

The
Rey Feo
Scholarship Foundation

Educating the Children
of Texas
Since 1947



Rey Feo LXIX • *Fred Reyes*

August 2017



Fred Reyes is a motivated, personable business professional with a successful 20-year track record of overseeing and administering profitable small businesses. With his experience in international product sales, and applying a strong expertise in data-driven, long-term strategic planning he has led several project valuation, due diligence, deal parameter, and negotiation processes, resulting in increased revenue. His diplomatic and tactful approach with professionals and non-professionals at all levels has made him flexible and versatile.

Before launching SiteB Data Services Mr. Reyes was the Vice -President of Reyes Industries, a textile manufacturer responsible for producing folding aluminum cots, tactical load bearing vests and duffel bags for the Department of Defense.

Fred Reyes is an active member of the San Antonio Hispanic Chamber of Commerce and a member of Geekdom. Mr. Reyes is also a board member for Reyes Automotive Group and Reyes Amtex Automotive.

Fred is married to Carol Reyes and has two children, Peyton and Preston





The
Rey Fco
Scholarship Foundation
Since
1947



Johnny Gabriel
Chairman of The Board

**\$6,000,000
RAISED**

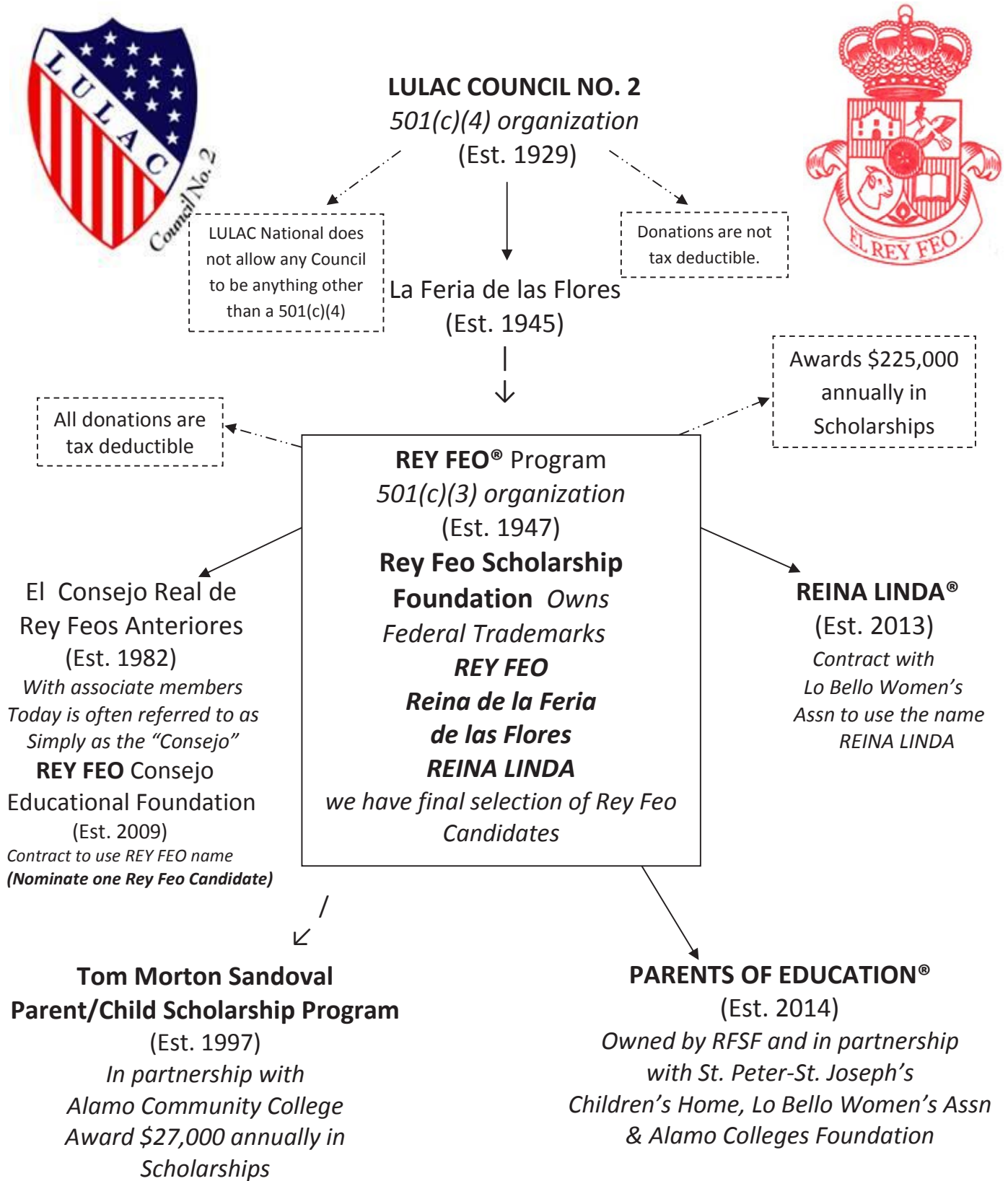
**5000
STUDENTS
EDUCATED**



Tom Sandoval
Vice Chairman & Corporate President



REY FEO HISTORICAL FLOW CHART



*DBA=Doing Business As

Rey Feo Scholarship Foundation

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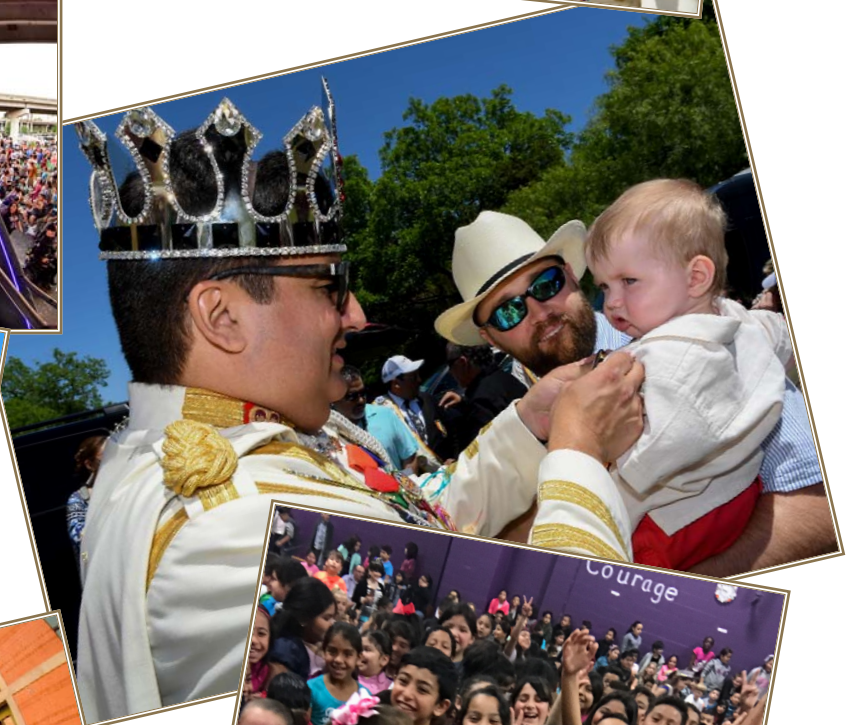
Graphic Layout and Design by Len Lopez. Printing by Lopez Printing.

Fred Reyes

Rey Feo LXIX and Royal Court







"The People's King"

The Legend

The story dates back to Spanish medieval times, during which the King of Spain had distanced himself from his subjects choosing to fill his court with only the beautiful, rich, and aristocratic. The ordinary citizen was never invited to the palace and rarely saw the monarch except when he rode to the countryside to hunt. The common people resented the king for this, and one day a rebellious crowd gathered in the plaza and proclaimed one of their own as "*The Ugly King*" or "*The People's King*".

This celebration of the populace traveled to the New World, and it was in Aguas Calientes, Mexico during La Feria de San Marcos (*The Festival of St. Mark*) when the first Rey Feo ruled in North America.

Later, in 1947, members of the League of United Latin American Citizens (LULAC) Council No. 2 in San Antonio, Texas were looking for a way to raise money to provide scholarships for underprivileged and deserving San Antonio youth. With their knowledge of La Feria de San Marcos, the LULAC members decided that sponsoring a Rey Feo competition of their own would not only be fun, but charitable as well. Later, through the efforts of Logan Stewart, Rey Feo XXXII, a local prominent radio personality, El Rey Feo was formally invited to be part of Fiesta in 1980 and was given his own parade called Paseo Del Rey Feo. The Parade was an integral part of Fiesta from 1980-1987.



Mission Statement

EDUCATION IS THE GREAT EQUALIZER



“The mission of the Rey Feo Scholarship, Inc. is to financially support the aspiration of deserving high school seniors to obtain a college/university education regardless of race, color, religion or gender..”

The Rey Feo Scholarship Foundation is a 501(c)(3) non-profit, non-political organization, established in 1947. The organization operates as a scholarship fundraising program to aid in the funding of San Antonio’s prospective college graduates. Education is the only priority of the Rey Feo Foundation.

Two individuals are selected bi-annually to hold the prestigious title of, “Rey Feo” by the foundation and the Consejo de Rey Feos Anteriores to raise scholarship funds. They are part of the annual Fiesta Week Royalty in San Antonio, Texas during the 3rd week of April.



Today, El Rey Feo merits royalty status. Along with other Fiesta Royalty, including King Antonio and LULAC's Feria de las Flores Queen, El Rey Feo rides in all of the four major Fiesta parades. He is as an ambassador of the spectacular 10-day celebration held in San Antonio every April, honoring the heroes of the Alamo and the Battle of the San Jacinto.

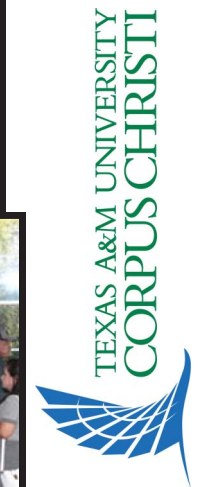
During the Feria de las Flores from May to October, candidates raise funds, and whoever raises the most money is declared next year's Rey Feo. The runner-up serves as the crown designate for the following year. Each candidate must raise a minimum of \$200,000 to qualify for the title. Over 60 high schools participate in the scholarships annually, and a majority of the actual recipients are first-generation college-bound students from low-income, single-parent homes.



During his reign, Rey Feo and his court visit nursing homes, hospitals, orphanages, and more than 70 elementary schools to encourage thousands of young people to stay in school, respect their teachers and parents, be good citizens and pursue a higher education. He serves as a goodwill ambassador for the city throughout the year.

2016 Rey Feo Scholarship Award Ceremony

San Antonio College - McAllister Auditorium



Photos courtesy of: Charlie Elizalde



GEORGETOWN UNIVERSITY



Kenneth Flores

Rey Feo Candidate



Kenneth Flores is CEO of San Antonio-based environmental cleaning company, Allegiance Environmental Services - a leader in commercial and industrial cleaning services specializing in hospital housekeeping for medical treatment facilities.

Ken is dedicated to serving his community, advancing education, practicing good stewardship and wellness. He is an alumnus of Mount Sacred Heart School, Tom C. Clark High School, and St. Mary's University. As a Sigma Phi Epsilon (Sig Ep), he earned a BA in Marketing in 1996 and was a member of the golf team and acoustic guitar ensemble.

He is also an active member of St. Francis of Assisi Catholic Church, the North San Antonio Chamber of Commerce board of directors and the Rey Feo Consejo Educational Foundation, which supports the educational activities of the League of United Latin American Citizens (LULAC) Rey Feo Scholarship Inc.

Ken is continuing a family legacy of Fiesta service. His father Antonio Flores, Jr. served as Rey Feo XLVIII in 1996, and the same year, his sister Lorrie (Flores) Tijerina served as Reina de la Feria de las Flores - making the duo the first father-daughter Rey Feo and Reina to celebrate Fiesta together. He hopes to be the second when his daughter Ariana completes her Reina candidacy! His mother, Irma Flores, was the first Hispanic woman to serve as President of the Fiesta San Antonio Commission in 2003.

Ken is 42 years old, and he and his wife Donna have five children: Ariana (18), Tristan (17), Mia (11), Farah (9) and Delilah (4). Ken spends his free time entertaining, cooking and competing in athletic events, especially endurance obstacle runs.

Top Ten Money Raising Kings

1



Darren Casey
\$501,555

2



Fernando Reyes
\$433,160

3



Ronnie Gabriel
\$413,975

4



Larry Benson
\$326,560

5



Charles T. Barrett
\$310,245

6



Henry Muñoz
\$250,550

7



Fred Reyes
\$225,000

8



Johnny Gabriel
\$210,000

9



Jimmy Green
\$203,000

10



Jon Gary Herrera
\$202,000

Fred Reyes



Rey Feo LXIX

Stephen Acevedo



Central Catholic HS



University of Texas at Austin



Tatiana Aceves



Tom C. Clark HS



Baylor University



Corrina Alcoser



Southwest HS



University of Texas at San Antonio



Fred Reyes



Rey Feo LXIX

Alexandra Alvarez



Dillard McCollum HS



Texas A&M University



Tatiana Aceves



Antonian College Preparatory HS



Texas Tech University



Alexis A. Ambler



Travis Early College HS



Texas Tech University



Fred Reyes

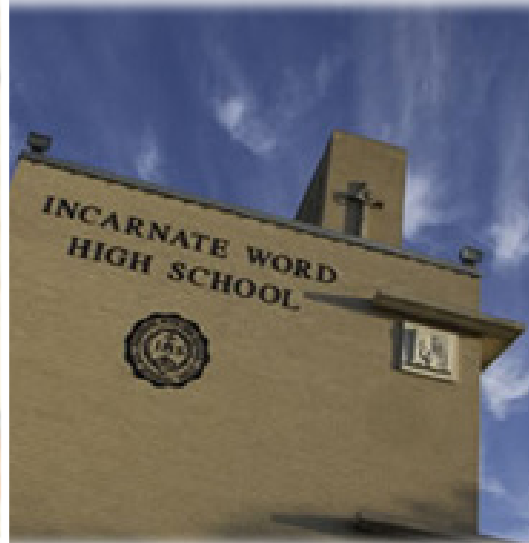


Rey Feo LXIX

Cierra Arguijo



Incarnate Word HS



University of Texas at Austin



Leah Arredondo



Antonian College Preparatory HS



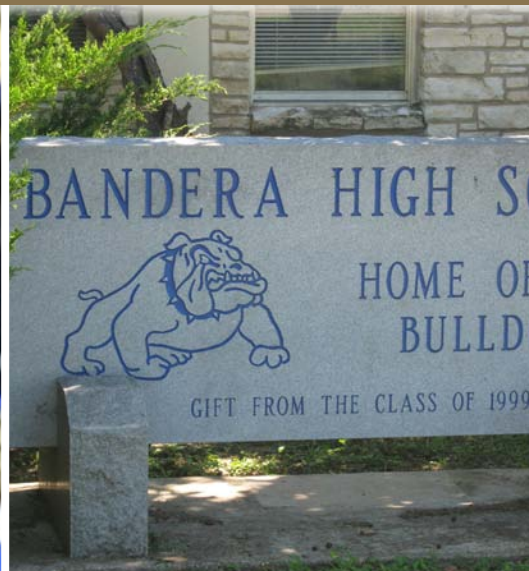
Texas Tech University



Royce Barnes



Bandera HS



Blinn College Texas A&M



Fred Reyes



Rey Reo LXIX

Diego C. Bass



Harlandale HS



University of Texas at San Antonio



Sara Blain



Claudia Taylor Lady Bird Johnson HS



University of Texas at San Antonio



Valerie Bryant



Comfort HS



University of Texas at Austin



Fred Reyes



Key Feo LXIX

Nicolas Calvo



Antonian College Preparatory HS



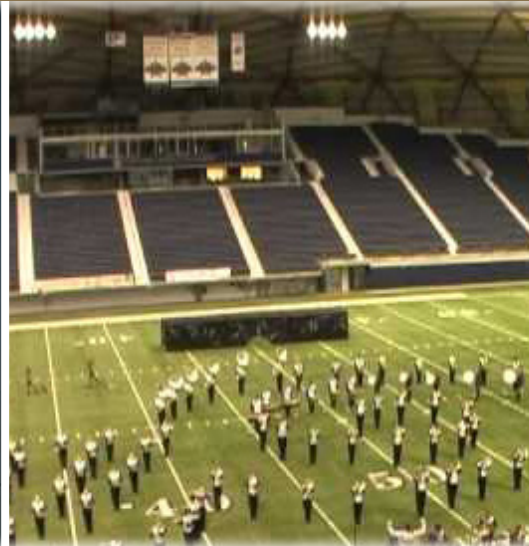
University of the Incarnate Word



Fabiola Campos



Sandra Day O'Connor HS



University of Texas at Austin



Alexandria Cantu



Antonian College Preparatory HS



University of Texas at Austin



Fred Reyes



Rey Feo LXIX

Michael Cardenas

St. Anthony Catholic High School

University of North Texas



Ethan Carriedo

St. Anthony Catholic HS

Texas Tech University



Kayona Cerwin

Tom C. Clark HS

Dallas Baptist University

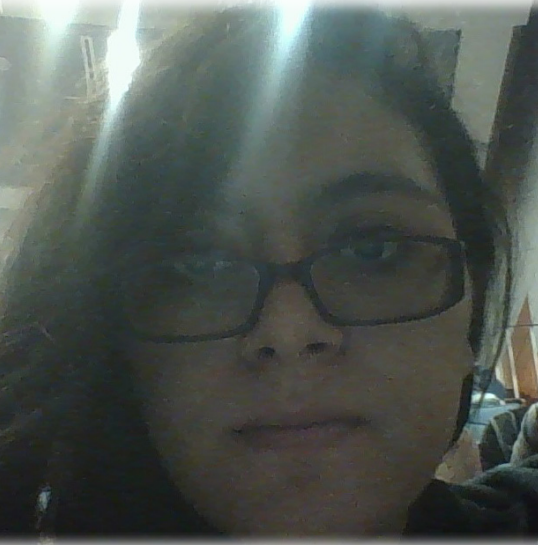


Fred Reyes



Key Texo LXIX

Pearl Chagolla



John Jay Science and Engineering Academy



Texas A&M University



Michael Chavarria



Brooks Academy of Science and Engineering



Texas A&M University - College Station



Laura Cid



Fox Tech HS



University of Texas at Austin



Fred Reyes



Key Feo LXIX

Patrick Clay



Sandra Day O'Connor HS



Texas A&M University (BLINN TEAM)



Maurice Compton



Robert E. Lee HS



University of Dallas



Isabella Contreras



Virginia Allred Stacey Jr./Sr. HS



Texas A&M-San Antonio



Fred Reyes



Rey Feo LXIX

Brianna Coronado Flores



Southwest HS



University of Texas at San Antonio



Jonathan Davila



John Paul Stevens HS



University of Texas at Dallas



Emily Diaz



Northside Health Careers HS



Texas A&M University



Fred Reyes



Rey Feo LXIX

RaeAnn Douglas



Sidney Lanier HS



University of Incarnate Word



Toriana Durham



Judson HS



University of Houston



Klaudia Erazo



Tom. C Clark HS



St. Mary's University



Fred Reyes



Rey Feo LXIX

Victoria Falcon



Oliver Wendell Holmes HS



University of North Texas



Ashley Rose Flores



Alamo Heights HS



Tarleton State University



Christine Nicole Flores



Young Women's Leadership Academy



St. Mary's University



Fred Reyes



Rey Fco LXIX

Yadira Flores



East Central HS



St. Mary's University



Wyatt Forrest



Medina Valley HS



Texas A & M University - College Station



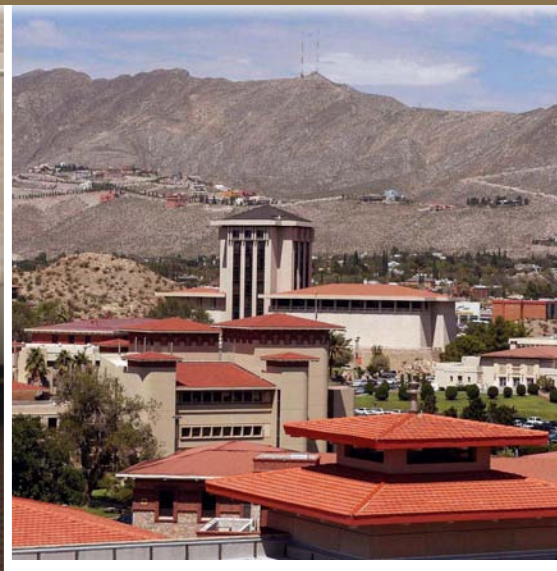
Katlyn Gabalis



Northside Health Careers High School



University of Texas at El Paso



Fred Reyes



Rey Feo LXIX

Carlo Garcia



Communications Arts HS



University of Texas at San Antonio



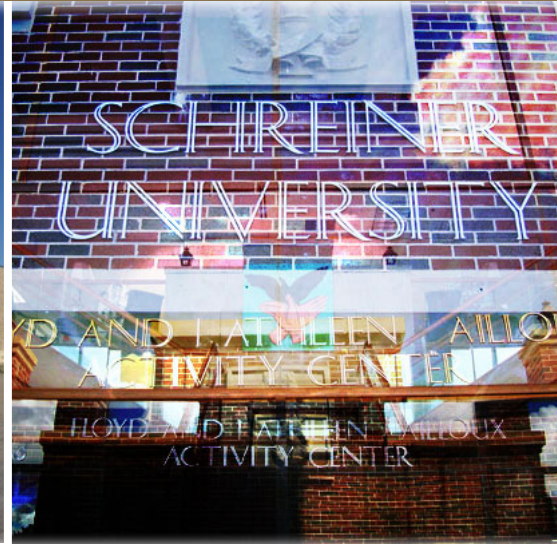
Abigail Garcia-Curd



Harmony Science Academy- San Antonio



Schreiner University



Lauren Garcia



Incarnate Word HS



Our Lady of the Lake University



Fred Reyes



Rey Feo LXIX

Priscilla S. Garza



St. John Paul II Catholic HS



Southern Methodist University



Adryana Gonzalez



Jourdanton HS



Schreiner University



Anthony Jose Gonzales



Claudia Taylor Johnson HS



Texas Tech University



Fred Reyes



Rey Feo LXIX

Cynthia Gonzalez



G.W Brackenridge HS



Texas State University



Thalia Gonzalez



Travis Early College HS



St. Mary's University



Victoria Gonzalez



Travis Early College HS



University of Texas Rio Grande Valley



Fred Reyes



Key Feo LXIX

Gabriella Guzman-Joyce



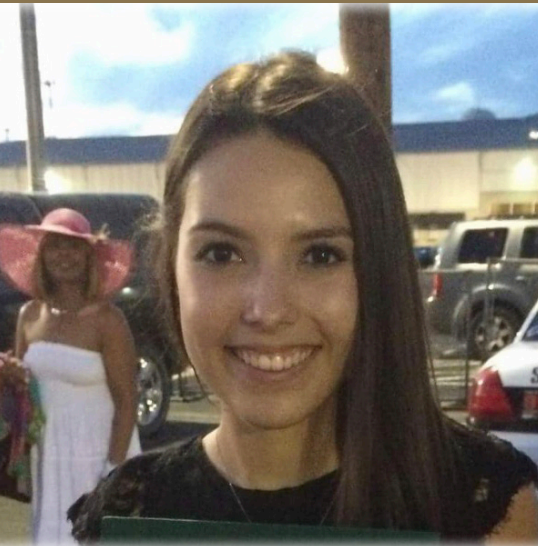
Harlandale HS



Texas State University



Lauren Guzman



Ronald Reagan HS



Texas A & M University Corpus Christi



Elizabeth Hernandez



Winston Churchill HS



University of Texas at San Antonio



Fred Reyes



Key Feo LXIX

Santiago Hernandez



John Jay HS



Wheaton College



Gabrielle Herrera



Alamo Heights HS



George Washington University



Samuel Herrera



Poteet HS



Texas State University



Fred Reyes



Rey Feo LXIX

Emily Ingram



Sandra Day O'Connor High School



Texas Christian University



Gabrielle Herrera



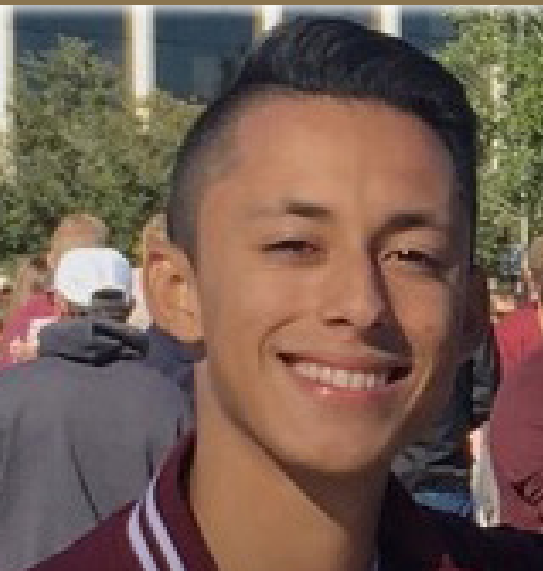
Alamo Heights HS



George Washington University



Hector Iruegas



Earl Warren HS



Texas A&M University - College Station



Fred Reyes



Key Feo LXIX

Ana Jaime



Tom C. Clark HS



St. Edwards University



Gabriella Jeffords



TMI- The Episcopal School of Texas



George Washington University



Jessica Johnson



Harmony Science Academy-San Antonio



University of Texas at San Antonio



Fred Reyes



Key Feo LXIX

Peyton E. Johnson



Ronald Reagan HS



Texas A&M University - College Station



Christopher Juarez



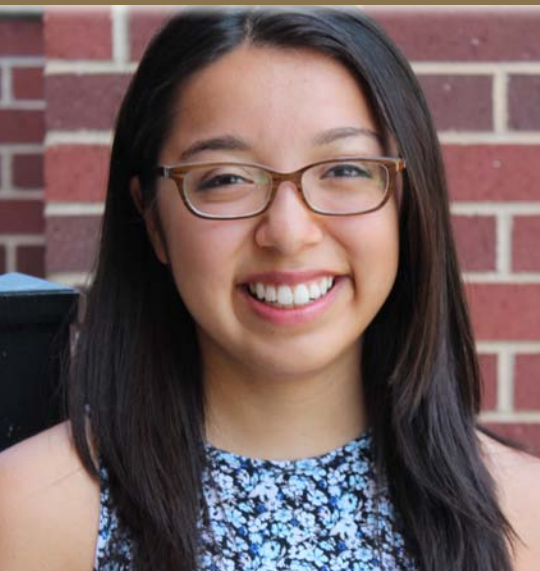
Southwest HS



University of the Incarnate Word



Daniela Kopado



Northside Health Careers HS



University of Texas at Dallas



Fred Reyes



Rey Feo LXIX

Brandon Lengyel



Claudia Taylor "Lady Bird" Johnson HS



University of Texas at Tyler



Daniel Lopez



Douglas MacArthur HS



University of Texas at San Antonio



Caitland Love



Alamo Heights HS



Georgetown University



Fred Reyes



Key Feo LXIX

Celeste Lozano



John F. Kennedy HS



University of the Incarnate Word



Camille Lunday



Winston Churchill HS



Texas Tech University Health Sciences Center
School of Nursing



Brianna Nicole Machado



Floresville HS



University of the Incarnate Word



Fred Reyes



Key Feo LXIX

Maria Mancha



Harlandale HS



St. Marys University



Aaron Martell



Fox Tech HS



Wayland Baptist University



Maritza Martinez



John Marshall HS



St. Mary's University



Fred Reyes



Rey Fco LXIX

Claudia Montalvo



Antonian College Preparatory



Baylor University



Claudia Montelongo



Incarnate Word HS



University of Texas at Arlington



Isaiah Mora



Harmony Science Academy-San Antonio



Trinity University



Fred Reyes



Rey Feo LXIX

Paris Moran



Antonian College Preparatory



New York University



Luz Angelica Moreno



Travis Early College HS



Texas A&M University - College Station



Diana Morin



Jourdanton HS



Sam Houston State University



Fred Reyes



Rey Reo LXIX

Elizabeth Napier



Devine High School



University of Texas at San Antonio



Marisa Negley



Winston Churchill HS



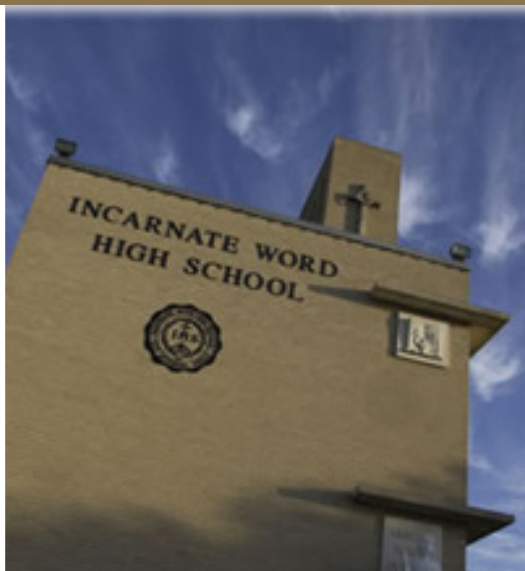
Angelo State University



Melina Nino



Incarnate Word HS



Texas A&M University - College Station



Fred Reyes



Key Feo LXIX

Abigail Padilla



Natalia HS



University of Texas Health Science Center at San Antonio



Sarah Patterson



Earl Warren HS



University Of Texas at San Antonio



Sherman Paul



Virginia Allred Stacey Jr./Sr. HS



Prairie View A&M University



Fred Reyes



Rey Fco LXIX

Josh Payne



Brandeis HS



Stanford University



Naveed Pejman



Claudia Taylor "Lady Bird" Johnson HS



University of Texas at Austin



Jared Pereira



Business Careers HS



Northwestern University



Fred Reyes



Key Reyes LXIX

Sabrina Perez



Antonian College Preparatory



University of Texas at San Antonio



Gabriela Pesqueira



Ronald Reagan HS



University of North Texas



Mia Quintero



Keystone School



Woodbury University



Fred Reyes



Rey Feo LXIX

Guillermo Ramirez



Sandra Day O'Connor HS



University of Texas at Austin



Odalys Ramirez



Harlandale HS



University of the Incarnate Word



Queen Ramirez



Providence Catholic School



University of the Incarnate Word

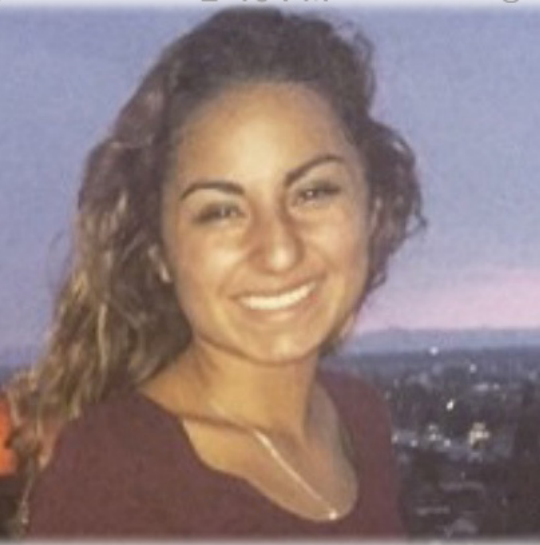


Fred Reyes



Rey Feo LXIX

Sofia-Rose Ramirez



Incarinate Word HS



Regis University



Robert Oscar Rees



Travis Early College HS



St. Mary's University



Sarah Renee Reyes



Luther Burbank HS



University of Texas at Austin



Fred Reyes



Rey Feo LXIX

Sylvia Christi Ricondo



Harlandale HS



Austin Community College



Krislynn Rios



Tom C. Clark High School



Texas A&M University



Alondra Rivas



Health Careers HS



University of Texas Rio Grande Valley

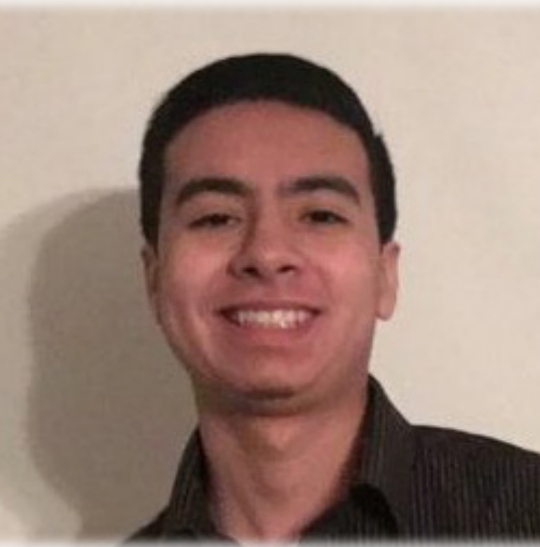


Fred Reyes



Rey Reo LXIX

Michael Jacob Rivera



Earl Warren HS



University of Texas at San Antonio



Ericka Rodriguez



Karen Wagner HS



Texas State University



Jacob Nathaniel Rodriguez



Robert E. Lee HS



University of North Texas



Fred Reyes



Key Feb LXIX

Jose Morales Rodriguez, III



Antonian College Preparatory HS



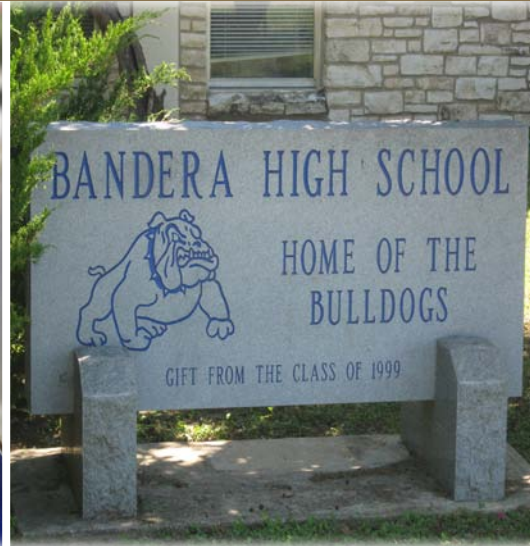
University of Texas at San Antonio



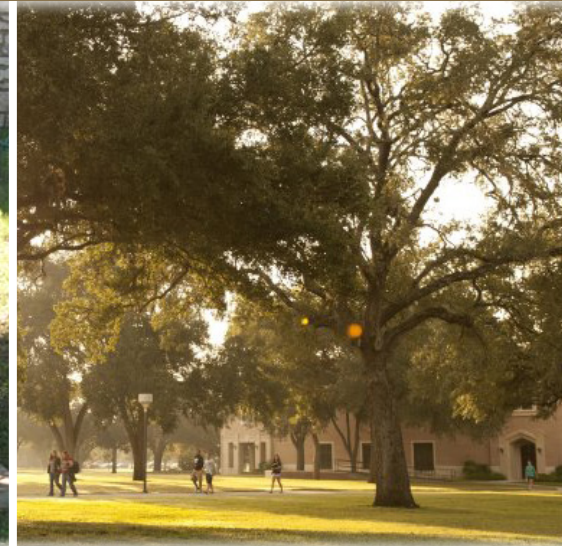
Kaitlyn Rodriguez



Bandera HS



Texas Lutheran University



Nicollette Rodriguez



Incarnate Word HS



University of Texas at Tyler then UT Austin



Fred Reyes



Rey Feo LXIX

Patricia Itzel Rodriguez



Sandra Day O'Connor HS



Texas A&M University - College Station



Michael D. Rosas



Sandra Day O'Connor HS



University of Texas at Austin



Natalie Sahagun



Southwest HS



University of Texas at Austin



Fred Reyes



Key Key LXIX

Roxanne Sanchez



Theodore Roosevelt HS



Texas Tech University



Michael D. Rosas



Sandra Day O'Connor HS



University of Texas at Austin



Joel Nathanael Sandoval



Milton B Lee Academy Of Science & Engineering



Texas A&M University at San Antonio



Fred Reyes



Rey Feo LXIX

David Saucedo



Harlandale HS



Palo Alto College



Cassandra Rose Schorr



Medina Valley HS



University of Texas at San Antonio



Alejandra Serna



Saint Mary's Hall



Texas Christian University



Fred Reyes



Rey Feo LXIX

Cade Victor Shelton



Samuel Clemens HS



Texas State University



Monica Sierra



Business Careers HS



University of Texas at San Antonio



Marissa Solis



Travis Early College HS



Texas Tech University



Fred Reyes



Rey Feo LXIX

April Tellez



South San Antonio HS



Texas A&M University-College Station



Gabriela Trejo



Harlandale High School



University of Texas at Austin



Danielle Trevino



Communication Arts HS



Trinity University



Fred Reyes



Key Feo LXIX

Luis Arturo Vargas, Jr.



John Marshall HS



University of Texas at Arlington



Lissette Vasquez



James Madison HS



University of San Diego



Diego Guerrero Vester



Crystal City HS



University of Texas at Austin



Fred Reyes



Key Feo LXIX

Lesly Villanueva



Highland HS



University of Texas at San Antonio



Hannah Rose Wafford



Robert G. Cole HS



Texas State University



Felicia Raquel Walker



Southwest HS



University of the Incarnate Word



Fred Reyes



Rey Feo LXIX

Erica Wanke



Byron P. Steele HS



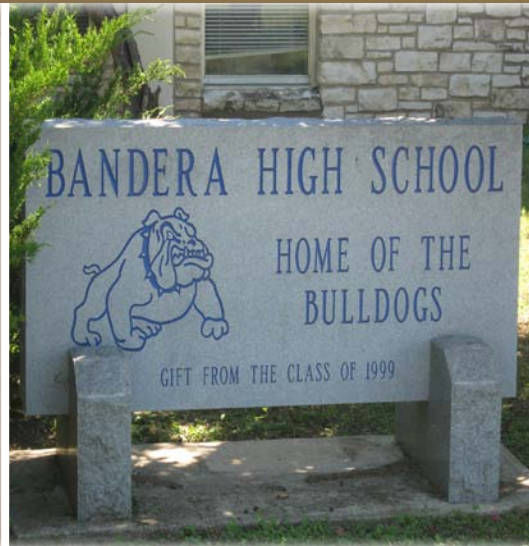
Texas Tech University



John Adam Widner



Bandera HS



University of Texas at San Antonio



Zachary Wilke



Claudia Taylor Johnson HS



Texas A&M University



Fred Reyes



Rey Feo LXIX

Ashlyne L. Williams



Oliver Wendell Holmes HS



Prairie View A&M University



Rex Yee



Poteet HS



Rice University



Nicole Elizabeth Young



Christian Academy of San Antonio



Baylor University





SAVE THE DATE!

Lo Bello Women's Association **NOCHE DE CARNAVAL**

SATURDAY, NOV 18, 2017 @ SKY ROOM



Noche de Carnaval

Saturday, November 18

Sky Room at UIW

Champagne and Diamonds

Sunday, April 22, 2018

Mays Center at Witte Museum

For table information, please contact
www.lobellowomesassociation.com

Reina Feria de las Flores 2016



Sofia Marie Rodriguez - 2016-2017



Feria de las Flores

Sofia Marie Rodriguez

Feria de las Flores

San Antonio native, Sofia Rodriguez, was born on July 8, 1999. As a young child, Sofia was drawn to certain activities as a result of her family ties. From the time she was two years old, Sofia was always spirited and energetic and her boundless energy was a perfect match for athletics. A gym coach who saw a natural ability to be disciplined, coachable, and flexible tried her at his facility. Sofia progressed quickly and approached her parents to allow her to participate in competitive gymnastics. She spent four hours every day practicing all four areas of gymnastics competition, and advanced through local competition, regional and state meets winning several gold, silver, and bronze medals. She developed a sense of discipline and self-motivation, which helped her focus her energy on what she set out for herself. This paved the way for a love of service, and she joined her father, Raymundo Rodriguez and a group of church members on Sundays to feed the homeless in downtown San Antonio. She also served as a member of the St. Anthony de Padua Youth Group to feed community elderly members, and also prepare Sunday breakfast in the church cafeteria throughout high school.

When Sofia was in middle school, she made the decision to leave competitive gymnastics and pursue swimming. She enrolled in a club team and learned the swim strokes immediately. Her coach recommended that she continue and she tried out for the high school team at Alamo Heights High School. She made the varsity team her freshman year and maintained this level of athleticism throughout her four years at Alamo Heights High School. She competed at the State competition and swam the fifty-yard freestyle, one hundred-yard freestyle, and was a part of the two hundred yard freestyle relay team. She was selected Captain of the Girl's swim team for her senior year at AHHS. She is now certified and works as a Lifeguard at the YMCA.

Sofia's tremendous interest in medicine led her to seek college opportunities with aspirations to become a doctor. This fall she will attend the University of Houston as a Political Science major with a double minor in French Language, and Biology. She looks forward to studying politics as her father did, and will have the opportunity to do so as her major. Her choice to minor in both French and Biology will serve as great assets while pursuing a career as a surgeon. She loves giving back to her church by volunteering for big holiday events and fundraisers and also serving the San Antonio, Bexar County community.

Family is an important constant in Sofia's life; parents Raymundo and Monica Rodriguez along with her sister Amalisa Rodriguez have been active participants in Fiesta beginning in 2009 when her father was a member of Charlie Garza's Royal Court as the Day Minister. She was only a little girl looking on in admiration as the group raised money for scholarships and then talked with the children about educating themselves, serving their community, and persisting in their life goals. As Sofia's reign comes to a close, she will take with her the friendships, memories, and skills she acquired during her time as queen. The Rey Feo, Fred Reyes and his family have truly been supportive, nurturing, and role models throughout the Fiesta experience. She is greatly appreciative of the camaraderie and genuine fellowship that was developed and has continued past the reign. As current Reina 2017, Sofia has had the opportunity to advocate for education, spread the "Force of Education" with Rey Feo Fred Reyes, and will always strive to serve as a role model to young children. This was a once in a lifetime experience that didn't end, but started the journey for Sofia's future endeavors!



Feria de las Flores

A Festival with a Purpose **1945-2012** **History**

In early 1945, members of the League of United Latin American Citizens, or LULAC, Council No. 2 in San Antonio, Texas began pooling personal contributions for scholarship funds. Later that year, scholarship committee members and supporters developed an official fundraiser fashioned after the community celebration known as La Feria de San Marcos, held annually in Aguascalientes, Mexico. And thus, La Feria de las Flores, or “The Fair of the Flowers,” was born, under the leadership of the queen, “La Reina,” and with education at its very core.

Because of its great success, the scholarship committee added El Rey Feo in 1947, a contest of kings to parallel the queens. In the beginning, Rey Feo candidates raised scholarship funds by asking supporters to donate a penny for a vote. Joe Ortiz won the most votes, raising the most funds, and was declared the first El Rey Feo.

Throughout the year, El Rey Feo, La Reina and their royal court represent San Antonio all over the state of Texas and the United States in various activities and parades. They visit many schools in the San Antonio area urging students to stay in school, go to college and pursue their dreams through higher education.

From the very first Rey Feo, Joe Ortiz, each Rey Feo candidate has raised funds for scholarships for the youth of our great community. In other cities, LULAC Councils have adopted the concept of Feria de las Flores with various queen contests; however the title of “El Rey Feo” remains as San Antonio’s recognition of a local businessman who accepts the challenge to raise funds for scholarships.

Traditionally, after the Rey Feo is crowned, he is presented with a “cabrito” (“goat”) by his loyal subjects as his main prize. The Rey Feo and La Reina, together with their “Royal Court” represent the City of San Antonio throughout the year all over the State of Texas and the United States in various activities and parades. The King and Queen visit many schools in the San Antonio area urging students to stay in school, go to college and achieve their dreams through a higher education.



Top Ten Money Raising Queens



Allison Kara Reyes

1 Gabrielle Hargrove
\$60,600.00

2 Allison Kara Reyes
\$54,000.00

3 Dana Kurth
\$48,400.00



Gabrielle Hargrove

4 Lauren Osterman
\$41,000.00

5 Laliqne Martinez
\$36,000.00

6 Lissette Garza
\$35,850.00



Dana Kurth



Lauren Osterman

7 Marisol Garza
\$35,000.00

8 Sevilla I. Garza
\$33,390.00

9 Natalie Lauren Tips
\$32,043.50

10 Rena Marie Cortez
\$25,250.00



Lissette Garza



Laliqne Martinez





LULAC Council No. 2



Officially founded in 1929, the League of United Latin American Citizens, or LULAC, was established during a time in America's history when Hispanics were unjustly denied basic civil rights. It was created to empower its members to help bridge gaps in society, and today, LULAC is the oldest and most widely respected Hispanic civil rights organization in the nation.



"All for One, One for All"

The United States was at war in the 1940s. Raising money for any cause was a challenge, but San Antonio's LULAC Council No. 2 realized that insufficient education prevented many young people from pursuing and achieving their dreams. The council saw the need to make a difference in the lives of young people, and they were committed to helping students pursue a college education. In 1945, LULAC Council No. 2, along with family, friends and the business community, pulled together their own funding for scholarships. Later that year, the initiative officially became La Feria de las Flores.



LULAC Council No. 2 Members

Rey Feo Scholarship Committee, Inc.

RONNIE GABRIEL Council President	Armando Almanza	Frank Archuleta	Irene Avalos De Hoyos
	Salvador A. Campos, Jr.	Claudia Castoreno	Albert Cisneros
THOMAS TAMEZ First Vice-President	Noemi Cue	Robert Cuellar	Bill Dante
	Fred E. Diaz	Mary Jane Diaz	Bill Drain
TOM SANDOVAL President Emeritus	Charlie Elizalde	Jozelle Elizalde	Dr. William Elizondo
	Ralph Enriquez	Mae Escobar	Laura E. Flores
CLAUDIA CASTORENO Council Treasurer	Johnny Gabriel	Ronnie Gabriel	Rosabel I. Gabriel
	Rosalie Gabriel	Henry Hilario Garcia	Linda Geraghty
LAURA E. FLORES VP-Queen Coordinator	Walter Geraghty	Delfino Guajardo	Juan R. Hernandez
	Gustavo Hinojosa	Raul E. Hinojosa	Genaro Lanausse
FRED E. DIAZ Chaplain	Adam Quintana	Phillip M. Reyes, Jr.	Terri Robertson
	Lawrence G. Romo	Tom Sandoval	Daniel H. Saucedo
NOEMI CUE VP-Fiesta Commissioner	Dave Sherburne	Dolores Tamez	Thomas Tamez
	Pedro Valdez	Ralph Velasquez	
JOHNNY GABRIEL Immediate Past President			



Past National Presidents

M. C. Gonzalez
Raul Cortez
James Tafolla
Frank Valdez

Board of Trustees

Walter Geraghty
Tom Sandoval
Johnny Gabriel
Phillip M. Reyes, Jr.

Honorary Members

Lucian Adams
Cleto Rodriguez
Henry B. Gonzalez

Tom Sandoval
Parent/Child Scholarship Program

Alamo Community Colleges

One Of A Kind



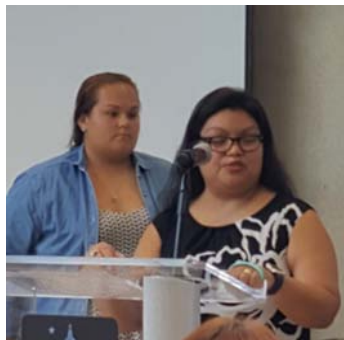
San Antonio College Main Campus

The LULAC Scholarship committee has donated a minimum of \$25,000 each year to establish a scholarship endowment in the name of the participant's child. The ACCD Foundation matches the \$25,000 by providing each parent selected for the program with a \$1,000 scholarship to assist the parents in educational expenses.

In 1997, the League of United Latin American Citizens (LULAC) Council No. 2, the Alamo Colleges Foundation and the San Antonio College Women's Center partnered to create the LULAC Reina de la Feria de las Flores Parent/Child Scholarship Program.



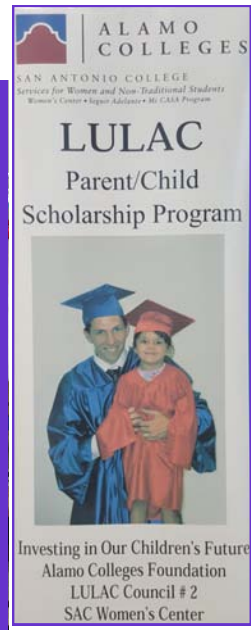
2016 Tom Morton Sandoval LULAC Council No. 2 Parent/Child Scholarship Program



Ariel Caña (l) and her mother Jessenia (r) were both recipients.

“This unique scholarship program not only increases access to a college education and contributes to student success for first-generation-in-college-students, but also helps a second generation to achieve success as well. We deeply appreciate the support of Rey Feo Darren Casey, Reina de la Feria de las Flores Lissette Garza and LULAC Council No. 2. that has enabled this program to continue for more than 18 years.”

**-Dr. Bruce H. Leslie,
Chancellor of the Alamo Colleges**



LULAC Parent/Child Scholarship 2016-2017 Recipients

PARENT

- Tara Blanquiz
- Mirka Cardona
- Veronica Castro
- Sierra Chavez
- Martha Crispin
- Bailey Escamilla
- Deisy Esquivel
- Armando Fuentes
- Jessica Garcia
- Wendy Godinez
- Brittney Hall
- Alexandra Huerta

Lisa Rose Flores Memorial Scholarship

PARENT

- Atenas Moctezuma

CHILD

- Logan C. Soto
- Katalina M. Marquez
- Lyla S. Castro
- Sailah Z. Garza
- Jace S. Viera
- Tristan A. Alfaro
- Santiago M. Casas
- Amanda F. Fuentes
- Wyatt Garcia
- Malakhi C. Godinez
- Lucca H. Hall
- Isabella Huerta

CHILD

- Sophia M. Ward

PARENT

- Dora Mann
- Amber Manjarrez
- Zaeva Mercado
- Amber Perry
- Natalie Ramirez
- Sabrina Salazar
- Felisa Torres
- Mayra Vargas
- Kristina Witt
- Candace Woodard
- Yajaira Zamarripa

Raul & Sarita Hinojosa Memorial Scholarship

PARENT

- Nineta Fortini

CHILD

- Adelina N. Herrera Mann
- Aaron J. Santos
- Orion J. Mercado
- Amelia G. Perry
- Manuel M. Montoya
- Gideon J. Jimenez
- Serenity Escalante
- Emmanuel Garcia
- Claire V. Romero
- Logan J. Woodard
- Acelynn A. Garcia

CHILD

- Caio F. Carlan





Lulac Parent Child Scholarship Program Award Ceremony 2016

LULAC PARENT/CHILD PROGRAM

20 Years and Counting

Celebrating...
 Our Partnership
 Our Students
 Our Achievements

Friday, September 16, 2016



LULAC
 Parent/Child
 Scholarship Program



Investing in Our Children's Future
 Alamo Colleges Foundation
 LULAC Council # 2
 SAC Women's Center



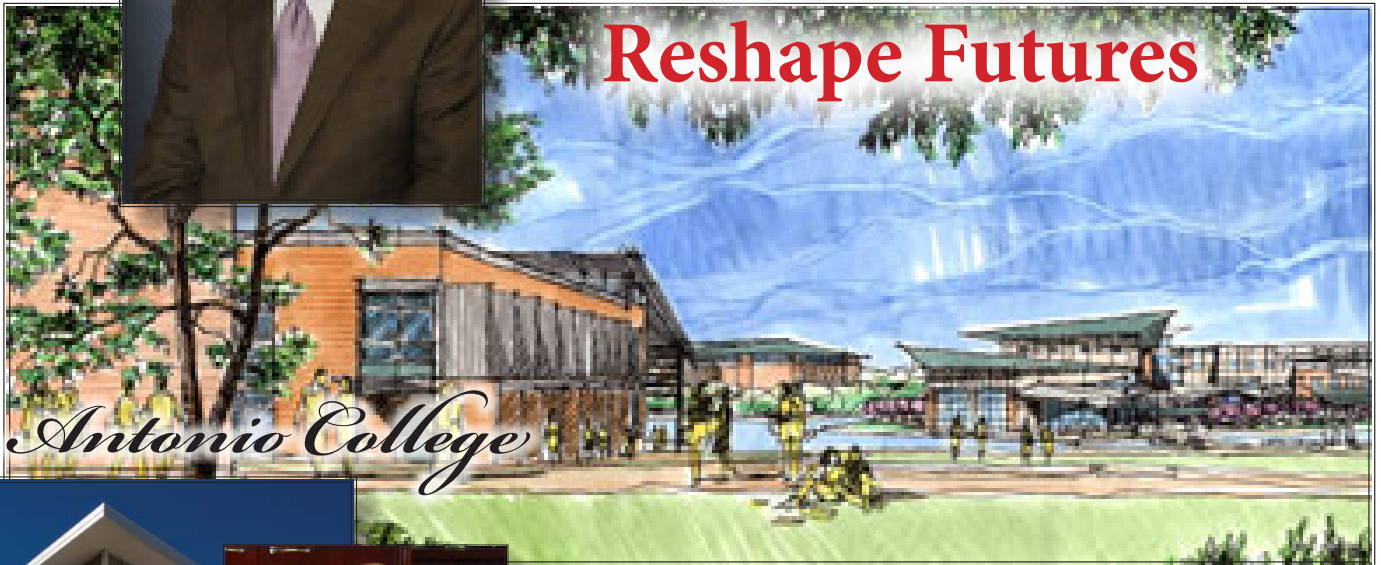
Alena Newland AA Psychology, Transfer to Texas State University
Sandy Bryant AA Liberal Arts, AS Biological Sciences, BS Microbiology



Alamo Colleges Programs & Officers

Chancellor Dr. Bruce Leslie

**The Power To
Reshape Futures**

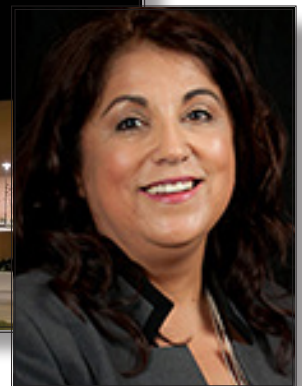


San Antonio College



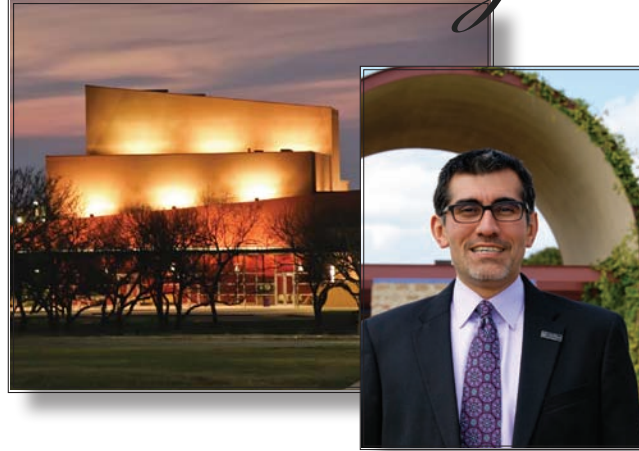
Northeast Lakeview College

President Dr. Robert Vela, Jr.



President Dr. Veronica Garcia,

Palo Alto College



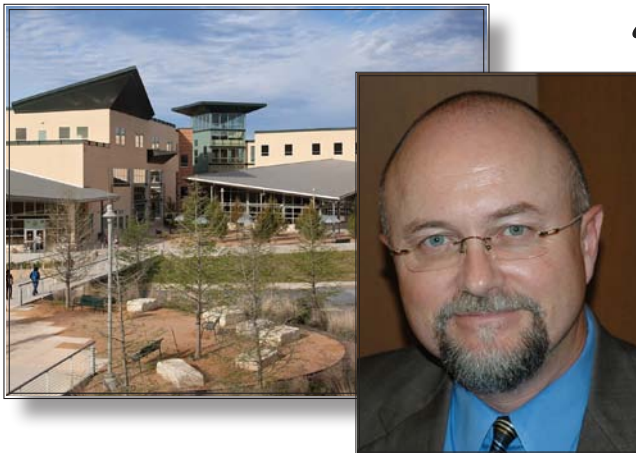
Dr. Mike Flores

Saint Philip's College



President Dr. Adena Williams Loston

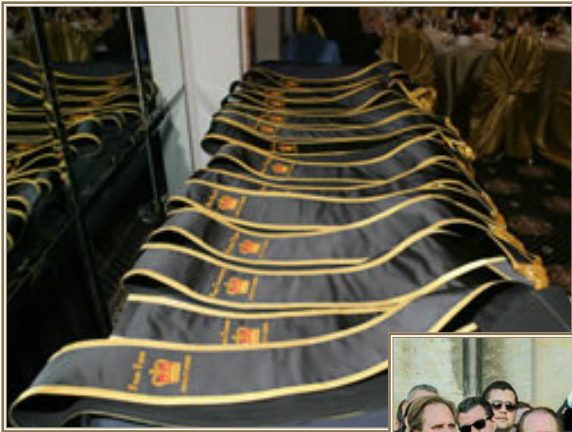
Northwest Vista College



President Dr. Ric Neal Baser

Rey Feo's CONSEJO Educational Foundation

"Helping the next generation of Texas students."



About Us



The Rey Feo Consejo Educational Foundation was founded by Rey Feo XXXII Logan Stewart in 1982 as El Consejo Real de Reyes Feos Anteriores. The original name translates to “Royal Advisers Council of Former Kings” and today is often referred to simply as the “Consejo.” The organization’s mission is to uphold the traditions, increase awareness and support the efforts of the LU-LAC Council #2 Rey Feo Scholarship Foundation.

It was through Logan Stewart’s efforts that the Rey Feo was formally invited to be a part of Fiesta in 1980. Three other former Rey Feos are credited with establishing formal guidelines and protocol for the organization - Rey Feo LIV Charles Barrett, Jr. and Rey Feo LVI Tom Sineni and Rey Feo LIX Brian Weiner





CONSEJO

Rey Feo

The membership-based nonprofit is comprised of former Reyes Feos who approve other business and civic leaders as members through an annual application process. Applicants must be nominated by a current member in November. The Consejo's former Rey Feos provide guidance and oversight to each new reigning Rey Feo. The organization includes 19 former kings and 123 of the area's most prominent business and civic leaders. Many of those 123 members are past or current members of the Rey Feo court, and several aspire to run for the title role in the future.

In addition to supporting Rey Feo program expenses such as the float, his crown and lodging, the Consejo underwrites and produces both the free, public crowning of the Rey Feo at Main Plaza and the Crown Celebration after-party to help kick-off Fiesta. In 2010, the City of San Antonio awarded the organization the contract to produce and manage a 10 day event at Market Square now known as Fiesta de los Reyes at Market Square. It continues to be the only free event running the entire 10 days of Fiesta. Entertainment headliners include Little Joe y La Familia, Gary Hobbs, Mazz, Stephanie Montiel and Shelly Lares, plus many more. Major partners for 2017 at Market Square included Bud Light, Coca Cola, Chevy, Univision, WOAI/FOX, Texas Lottery, San Antonio Spurs Sports & Entertainment, Red Bull, Texas Disposal Systems and Pearson Education. The second major fundraiser is the annual Noche de Los Reyes Gala held every November. Last year Harvey E. Najim was awarded the Crown Legacy Award.

Since 2011, the organization has contributed more than \$400,000 to LULAC Council #2 and the Rey Feo Scholarship Foundation for additional scholarship funds.



CONSEJO

The Executive Board

The Regent

Charlie Garza, LXII

Secretary

Jon Gary Herrera, LXVII

The Vice-Regent

Richard Ojeda, LXIV

Treasurer

Brian Weiner, LXI

Consejo Voting Member

Thomas Aguillon

Consejo Voting Member

Chip Haass

Board Members:

Carlos Madrid, Jr. XXXVI

Jose Medellin XXXVIII

Nick Garza XL

Johnny Gabriel XLII

Tony Flores, Jr. LVIII

Henry R. Muñoz III L

Charles T. Barrett LIV

Dr. Leonel Reyes LV

Robert (Dick) Tips LVII

Ronnie Gabriel LVIII

Fernando Reyes LX

Baltazar Serna, Jr. LXII

Bill Drain LXIII

Jimmy Green, LXVI

Darren Casey, LXVIII

Laurence Kurth

Abe Juarez



La Bella

Women's Association



Lo Bello Women's Association

Founder *Amelia Garza*



"Our Story"

Lo Bello de San Antonio Women's Association was founded in July 1993. Amelia Garza is the founder and first President. As a small business owner, she recognized how difficult it is to succeed in business without an education. As a result, she was determined to assist others in obtaining an education so that they would not have to experience some of the obstacles that she had to overcome. The membership consists of business and professional women who volunteer their time and resources so that we can continue to strive to reach our goal of increasing educational opportunities in our community through our fundraising events.



Karla Salem
President



Blanca Aldaco
Vice-President



Debby Munoz
Treasurer

Lo Bello Women's Association

Members

**Rosalie Gabriel
Debbie Gonzaba
Debby Munoz
Blanca Aldaco
Amelia Garza
Gladys Samaniego
Denise Smith-Schlaudt
Karla Salem**

**Lili Alonso
Elizabeth Trevino
Diane Solano
Christina Martinez
Dr. Elizabeth H. Cardona
Nicole Pietramale
Toni Williams**

Honorary Members

**Olga Mendez
Hope Scott
Janice Ricks
Irma Flores
Gloria Hernandez
Michel Renfro
Abby Kurth
Anita Heim Lowry
Norma Reyes
Maria Ramirez**

Our Charities

St. Philip's College

Palo Alto College

Our Lady of the Lake University

Incarnate Word college

Northeast Lakeview College

USTA

Texas Tech University

St. Mary's University

Schreiner University

UT

UTHSC - School of Nursing

Texas State University

Career Point College

UT Austin

A&M - College Station

San Antonio College

Brigham Young University

UT Health Science Center

Lo Bello Women's Association

Did you know? The first Lo Bello fundraiser Noche Tropical held in July 1994 raised \$12,000.00 The first donation of \$2000 was made to Visitation House.



Lo Bello Women's Association



Lo Bello Women's Association

Champagne and Diamonds Brunch: This event occurs the first Sunday of Fiesta. As an official Fiesta PMO event we help kick off a whole week of Fiesta fun. Champagne and Diamonds is a unique event because it provides our guests with the opportunity to find a 2 carat diamond in the bottom of a champagne glass. And if that were not enough, we also feature a “Grito” Contest between our own Reina Linda, Rey Feo, King Antonio and the Fiesta San Antonio Commission President. No other event offers such fun, bling, a great brunch, champagne, silent auction, fabulous music and dancing. All of the proceeds go towards our college scholarship program for students in our community.



Lo Bello Women's Association



Champagne & Diamonds Brunch Goes International

Join Fiesta Royalty for an enchanting Champagne Brunch
Sunday, April 23rd 2017 at 10:30am to 2:30pm
The Witte Mays Family Center • 3801 Broadway

Where else can you get Brunch, French
and California Champagne, Drinks,
Music, Silent Auction, and

A chance to win A Stunning
2.01 Carat GIA SI-2 Certified Diamond
for only \$150

Need not be present to win
Name of Diamond Winner will be sent to all emails
All proceeds benefit the Lo Bello
Scholarship and Education Initiative • 501c3 non profit
For ticket information, contact (210) 849-2901



La Reina Linda

Christina Martinez

Mother & Wife | Survivor | Entrepreneur

2017



“What gives us energy, what breathes life in us, are our stories, which no one else can claim. The culmination of our experiences is what defines how we interact with people and the world around us. All of these things make you unique; they make you the best version of you.”

- Christina Martinez

When Christina Martinez tells the story of her modest upbringing, she does so with an appreciative happiness. A bright smile fittingly defines her memories as joyful and full of life’s lessons. Growing up she remembers moving between California, New Orleans and Chicago, where music served as a soundtrack to mold her determined demeanor. Even now Christina’s humble start remains the underlying melody for her continued success.

As a young woman, Christina made it her goal to teach music as therapy and healing to victims of trauma. But while studying at San Antonio College, her trajectory was altered forever in 1997 when she was involved in a car accident. She sustained a broken wrist, ankle, and facial disfigurement that required multiple surgeries and skin grafts. “I feel like my family has had my back forever,” says Christina as she remembers being confined to a wheel chair and her months-long recovery process.

Her then boyfriend, Tomas, whom she later married, played a huge role in her physical and emotional therapy – never letting the look on his face mirror the pain in hers. “My family gave me courage,” says Christina. “At one point in my life I kept asking, ‘Yes things can be worse, but why not make them better? Why not just BE better?’”

Her search for “better” led to a prosperous career in the building industry, real estate sales, publishing, and education, but music continues to play positive role in her life. In 2013 Christina performed a concert at San Antonio’s Arneson River Theater benefitting Any Baby Can, a San Antonio nonprofit. She captivated an audience of family, friends and supporters with her gift of song, recapturing her tragic day, and transforming its memory into a story of resurgence.

Christina looks at her influence, and her accomplishments on a scale of what she’s overcome. She and her husband Tomas use their life experiences to inspire young men and women to become philanthropists and mentors through their professional and business development courses. They are also the proud owners of Spanish Grove Academy, a Spanish-immersion school located in Stone Oak. Christina sits on the development board for the University of Incarnate Word, while also managing two publications within Luxury Home Magazine - the San Antonio and Austin market.

“I never saw myself as an entrepreneur,” she admits and humbly acknowledges that the skills to run her businesses have stemmed from mentors, a natural ability to be an innovator, and the unconditional support of her husband and seven-year old son Enzo.

It would be her honor to represent the Lo Bello Women’s Association as the 2017 La Reina Linda during Fiesta. The organization has donated over \$1,000,000 in the spirit of education and helping young women reach their goals, a cause near and dear to her heart. She is grateful for family and friends in support of her candidacy for the title, and hopes to meet more women like her: women who have stories and experiences that have changed their lives so that they, too, can realize they are royalty.

Lo Bello Women's Association



Lo Bello Women's Association



Lo Bello Women's Association





Scholarship Recipients

ALFARO, MARIA ESTER	ST. EDWARDS UNIVERSITY
ALONSO JAVIER GONZALEZ	NORTHWEST VISTA COLLEGE
ALONSO, MONTSERRAT GONZALEZ	NORTHWEST VISTA COLLEGE
ARGUELLO, AMBER MARIE	INCARNATE WORD UNIVERSITY
ARIAS, ANGELA MARIE	UNIVERSITY OF TEXAS IN SAN ANTONIO
CLARKE, DACODA	PEPPERDINE UNIVERSITY
CROUCH, SAVANNAH	ST. PHILLIPS COLLEGE
GARCIA, LAUREN	OUR LADY OF THE LAKE UNIVERSITY
GARZA, ANDREA	INCARNATE WORD UNIVERSITY
GARZA, MARISOL	TEXAS TECH UNIVERSITY
GARZA, PRISCILLA	SOUTHERN METHODIST
GONZALEZ, ADRYANA	SCHREINER UNIVERSITY
GUTIERREZ, ANTHONY	UNIVERSITY OF TEXAS IN SAN ANTONIO
FIELDS, ANNIKA	INCARNATE WORD UNIVERSITY
FIELDS, PAULINE	OUR LADY OF THE LAKE UNIVERSITY
HANCEVIC, ANAMINA	TEXAS STATE UNIVERSITY
HANCEVIC, MYKAL.,	UNIVERSITY OF TEXAS IN SAN ANTONIO
HARGROVE, GABRIELLE	PAUL MITCHELL
JAIMES, JENNY	TEXAS A&M UNIVERSITY
KAZEN, EMMA	UNIVERSITY OF TEXAS IN SAN ANTONIO
LOPEZ, SAMANTHA	TEXAS STATE UNIVERSITY
MARSHALL, KELLY	TEXAS A&M UNIVERSITY

Lo Bello Women's Association



MARTINEZ, GABRIELLA

TEXAS TECH UNIVERSITY

MARTINEZ, JULIANNA

TEXAS TECH UNIVERSITY

MARTINEZ, MARCEL

SAN ANTONIO COLLEGE

MARTINEZ, MARIA

UNIVERSITY OF TEXAS AUSTIN

MATTESON, LYDIA

TRINITY UNIVERSITY

MORALES, ALONDRA

TEXAS STATE UNIVERSITY

NOLEN, DREW

TEXAS STATE UNIVERSITY

NOVOSAD, HANNAH

INCARNATE WORD UNIVERSITY

PADILLA, VANESSA MARIA

SAN ANTONIO COLLEGE

PASTRANA, PAULINA

TRINITY UNIVERSITY

PEREZ, LAUREN

INCARNATE WORD UNIVERSITY

RAMIREZ, ANGELO ACEBO

TEXAS STATE UNIVERSITY

RAMIREZ, ROLANDO

TEXAS STATE UNIVERSITY

RAMIREZ, WILLIAM

UNIVERSITY OF TEXAS IN SAN ANTONIO

RAMOS, LISA

UNIVERSITY OF TEXAS IN SAN ANTONIO

REYES, AMELIA MARGO

TEXAS TECH UNIVERSITY

RODRIGUEZ, MIRANDA

UNIVERSITY OF TEXAS IN SAN ANTONIO

SALEM, CHARBEL

TEXAS A&M UNIVVERSITY CORPUS CHRISTI

SOLANO, BIANCA

TEXAS TECH UNIVERSITY

TENEYUCA, ROLAND JOHN

INCARNATE WORD UNIVERSITY

THORSTENSON, MEGAN

BRIGHAM YOUNG UNIVERSITY

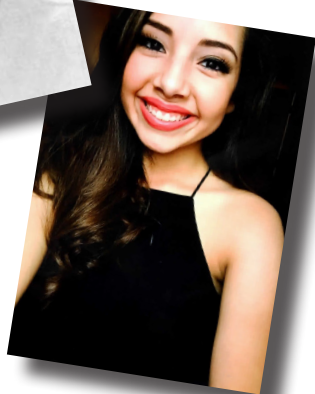
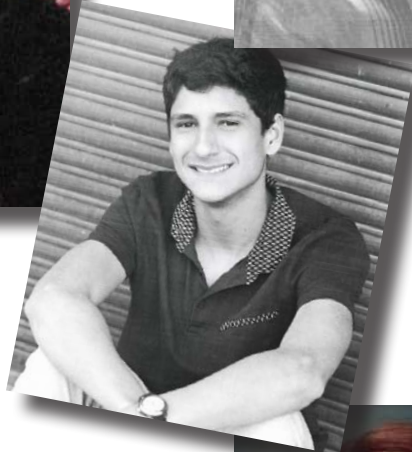
TREVINO, SOPHIA A.

UNIVERSITY OF TEXAS IN SAN ANTONIO

WEISSON,KEVIN

UT HEALTH SCIENCE CENTER





Nurse Recipients



Since 2005, the Lo Bello de San Antonio Women's Association has supported nursing scholarships at University Health System. And in that time, twenty-two scholars have benefitted from this financial support with fifteen scholars earning their RN, BSN, or MSN degrees

University Health System is the first and only health system in San Antonio and South Texas to earn Magnet status from the American Nurses Credentialing Center. It is an elite group-just 6 percent of the nation's hospitals have earned this designation. Magnet is widely accepted as the "gold standard" in measuring the quality of care that healthcare consumers can expect to receive.

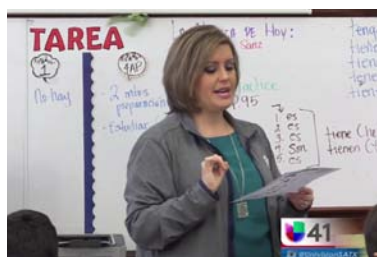
Lo Bello is proud to partner with University Health System helping to ensure high level of nursing is available in our community.

La Reina Linda 2018 Candidate



ANGELA L. GARCÍA is a passionate, caring, and ambitious individual who has served the San Antonio community for nearly twenty years as a professional educator. A native of the Rio Grande Valley (Weslaco) and graduate of UT-Pan American (BA, Spanish) and St. Mary's University (MA, Catholic School Leadership), she has worked tirelessly to shape tomorrow's leaders both at John Jay High School and presently, as a Spanish teacher and foreign language department chair at Central Catholic High School. Married to Ray García, both Angela and her husband believe in each child

having the opportunity to succeed and they seek out any occasion to fulfill this vision. Her candidacy for Reina Linda will be one built on faith, community involvement, and the continued growth of the Lo Bello Women's Association. She is a powerful voice in the community, lover of all things FIESTA, and will continue to blaze trails for the advancement of our San Antonio youth through raising funds to benefit the Lo Bello Women's Association Scholarship Program. We are proud to announce Angela L. García as a candidate for La Reina Linda, 2018!



Bertha Campion-Cheaney
Reina Linda 2014



Gladys Samaniego
Reina Linda 2015



Elizabeth Trevino
Reina Linda 2016





*Lo Bello
Women's Association
would like to thank*



Ken Schlautt
Custom Homes & Commercial Construction
325-315-7112
KLSCustomHomes.com



REYES
AUTOMOTIVE GROUP

**Saks-McFadin
Family**

PROVIDENCE
TITLE





Donation

Thank you to our other Sponsors

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Brian Weiner - Lonestar Specialty Tees

Mexcor - Edward Morales

Silver Eagle

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Congratulations



Sofia Marie Rodriguez
2016 Feria De Las Flores

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Reina Feria de las Flores 2016



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