

David Brown, North Central Texas College (Chair)

Jimmy Roberts, Temple Community College

Marcelo Paredes, University of Texas—Pan American

Phil Rhodes, McLennan Community College

Awards Committee

Susan Thompson, Texas State University (Chair)

Ruben Garcia, Texas Workforce Commission

Marilyn Greer, Retired

Lincoln Holmes, The University of Texas at Austin

Shari Koukl, The University of Texas at Tyler

Rick Leyva, Richmond College

Rebecca Richter, Temple College

Jason Simon, University of North Texas

Elected Committee:

Nominating Committee

Susan Thompson, Texas State University (Chair)

Sue Herring, Baylor University

Carol LaRue, Southwest Texas Junior College

Martha Oburn, Houston Community College



TAIR Membership Update

Welcome to our TAIR members, new and old; we are strengthened as an organization by your participation. Benefits of a TAIR membership include a subscription to TAIR-L, TAIR's discussion list, where members can share information and solicit advice on projects; discounted fees for TAIR's summer professional development workshops; and personal time at the annual conference with leading vendors and expert presenters in higher education. Your decision to spend \$25 on the TAIR annual membership gives you a remarkable value.

Membership in TAIR is maintained on an annual basis, with the annual TAIR conference marking the start of the membership year. Currently, TAIR has 350 members representing institutions and agencies statewide (increase of 103 members resulting in 41.7% growth):

TAIR 2014 Membership by Institutional/Organizational Category		
Category	Count of Members	Percent of Members
4 Year Public	133	38%
2 Year Public	139	39%
4 Year Private	51	15%
Association	18	5%
2 Year Private	0	0%
Technical	9	3%
Total	350	100%



TAIR 2015 Outstanding Professional Practice Award

Best Visual Display of Information

Each year, TAIR awards the Outstanding Professional Practice Award(s) to recognize excellence in our work. Categories of work to be recognized are determined by the Awards Committee and may vary from year to year. For the 2015 conference, the Awards Committee has chosen to recognize the best visual display of information.

Submissions may include an infographic, table, chart, illustration, PowerPoint slide, or some other means of visually representing data or information that helps connect data with decision-making in a visually appealing way. The submission must fit on a single printed page or a single web page in order to be considered; images that are linked in a series – such as a set of tables or charts in a dashboard – may be submitted but will be judged individually as single submissions.

In order to be eligible for consideration, the visual display's creator must be a member of TAIR at the time of submission. If more than one person is credited with creation of the visual display, at least one of the creators must be a TAIR member.

To be considered for the 2015 Outstanding Professional Practice Award, submissions must include the following:

- Name, title and institution of person submitting item for consideration
- Context for the display (limit of 250 words; briefly describe for what purpose the display was created, who is the intended audience, how was the display used in decision-making and any other pertinent information)
- PDF of visual display or link to display's web page

Submissions should be sent via e-mail to Susan Thompson, TAIR Immediate Past President and Chair of the Awards Committee, at susan@txstate.edu no later than December 15, 2014. Late submissions will not be accepted. The winner will be announced at the TAIR Annual Conference to be held in Addison, Texas, March 3-6, 2015.

Submissions will be judged on the following criteria:

- Topic (clarity, relevance)
- Content (level of detail appropriate for audience, timeliness)
- Format (clarity, composition/craftsmanship)
- Detail (accuracy, documentation)
- Attractiveness (visually appealing)
- Ability to tell a story





Hotel Arrangements for the 2015 TAIR Conference – Book Early!

TAIR 2015 will be held at the Crowne Plaza hotel in Addison, near the Galleria. Our conference rate for single or double occupancy is \$95 per night, plus applicable taxes. This rate includes internet access in the guestrooms.

You are encouraged to make your hotel reservations as soon as possible, because another group is booked at the hotel concurrently with our conference. We have been assured by the hotel that there is plenty of space for both groups, but just to be safe it is a good idea to reserve early!

TAIR has reserved a block of rooms until February 9, 2015. After that date, reservation requests will be honored on a space and rate available basis.

You may reserve your room by phone at (800)972-2518 or online at [TAIR 2015 Annual Convention booking link](#)

Be sure to use the Group Code of **TA5** to get the TAIR room rate.

TAIR 2015 Conference Schedule

Tuesday, March 3rd

- 8:00am – 5pm IPEDS Workshop
- 9:00am - Noon Preconference Workshops
- 1:00pm - 4:00pm Preconference Workshops

Wednesday, March 4th

- 8:30am - 10:30am Preconference Workshops
- 10:45am - Noon General Session I

Dr. Randy Swing

- Noon - 1:00pm Luncheon
- 1:00pm - 1:45pm Concurrent Sessions A
- 2:00pm - 2:45pm Concurrent Sessions B
- 3:00pm - 3:45pm Concurrent Sessions C
- 4:00pm - 4:45pm Special Interest Groups
- 5:00pm - 6:30pm Meet, Munch & Mingle

Thursday, March 5th

- 7:30am - 9:00am Networking Breakfast
- 8:30am - 4:30pm Sponsor Fair
- 9:00am - 9:45am Special Interest Groups
- 10:00am - 10:45am Concurrent Sessions D
- 11:00am - 11:45am Concurrent Sessions E
- Noon - 1:00pm Luncheon
- 1:00pm - 1:45pm Concurrent Sessions F
- 2:00pm - 2:45pm Dessert/Sponsor Fair
- 3:00pm - 3:45pm Business Meeting
- 4:00pm - 4:45pm Concurrent Session G
- 6:00pm - 9:00pm Special Event

Improv Comedy Club & Dinner Theatre

*Bus leaves at 5:30pm

Friday, March 6th

- 7:30am - 9:00am Breakfast
- 8:30am - 9:15am Concurrent Sessions H
- 9:30am - 10:15am Concurrent Sessions I
- 10:30am - 11:45am General Session II

Mr. John H. Pryor



TAIR 2015
Special Event!

IMPROV Comedy Club
&
Dinner Theatre

Headliner:
Paul Varghese

TAIR 2015 Special Event

IMPROV COMEDY CLUB & DINNER THEATRE

This year's event will be held at the Improv Comedy Club & Dinner Theatre. Transportation will be provided to and from the venue. We will start the evening with a massive appetizer platter, followed by multiple menu options* to satisfy everyone's appetite...AND a yummy desert! After dinner, Paul Varghese will entertain us with his side-splitting antics.

Tickets to the special event are \$40, which include transportation, dinner and a show! The price also includes FREE admission to Pete's Dueling Piano Bar!

Be sure to add tickets to your conference registration, as this is sure to be a spectacular event you don't want to miss!

*Menu Options: Prime Rib, Chipotle Chicken, Southwest Catfish, Grilled Salmon, Fettuccini Alfredo, Veggie Burger, Grilled Chicken Salad.

Multiple Menu Options Including an
Appetizer Platter and your Choice of
A Yummy Dessert!
Mmmmm... brownies

FREE Admission
Pete's Dueling Piano Bar!

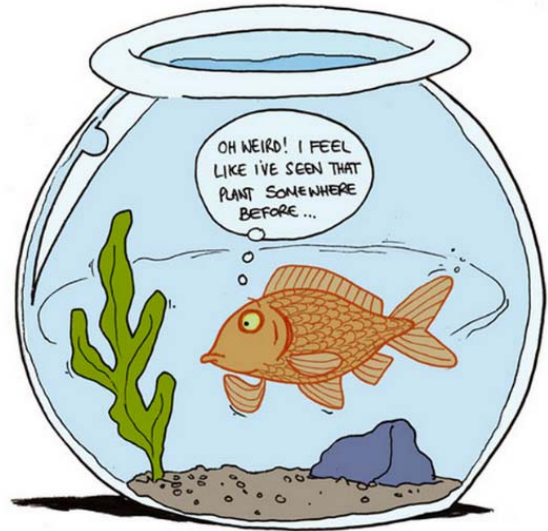




Addison Encore!

Here's some information about the location of our 2015 conference:

Addison is a bustling town alive with entrepreneurial spirit where small start ups to major corporations are headquartered including Mary Kay and Palm Harbor Homes. Within a compact urban center, Addison has a unique combination of towering office buildings, upscale shopping, beautifully landscaped residential communities, award winning parks, 22 hotels and over 170 restaurants, all within a 5 minute drive from anywhere in town. Addison is located 13 miles north of downtown Dallas, 16 miles northeast of DFW airport, 11 miles north of Love Field airport, and about a mile from The Dallas Galleria.



The Town of Addison is located in an area once called Peters Colony. It was settled as early as 1846 when Preston Witt built a house on White Rock Creek. The area was not known as Addison until 1902. Addison was named after Addison Robertson, who served as the community's second postmaster from 1908-1916. In 1902, the first industry was introduced to Addison when a cotton gin was built on Addison Road, near the railroad, by the Pistole brothers. It became the Plano Cotton Oil Mill in 1904 and the Farmers Gin of Addison in 1919.

Located on Belt Line Road is the Addison School Building which was built in 1914. In 1954, the school was annexed and became a part of the Dallas Independent School District. The school, which was closed in 1964, now serves as the Addison Magic Time Machine Restaurant.

The City of Addison was incorporated on June 15, 1953, under an alder-manic form of government and was changed to the "Town of Addison" in 1982. Addison's first Mayor was M.W. Morris and the aldermen were Guy Dennis, Robert W. Wood, J.E. Julian, Jr., Dr. H.T. Nesbit, and Seldon Knowles.

In 1975, an election to allow liquor by the drink served in town was a major attribute to the expansion of businesses and restaurants. All combined, Addison's restaurants and eating establishments can seat over 20,000 patrons at one time.

In 1978, the Town of Addison constructed its first town park, and by 1980 an aggressive beautification program was under way. Today, Addison's 118 acres of parks are some of the finest in Texas, each uniquely themed and beautifully landscaped.

During the late 1970's and early 1980's, Addison experienced explosive growth. Today, the business and daytime population typically reaches up to 100,000 a day.

Source: <http://www.addisontx.gov/>

TAIR Member Discount on Jossey-Bass and Wiley Books!

TAIR members are eligible to receive a 20% discount on Jossey-Bass and Wiley books. (Offer excludes electronic and subscription products.) Jossey-Bass, an imprint of Wiley, is the leading publisher of higher and adult education resources.

To purchase discounted books, visit www.josseybass.com/highereducation or www.wiley.com and enter discount code SD142 at checkout.

Please note that TAIR is sharing this discount as a service to our members.

TAIR does not endorse any publisher.



TAIR-Data Advisory Committee Update

The TAIR Data Advisory Committee met at the end of July in Round Rock, prior to the summer workshops. We received a detailed update from Julie Eklund regarding the THECB's planned reporting changes, legislative priorities, and outcome-based funding. Julie reminded us that THECB board meetings and strategic planning committee meetings are streamed online from their website at: <http://www.thecb.state.tx.us/>.

TAIR-DAC will be working with the Coordinating Board in the coming months to better understand the way the THECB uses the data reported to them. Our first project will be to review the faculty reports, CBM008, and the edit reports that institutions receive from the CBM008.

There is a TAIR data dictionary located in the TAIR-DAC section of the TAIR website at <http://www.texas-air.org/member/dac.php>

This document was developed a couple of years ago in an effort to give members a common, consistent reference for the many terms, data items, and acronyms that we need to be familiar with. The committee is working to keep the dictionary current. Please let one of us know if there are definitions you would like to see included in the dictionary.

Also, did you know that the THECB maintains a glossary of terms as well on their web site at: <http://www.thecb.state.tx.us/reports/PDF/1316.PDF?CFID=17545725&CFTOKEN=29258213>



Proposed Changes: TAIR Constitution and Bylaws

The TAIR Executive Committee has completed an annual review of our Constitution and Bylaws and has recommended several changes. Proposed amendments can be viewed on the TAIR website at:

<http://www.texas-air.org/conference/2015/ProposedAmendments2015.pdf>

They will be voted on at the annual business meeting to be held on March 5, 2015 during the TAIR annual conference. A two-thirds majority of voting members is required for approval.

If you have any questions or concerns regarding the proposed amendments, please contact any member of the Executive Committee.



Letter from the Member at Large for Professional Development

This past summer, August 1st, TAIR held its annual summer workshop at the Texas State Round Rock campus north of Austin. We had very good attendance and great opportunities for professional development. The workshop topics included:

- Using R - Programming and Data Manipulation
- IPEDS – The Public Face of an Organization
- Tableau – Beginners and Advanced Sessions
- Zogotech – Basic Report Creation, and Cohort Tracking

There were 101 participants at the event.

I would also like to thank the folks at **Zogotech** for stepping up and sponsoring the snacks at the event, it was very generous and appreciated.

SAVE THE DATE: I reserved rooms for next summer’s workshop on **Friday, July 31, 2015**. We again will hope to see many of you there.

TAIR 2015 will be my first conference as the Professional Development officer. The professional development committee, working with the Executive Committee and Program Committee, has assembled a full offering of workshops intended to meet the needs of our membership who are seeking professional development and professional enrichment.

Tuesday March 3rd we have the following workshops:

- All Day IPEDS Training (This will be a New FREE workshop)
- Marilyn Greer will provide All Day Newcomers’ workshop
- Zogotech will provide Basic Report Creation Training
- Zogotech will also provide Cohort Tracking Training
- SACSCOC & Institutional Effectiveness
- Productivity
- The Use of Compression Planning in Program Review
- Elements of CBM Reporting – What is out there?
- The Benchmark Process: Best Practices for Gathering & Using Data
- Intro to Access



Other workshops on Wednesday, March 4th will include:

- Tableau All Day workshop
- SPSS Syntax

In the near future you will receive an email message with a full listing of all pre-conference workshops, descriptions of each session with presenters, and introductory bios of those who have volunteered their time and expertise. With so many pre-conference workshops offered on Tuesday, March 3rd and three more workshops offered on March 4th, great training and networking opportunities await you at the TAIR 2015 conference in Addison, Texas. I hope to see you there!

Thanks,

David

TAIR-L Listserv Update

The TAIR-L listserv continues to be a valuable member benefit and resource for the organization. This is the primary method used by the Executive and Program Committees to communicate with the TAIR membership. From time to time we also submit job postings and announcements from other organizations whenever these messages benefit the membership at large. The listserv also serves as a forum in which we can exchange information and network with our professional peers.

The listserv currently has 470 members. Of those, 350 are active TAIR members and the remainder are former members who will remain subscribed to the listserv for a 2 year grace period so they can continue to receive information about TAIR. Since this is a member benefit, only active TAIR members may post messages to TAIR-L.

Below are some technical tips intended to improve the use and function of the listserv:

- To post a message, send the message to tair-l@texas-air.org. Avoid putting other recipients in the to: or cc: fields of your message as this may prevent your message from being posted.
- Compose your message in plain text format. If you include fancy formatting and/or images in your messages, the listserv will convert your message to plain text and attach the images undoing all of the time and energy you put into the creation of a beautiful message.
- The next time you register for the TAIR conference or renew your membership, try to use the email address that your email system reports as your "sender" address. For example, if you use an email alias like tm01@tairu.edu but your messages are sent as tair.member@mail.tairu.edu, then register for TAIR using the longer email address. This is important because the listserv is populated using your TAIR membership address. But, if the listserv sees your post as coming from the longer email address, it does not recognize you as a listserv member and your message will not be posted until it is manually released by the listserv administrator.
- A significant number of TAIR-L messages are blocked by SPAM filters. If you feel you are missing messages, ask your IT department if they can add tair-l-bounces@texas-air.org to their list of approved addresses. You might also try adding this to your email address book. However, if you do, make some designation on the entry to remind you not to post messages to this address because messages sent to this address will not get posted.



**Save
the
Date**



Hold the Dates!!! Future TAIR Annual Conferences

TAIR 2015—March 3-6

Crowne Plaza Hotel, Addison

TAIR 2016—February 28-March 2

Omni Hotel at the Colonnade, San Antonio

TAIR 2017— February—March

Somewhere fun! Maybe somewhere close to
you