

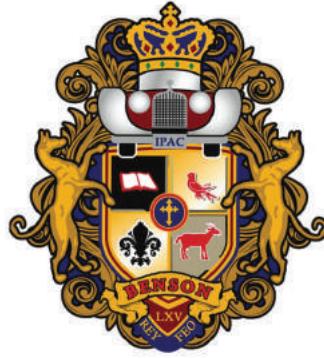
# REY FEO

## Scholarship Foundation



Educating The Children  
of *Texas* since 1947

Graphic Layout and Design by Laliqe Martinez and Mary Helen Rangel. Printing by Lopez Printing.



It is hard to believe that a year has gone by and my Rey Feo reign is coming to an end. This past year has been a very fulfilling year as it has always been important to me and my family to give back to the San Antonio community that has been so good to us. It feels good to have accomplished something so important for our area students. I can walk away knowing that the hard work was well worth it and feel confident the next King will take the reign and continue the tradition. It was a year that I could not have survived alone and of all the many people that supported me, I thank you.

I would like to take the time here to thank Johnny Gabriel who without his persistence I probably would not have accepted the role of Rey Feo. In fact, I turned the opportunity down on several occasions but his persistence won me over! In the end, I am glad to have accepted the role and am extremely proud of our accomplishments. The next King will find out that YES, this is a fun journey but it is A TREMENDOUS AMOUNT of WORK!!

Bill Drain gave me some critical advice early on. He said that in order for me to stay on top of the pre-planning, hectic schedule and daily demands during Fiesta, you will need to add to your team, a strong Prime Minister. One that can take the ball and run for you. Someone that knows the ins and outs of your personality and will be there for you every step of the way. This person needs to know you like that back of your hand and will make sure everything will be taken care of to your liking and make sure everything will run accordingly. I think we both knew immediately that the ONLY person capable of this enormous job would be my right hand and assistant, Sandra Cortez. So, thank you Sandra for serving as my Prime Minister. I am extremely proud of the way you handled yourself and managed our Court during the duration of the entire year. You worked tirelessly and made us all look good.

Sandra also helped me identify and create the Court that worked diligently towards our mission. With the full team behind Sandra and me, we whole-heartedly socialized our message that “Education is Key to your Success.”

To that end, I want to make sure we do not lose track of the single most important focus of Rey Feo. It is not about our ego and the attention the white suit and crown brings to us. It is about reaching out to our community children with a very important message to continue on with their education, to keep going through middle school, high school and yes college! And even beyond! We need to reach these kids to stay in school! They are the sole reason behind our many fundraising activities. On the longest days, this is what kept me going-when I think about it...if I just reached even one young student, she could possibly be the first female President of the United States or the student that finds the cure to cancer! These kids are our future of our City, State, Country and our World needs them!

I want to close with a reminder to the next King that takes on this role. You are a role model and many students will look up to you! It is important to cooperate and get along with everyone and never forget our “purpose!”

This was an unforgettable ride.... Hold on and enjoy every moment of it because it will be over before you blink!

Viva Fiesta!

Larry Benson, Sr.

# 5 MILLION DOLLARS+ RAISED



*Four Thousand  
Students  
Educated*

## REY FEO SCHOLARSHIP FOUNDATION

*SINCE 1947*

Johnny Gabriel

Tom Sandoval



*Chairman of  
The Board*



*Vice Chairman &  
Corporate President*

# Rey Feo Scholarship Foundation *2013-2014*



## Contents

**Rey Feo  
Scholarship  
Foundation**  
The Legend  
Mission  
Today  
Scholarship Recipients



4

57



**Reina De La Feria  
De Las Flores**

Reigning Queen  
History  
LULAC Council 2  
Parent Child Program

**Consejo Real De Reyes  
Feos De Anteriores**

About Us  
History  
Members



71

75



**Lo Bello  
Women's  
Association**

Our Story  
Donations  
Testimonials  
Reina Linda

*The Rey Feo Scholarship Foundation* magazine is published annually as junction of the Rey Feo Scholarship Inc. non profit organization.  
All images under ownership of Rey Feo Scholarship unless other wise specified [www. ReyFeoScholarship.com](http://www.ReyFeoScholarship.com) (210) 403-9001

Graphic Layout and Design by Laliqe Martinez and Mary Helen Rangel. Printing by Lopez Printing.

# *Larry Benson* **Rey Feo LXV** *and Royal Court*



# Rey Feo *Scholarship*



# “The People’s King.”

## *The Legend*

*T*he 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.

*T*his 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 ONLY PRIORITY



**“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.”**

*T*he 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 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 60 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.**

# 2013 Rey Feo Scholarship Award Ceremony

August 9, 2013 at McAllister Auditorium



ST. MARY'S  
UNIVERSITY



Massachusetts  
Institute of  
Technology



Photos courtesy of: Charlie Elizalde



## **Jimmy Green** **2014-2015 Rey Feo Candidate**

Growing up in San Antonio, he attended both SAISD and NEISD schools. He along with his brother and two sisters were members of the water-ski team featured during the world's fair at Hemisphere '68. In 1970, he began as a stocker in the high end menswear retail industry working for the Satel family. With State Honors in Distributive Education at MacArthur High School, he discovered salesmanship to be his strong suit and rose quickly among the ranks at Satel's. While attending San Antonio College, Jimmy accepted a full store management position, leading a team and operations at J. Cricket (an innovative, high fashion menswear retailer in North Star Mall). He was introduced to the fine jewelry industry in 1975, and so began his passion for a career in the business. This passion, strong work ethic along with educational course work from the Gemological Institute of America took Jimmy from sales associate to management; first, with Frost Brothers Precious Jewels and their affiliate fine jewelry salons at Godchaux's, Metairie and New Orleans, Louisiana and back to San Antonio with Ben Adams Precious Jewels. In 1985, he accepted a position with Dennis Jewelry Company as general manager overseeing buying, marketing and all retail store operations. After two decades of service to the Dennis family Jimmy decided to fulfill his destiny by opening a fine jewelry salon of his own.

It was Jimmy's vision and passion for the trade, coupled with his mantra – incentive, initiative, imagination and inventiveness that afforded him the opportunity to turn his dream into a reality. Located in the Vineyard Shopping Center at the intersection of Blanco Road and North Loop 1604W, J Green Jewelers, opened in November 2005 as a full service fine retail jeweler. Within 5600 square feet, we have a full manufacturing facility, gemological lab, and two conference rooms. We are blessed to have a knowledgeable and dedicated team of professionals in our family at J. Green Jewelers. We are fortunate to have the world's best manufacturers, designers and dealers as vendor partners. We offer complete service, including: appraisals, jewelry and Swiss-trained professional watch repair, jewelry cleaning and polishing, custom design and manufacturing. J. Green Jewelers has been recognized with many outstanding awards locally and nationally, which helped create our sterling reputation within the industry.

Jimmy Green believes in giving back to the community and serves on several boards and belongs to several civic and charitable organizations. He is most proud of his membership with the Rey Feo Consejo Educational Foundation and is honored to be the candidate chosen by LULAC Council #2. Jimmy and J Green Jewelers have generously supported over 200 different local charities, including schools and churches.

Jimmy is married to his wife of over 36 years, Pamela. They are blessed to have a son, James Preston and daughter, Rebekah Annaliese who share their father's passion for jewelry and have followed him into the business at J Green Jewelers. He and Pam also are blessed with a granddaughter, Payton Michelle Green. He is fortunate to have his parents, AnnaBelle and Moss Green and his siblings all living in or near San Antonio. Jimmy is firmly rooted in his Christian faith, very involved with Community Bible Church including hosting a bi-monthly men's bible study at J Green Jewelers.



## **Jon Gary Herrera** **2014-2015 Rey Feo Candidate**

A fifth generation Texan and native San Antonian, Jon Gary Herrera brings leadership, commitment and energy to everything he does. His diverse professional background has brought varying degrees of success and acclaim. His affection and pride for San Antonio leads Jon Gary to actively engage in opportunities towards the improvement of the community.

Growing up in San Antonio, Jon Gary was educated through the Catholic school system including graduating from Central Catholic High School which helped pave his way to the University of Texas at San Antonio where he graduated with a B. A. degree in Public Affairs.

A career minded and focused individual, Jon Gary has held numerous positions within the public, non-profit and private sectors. His experience and responsibilities have grown from a local focus to a state wide and recently a national focus. His 20 plus years as a business executive and public relations practitioner have seen his growth as an executive at every level. Currently, as an executive with Time Warner Cable he develops and executes internal and external communications and public affairs strategy for the company. Included in this strategy is the promotion and development of initiatives for the company's Connect A Million Minds philanthropic campaign with the goal to promote science, technology, engineering and math (STEM) interests and careers to middle and high school students.

He is also the current Chairman of the Board of Directors for the Texas Cable Association which provides the cable industry in Texas a single unified voice on issues. His strategic leadership has helped position the various organizations he has worked for to compete successfully.

Recognizing the importance of engaging and investing with the community, Jon Gary has found himself as member or volunteer of various local, state and national not-for-profit organizations including the Rey Feo Consejo Educational Foundation, San Antonio Hispanic Chamber of Commerce, Greater San Antonio Chamber of Commerce and the Texas Lyceum to name a few.

He has been recognized with various awards and accomplishments such as San Antonio Business Journal's Top 40 Under 40 Award and *Cable World Magazine* as one of the top 100 most influential minorities in the cable industry.

As a family man, he is blessed with an abundant family structure. A son, husband, grandson, brother, cousin, uncle, friend.... Jon Gary is most proud to be called "Daddy" by his 3 daughters. San Antonio is his home and he is grateful his children are able to call his favorite American city home as well.

# Top Ten

Money Raising Kings

1



Fernando Reyes  
\$433,160

2



Ronnie Gabriel  
\$413,975

3



Larry Benson  
\$326,560

4



Charles T. Barrett  
\$310,245

5



Henry Muñoz  
\$250,550

6



Johnny Gabriel  
\$210,000

7



Richard Ojeda  
\$201,146

8



Walter Serna  
\$199,545

9



Bill Drain  
175,755

10

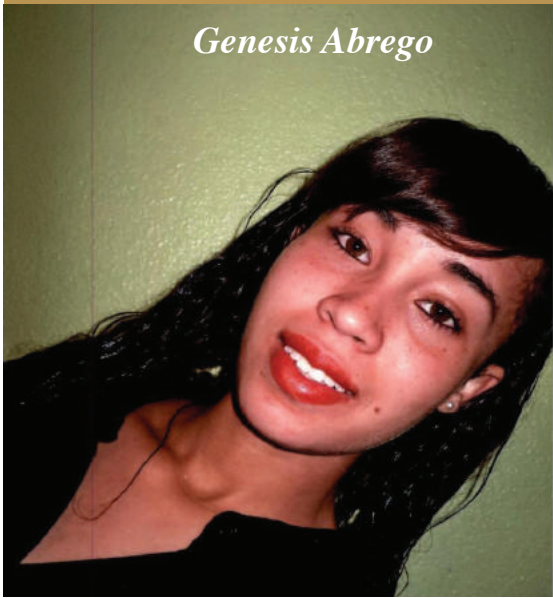


Charlie Garza  
\$160,000

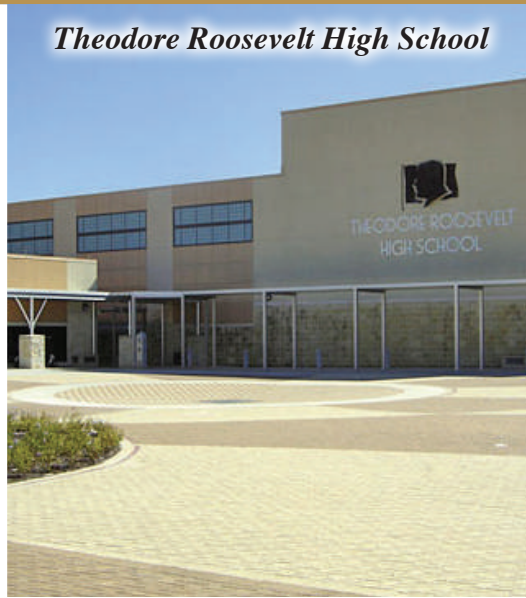
# BENSON REY FEO

## Scholarship Recipients

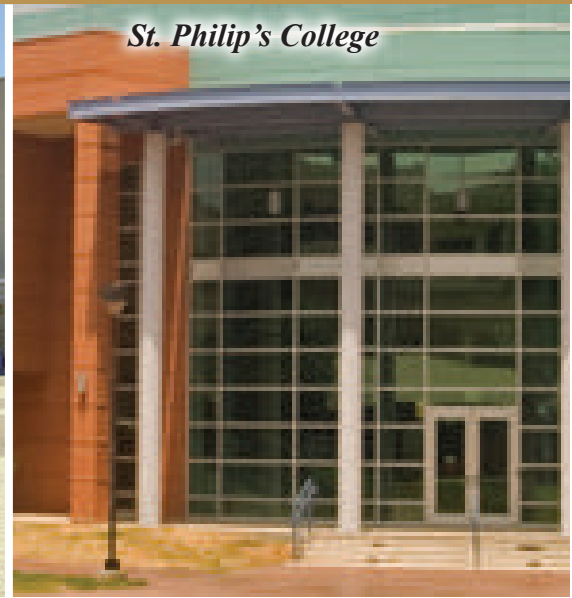
*Genesis Abrego*



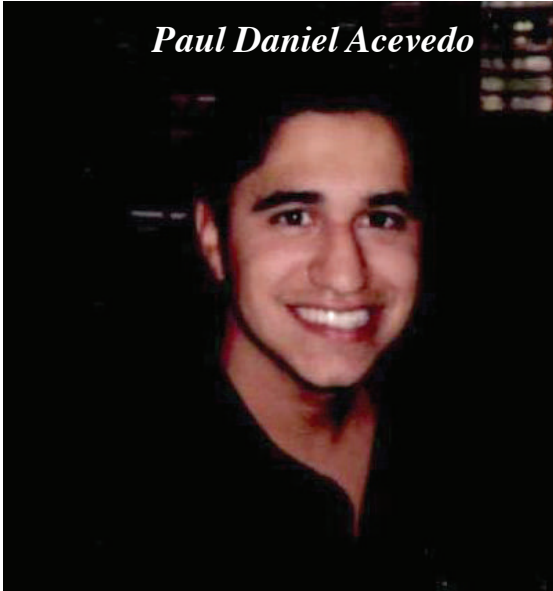
*Theodore Roosevelt High School*



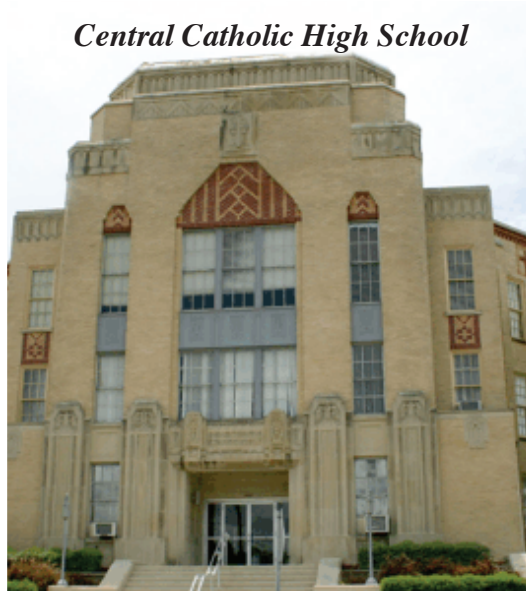
*St. Philip's College*



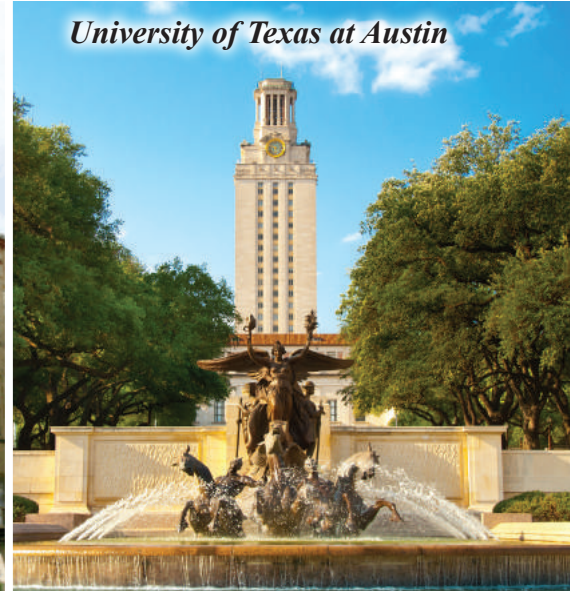
*Paul Daniel Acevedo*



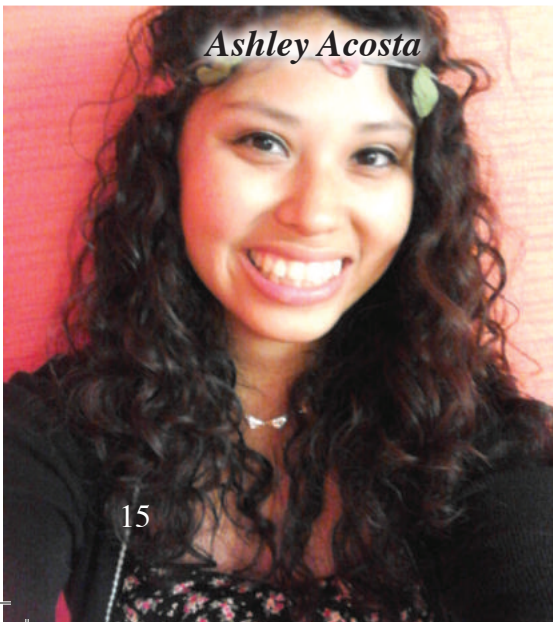
*Central Catholic High School*



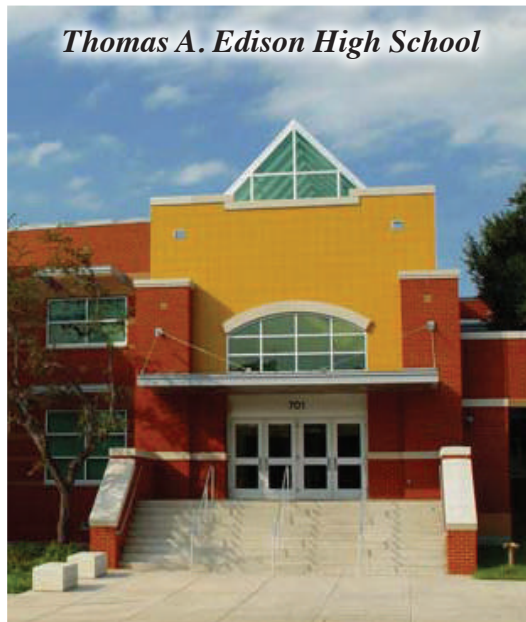
*University of Texas at Austin*



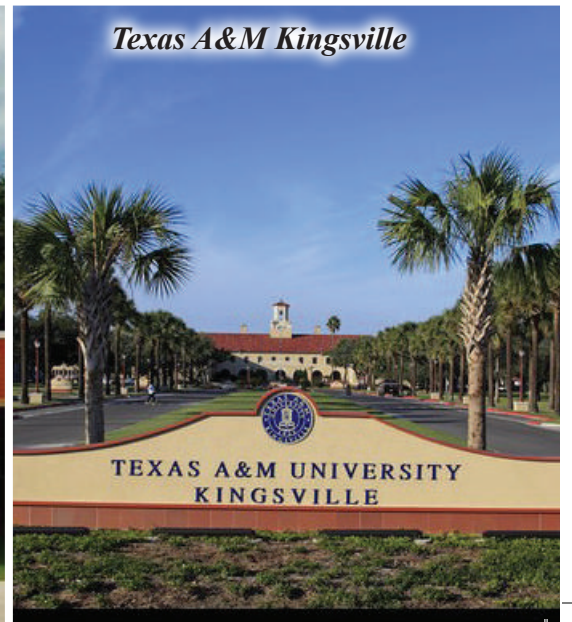
*Ashley Acosta*



*Thomas A. Edison High School*



*Texas A&M Kingsville*





# BENSON REY FEO

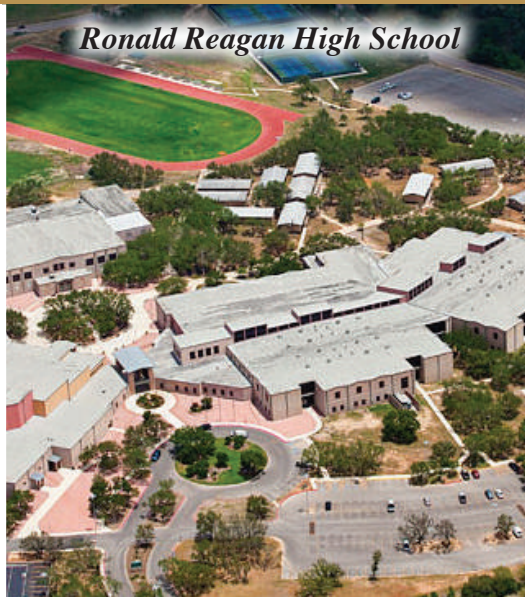


## Scholarship Recipients

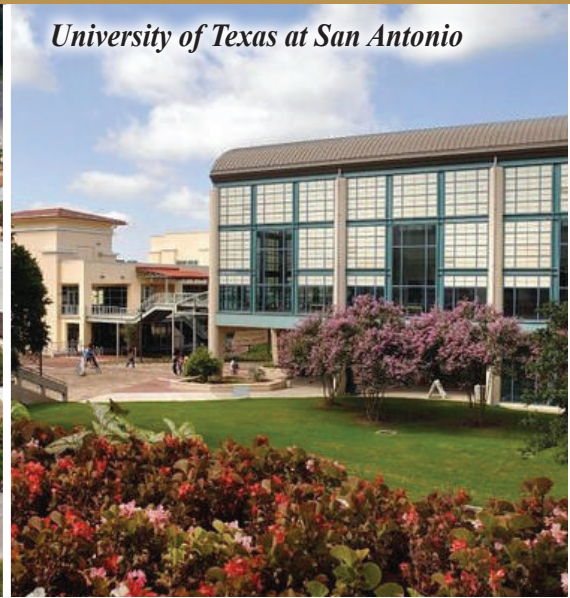
*Jared Aguilar*



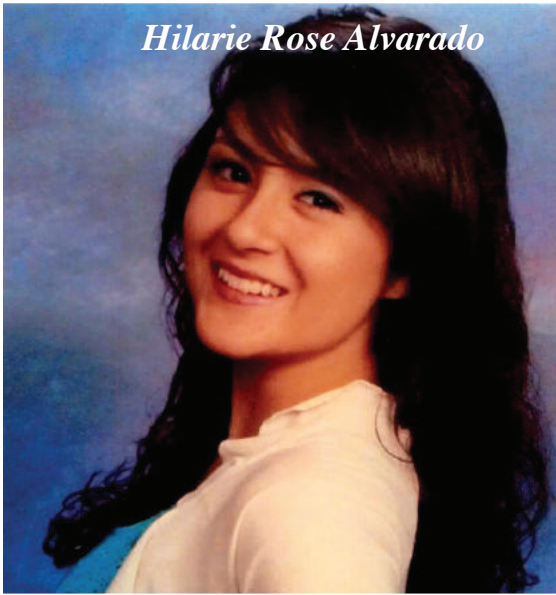
*Ronald Reagan High School*



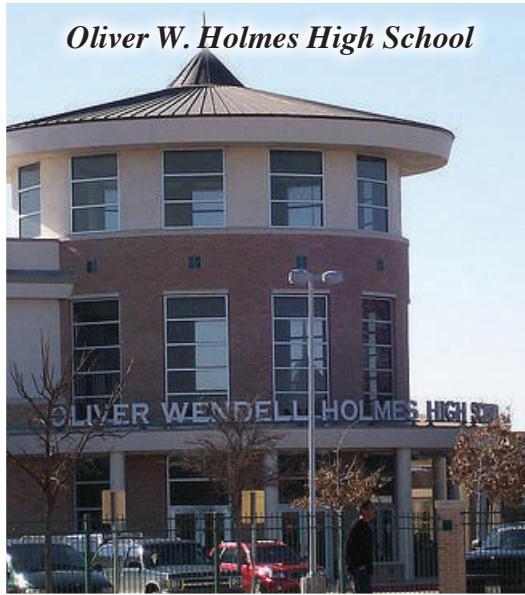
*University of Texas at San Antonio*



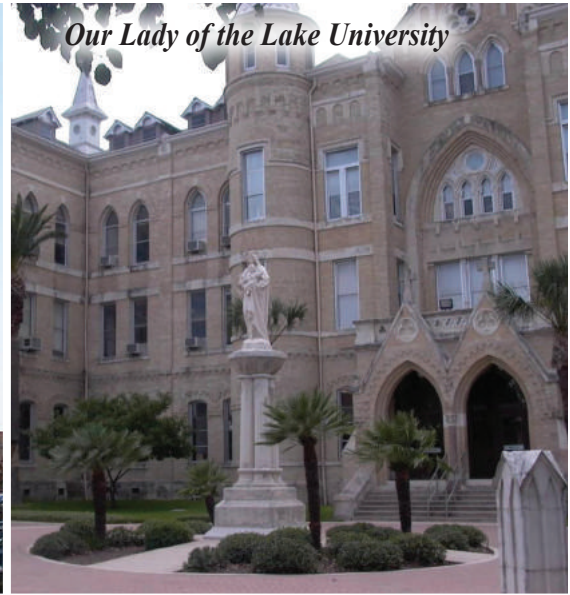
*Hilarie Rose Alvarado*



*Oliver W. Holmes High School*



*Our Lady of the Lake University*



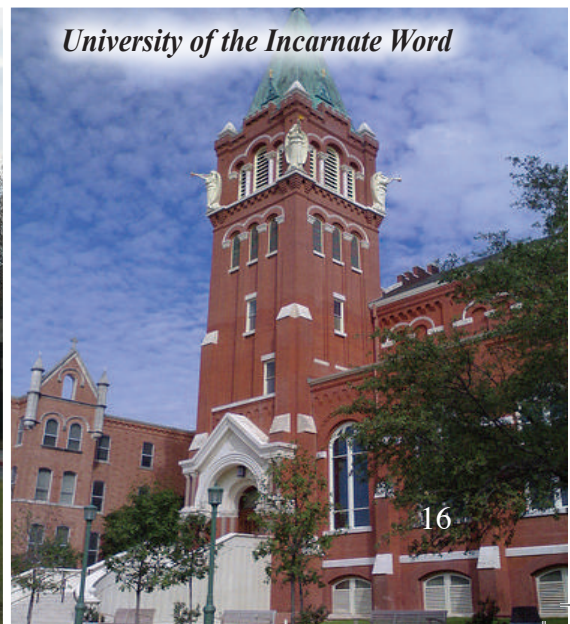
*Elise Kristin Alvarez*



*Tom C. Clark High School*



*University of the Incarnate Word*

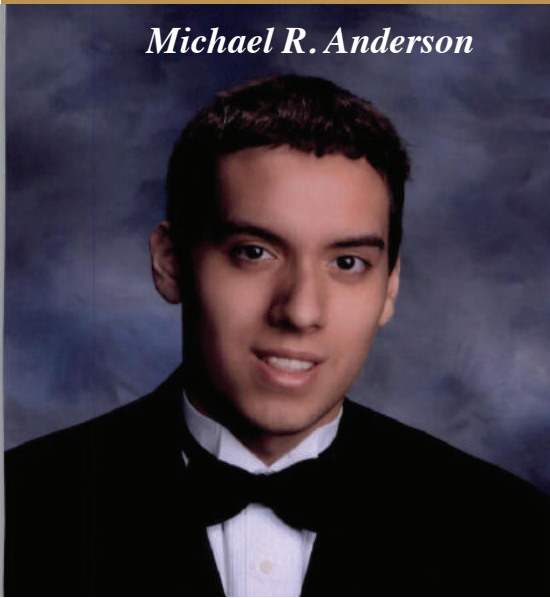


# BENSON REY FEO

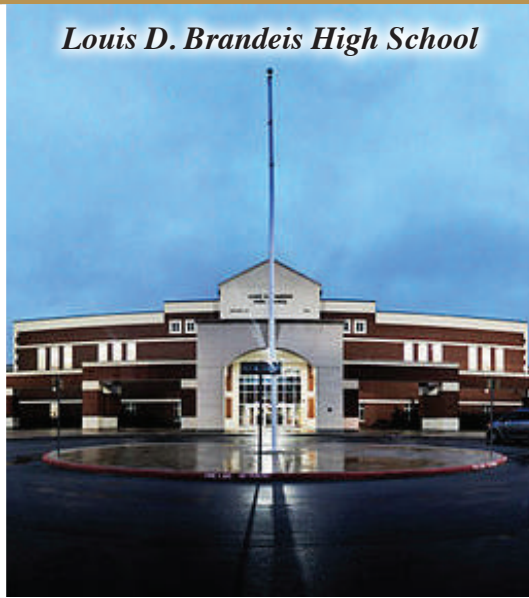


## Scholarship Recipients

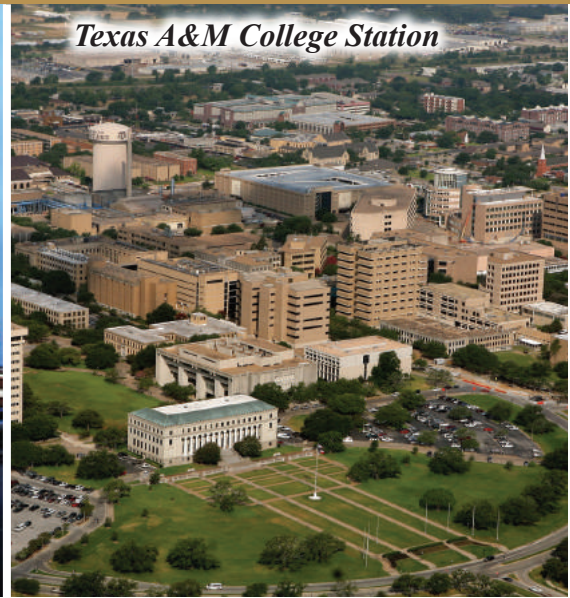
*Michael R. Anderson*



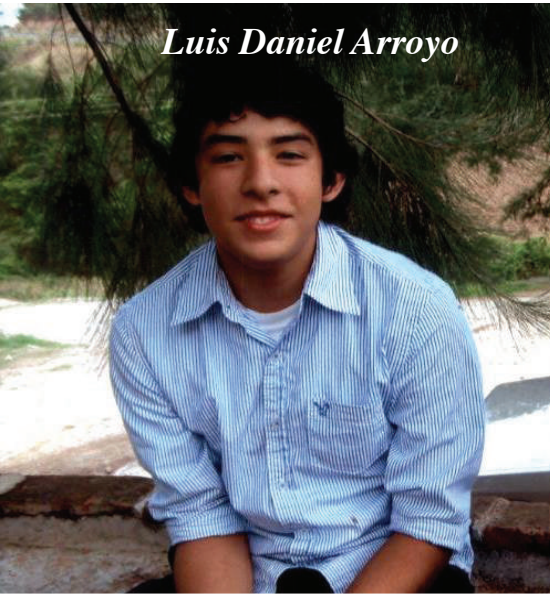
*Louis D. Brandeis High School*



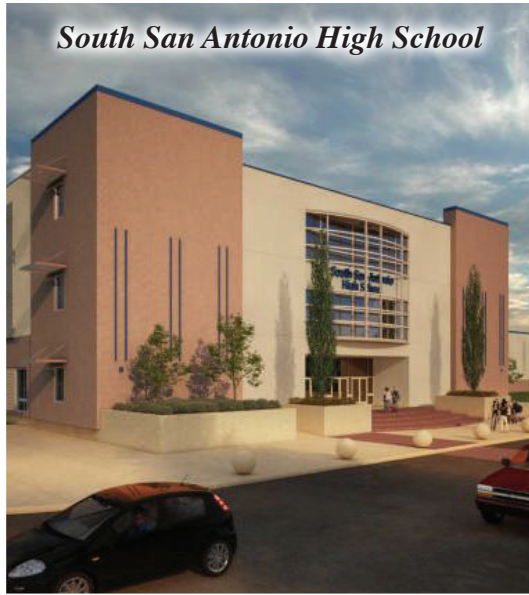
*Texas A&M College Station*



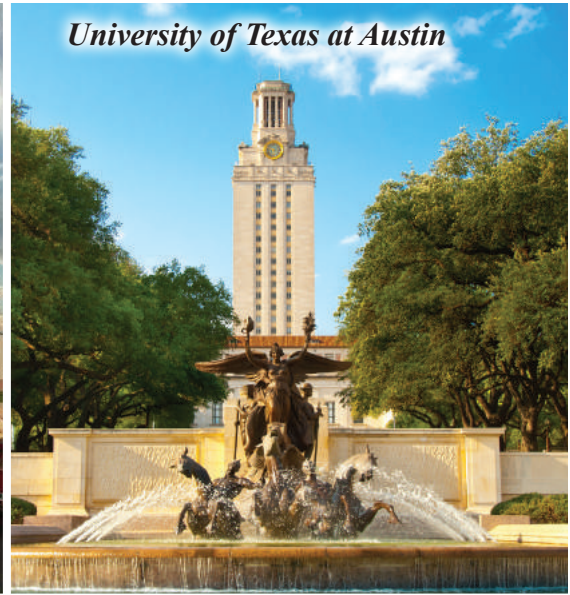
*Luis Daniel Arroyo*



*South San Antonio High School*



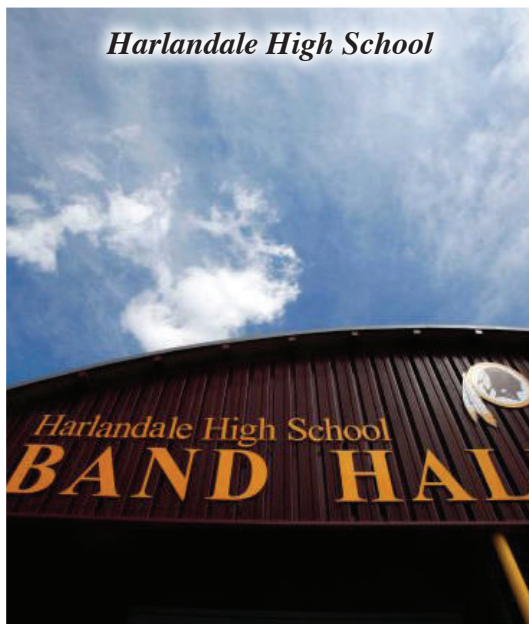
*University of Texas at Austin*



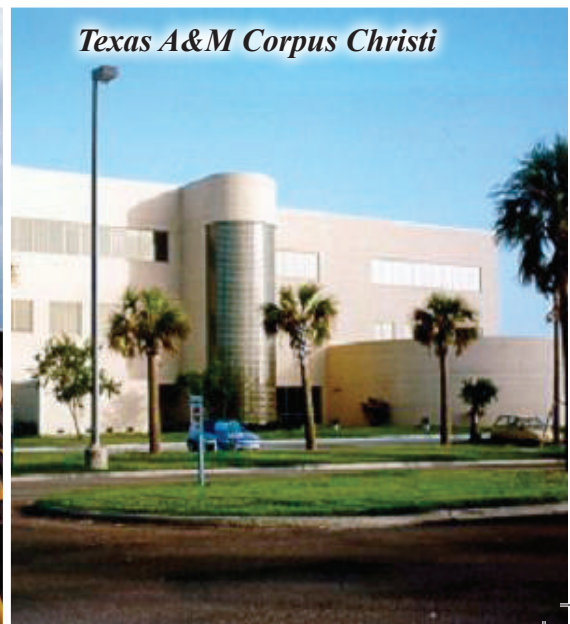
*Luz Elena Avila*



*Harlandale High School*



*Texas A&M Corpus Christi*



# BENSON REY FEO



## Scholarship Recipients

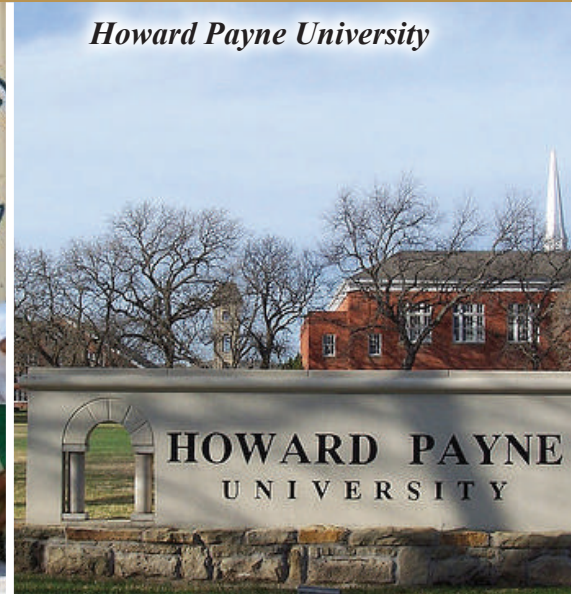
*Leah Badillo*



*Jourdanton High School*



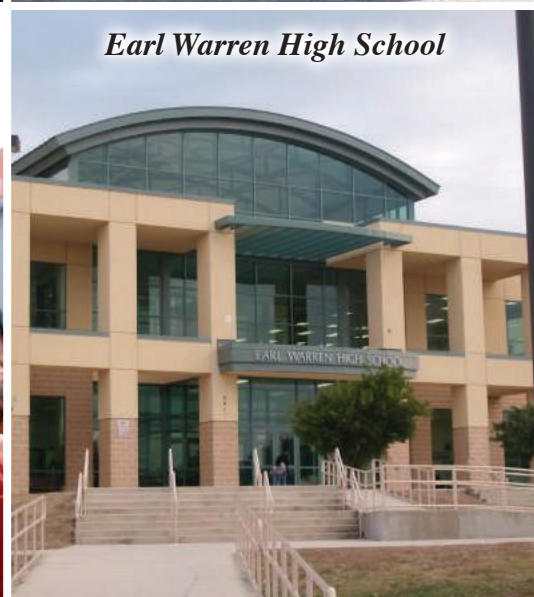
*Howard Payne University*



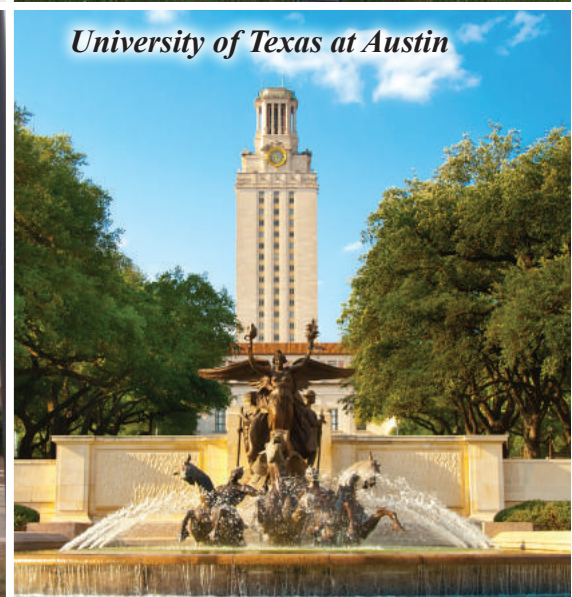
*April Barthold*



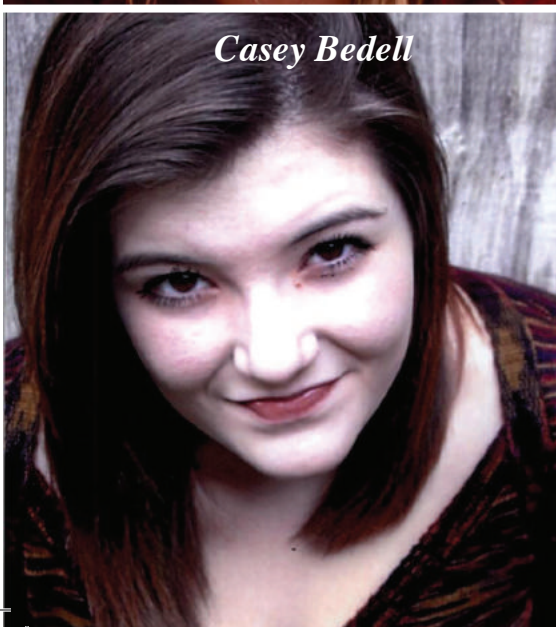
*Earl Warren High School*



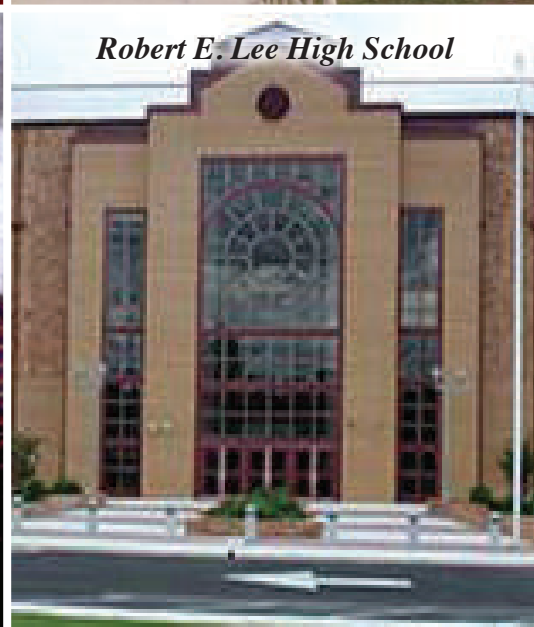
*University of Texas at Austin*



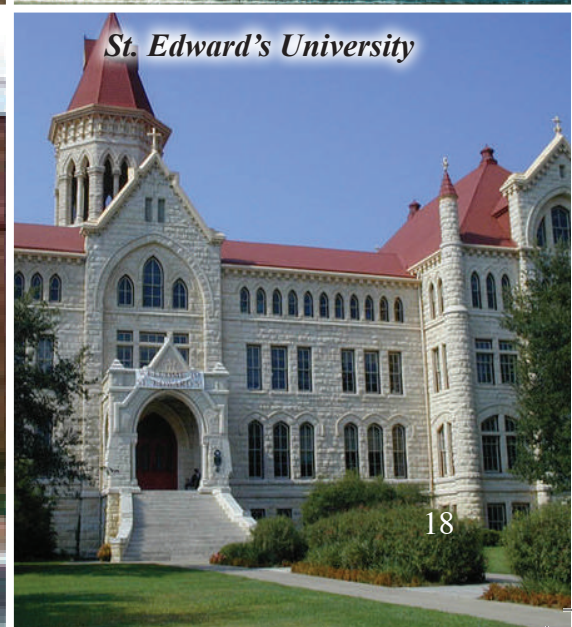
*Casey Bedell*



*Robert E. Lee High School*



*St. Edward's University*

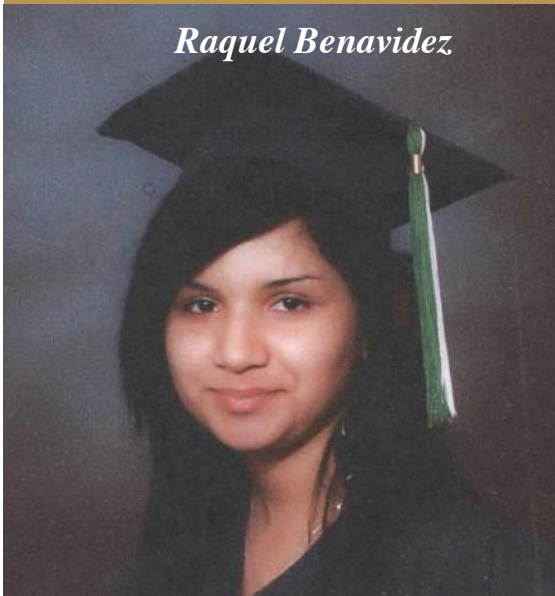


# BENSON REY FEO



## Scholarship Recipients

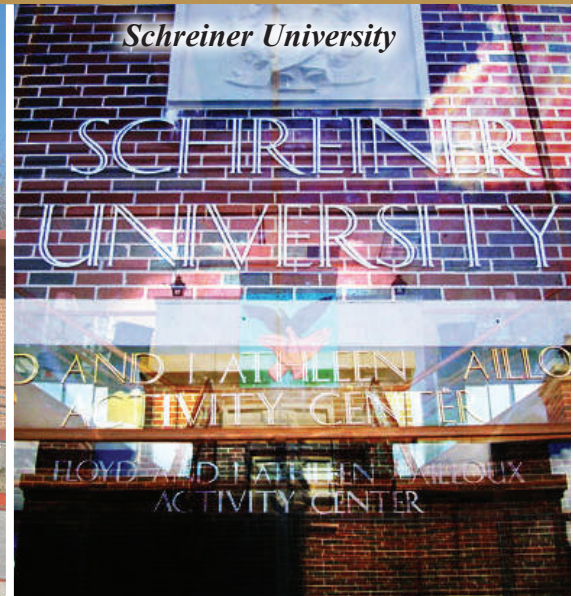
*Raquel Benavidez*



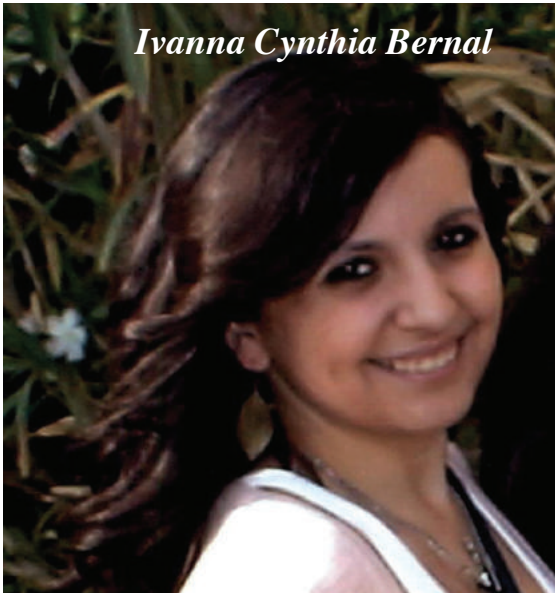
*Pleasanton High School*



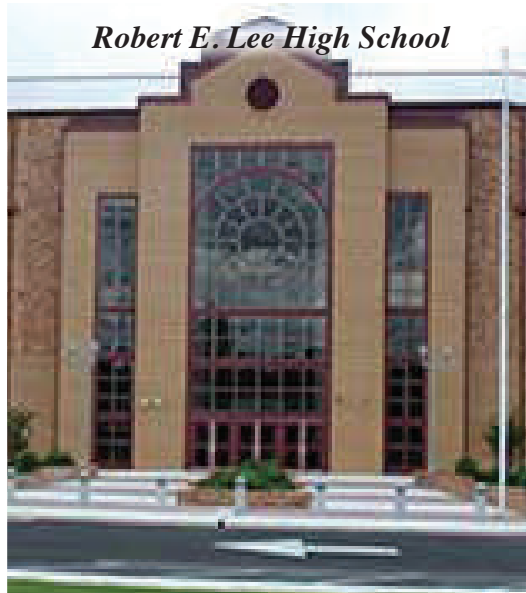
*Schreiner University*



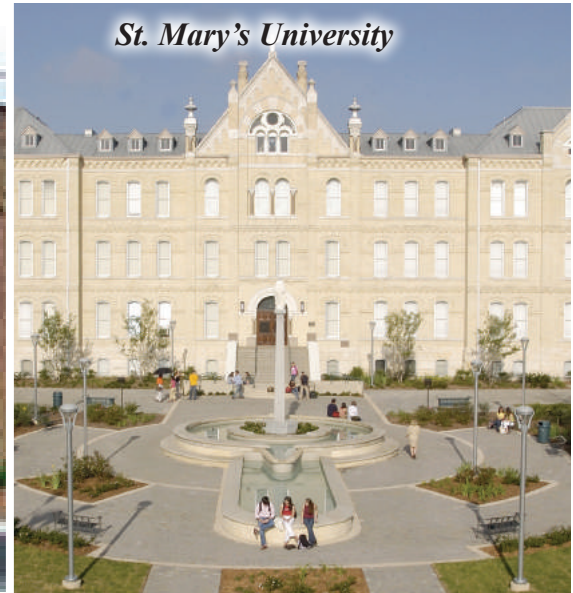
*Ivanna Cynthia Bernal*



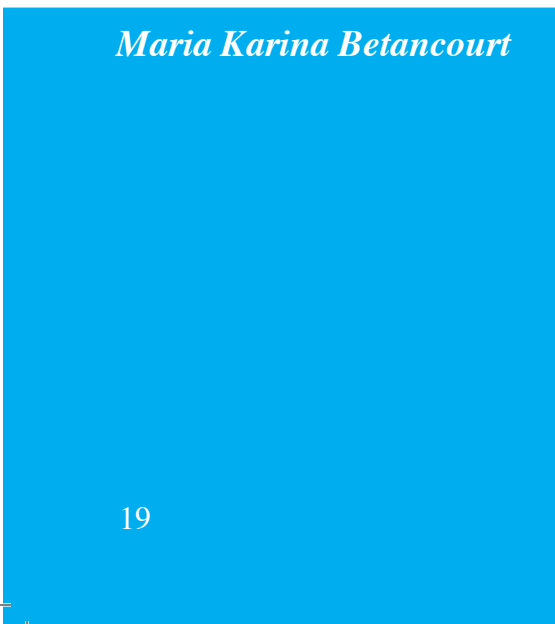
*Robert E. Lee High School*



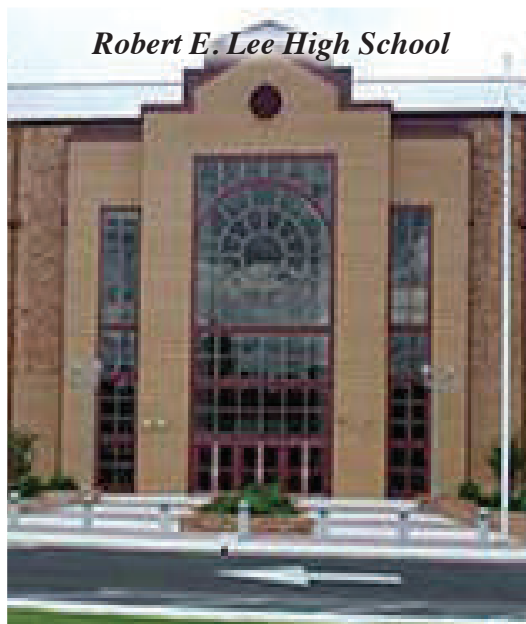
*St. Mary's University*



*Maria Karina Betancourt*



*Robert E. Lee High School*



*Santa Fe U of Art & Design*

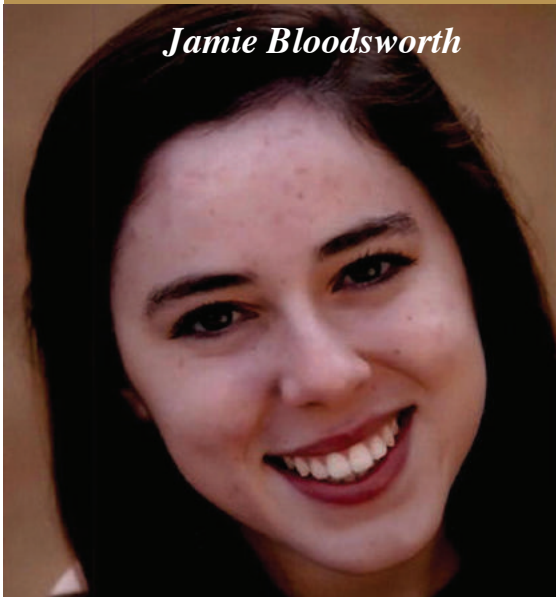


# BENSON REY FEO

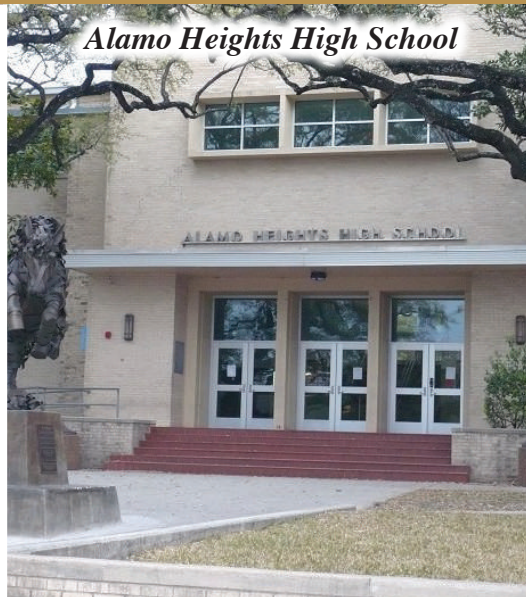


## Scholarship Recipients

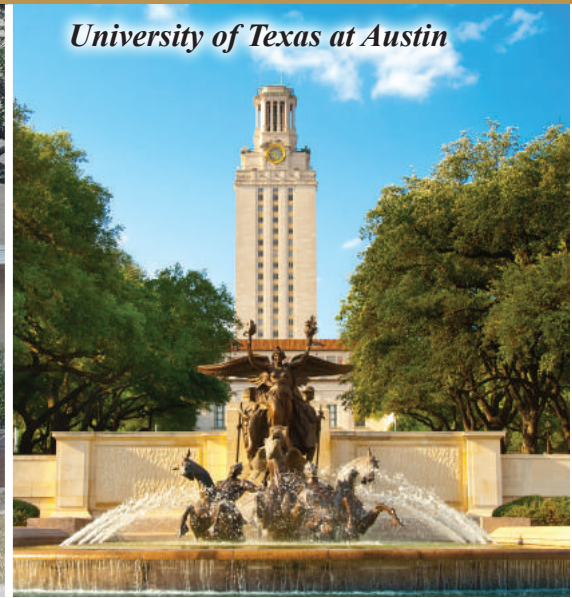
*Jamie Bloodsworth*



*Alamo Heights High School*



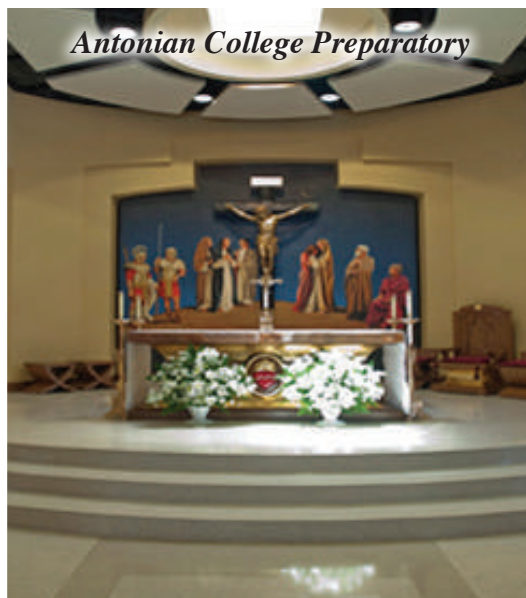
*University of Texas at Austin*



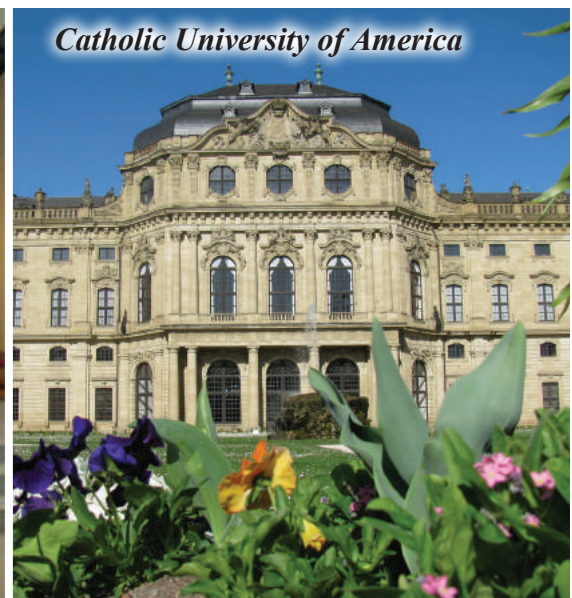
*Elizabeth Mara Briones*



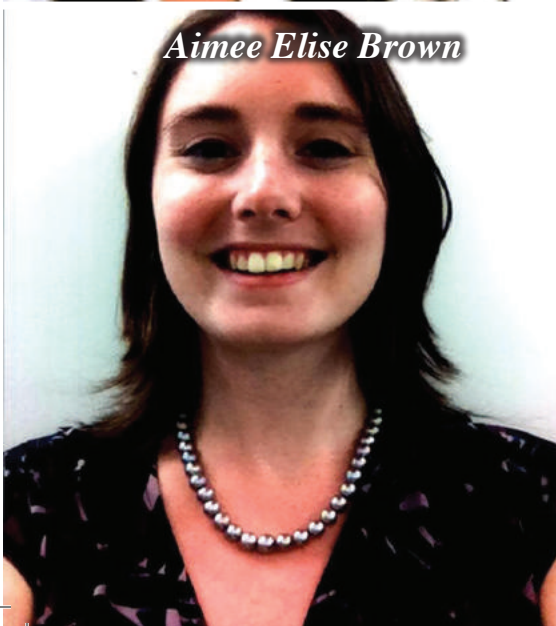
*Antoniano College Preparatory*



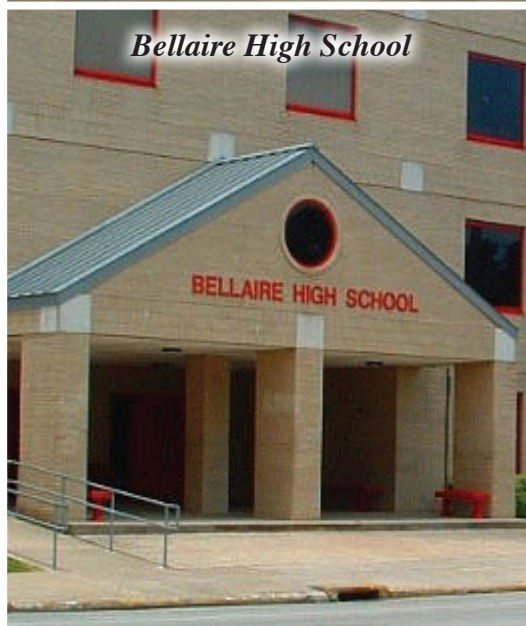
*Catholic University of America*



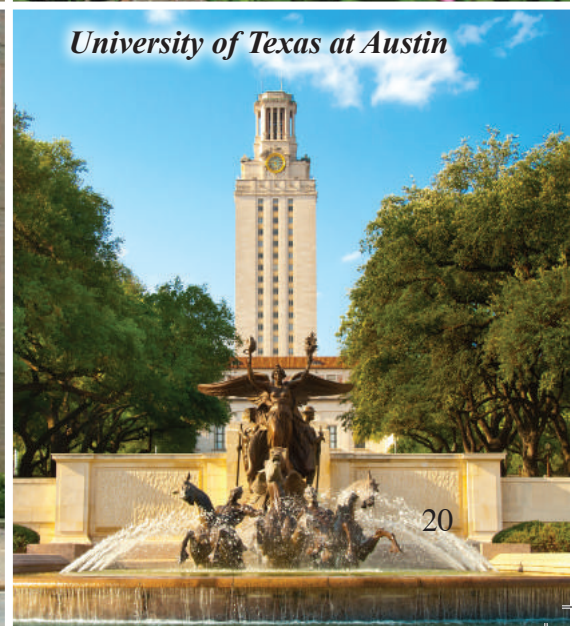
*Aimee Elise Brown*



*Bellaire High School*



*University of Texas at Austin*

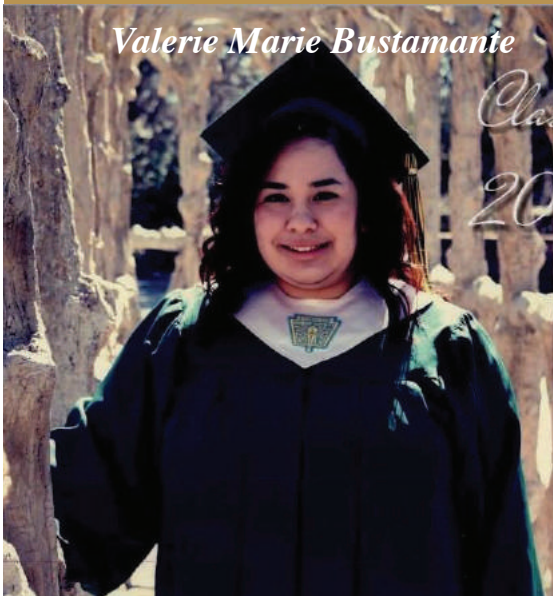


# BENSON REY FEO

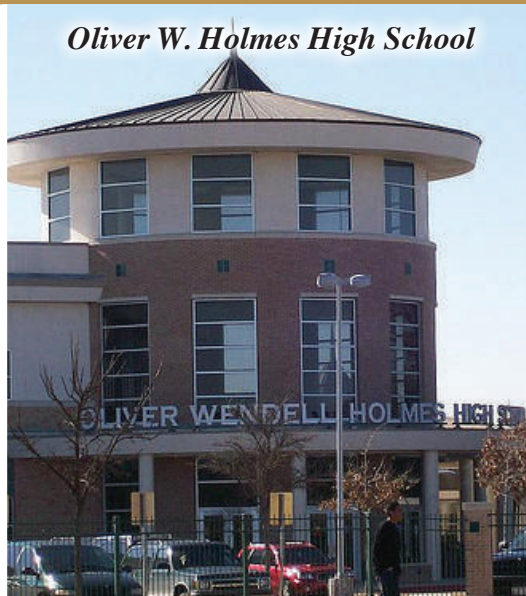


## Scholarship Recipients

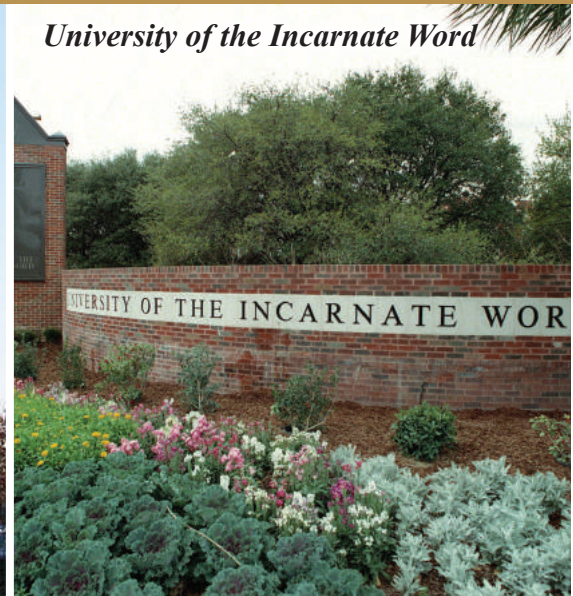
*Valerie Marie Bustamante*



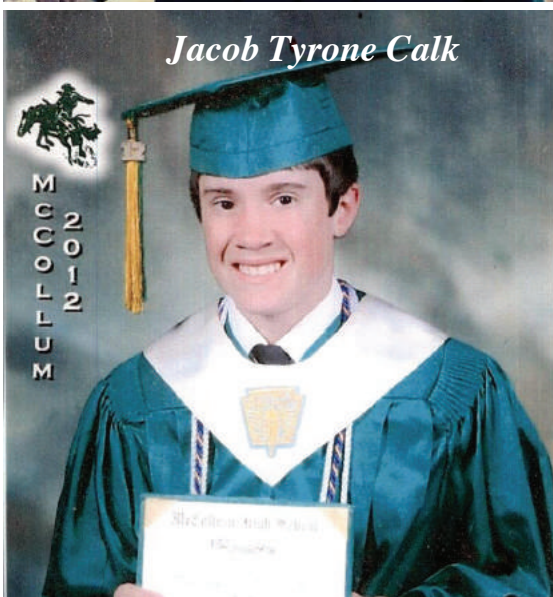
*Oliver W. Holmes High School*



*University of the Incarnate Word*



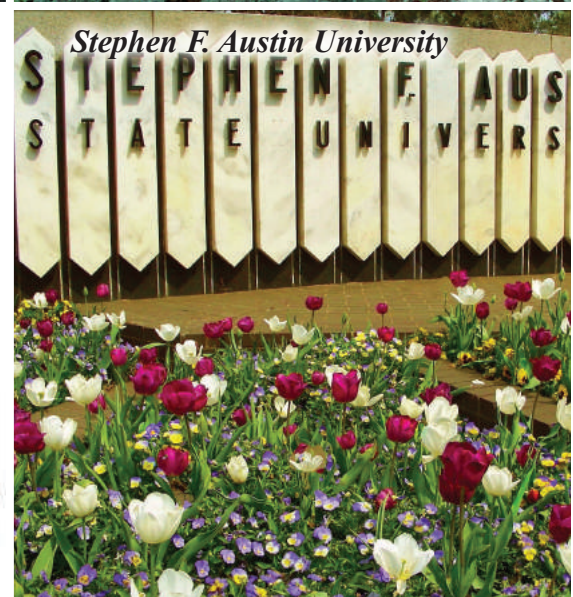
*Jacob Tyrone Calk*



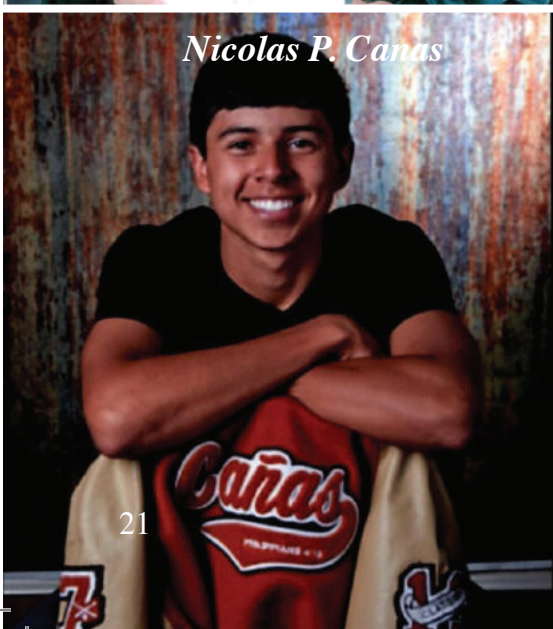
*Dillard McCollum High School*



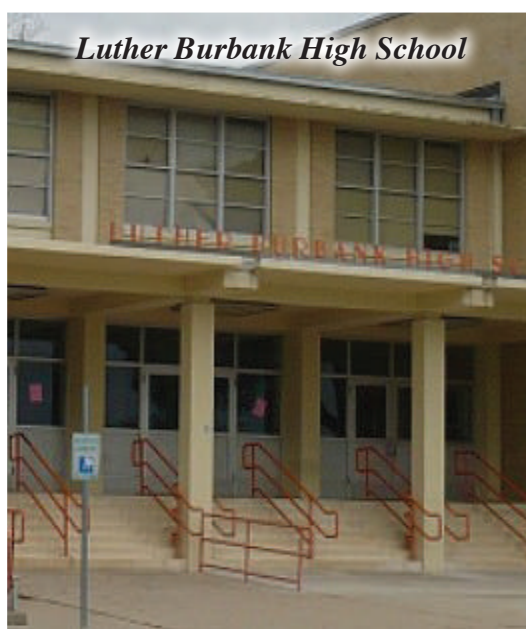
*Stephen F. Austin University*



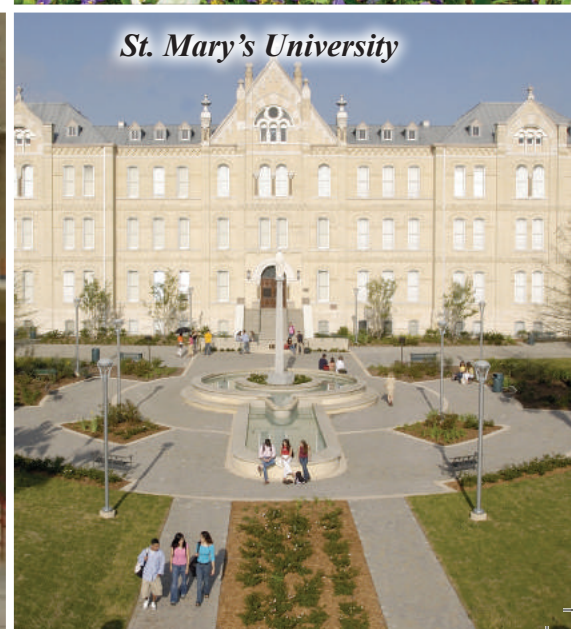
*Nicolas P. Canas*



*Luther Burbank High School*



*St. Mary's University*



# BENSON REY FEO



## Scholarship Recipients

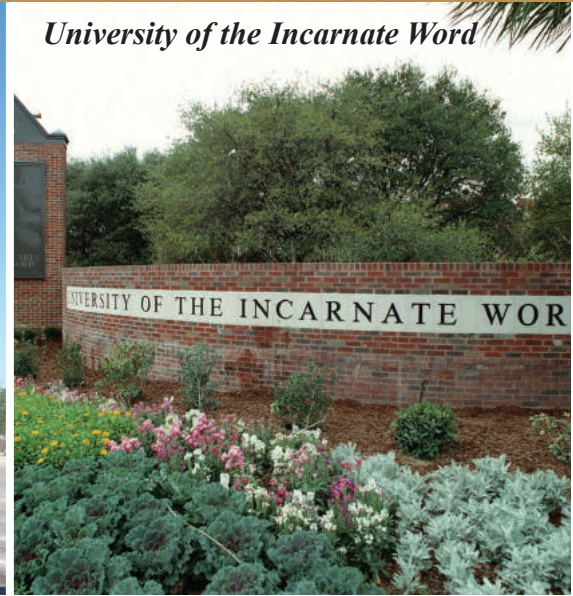
*Mariah N. Cannon*



*Jay Science & Engineering Academy*



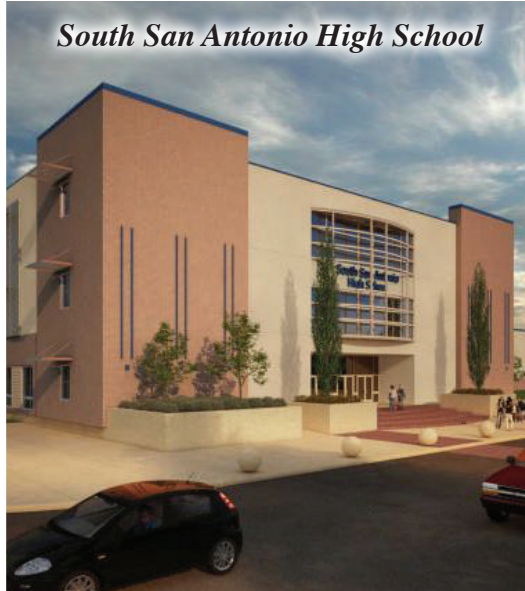
*University of the Incarnate Word*



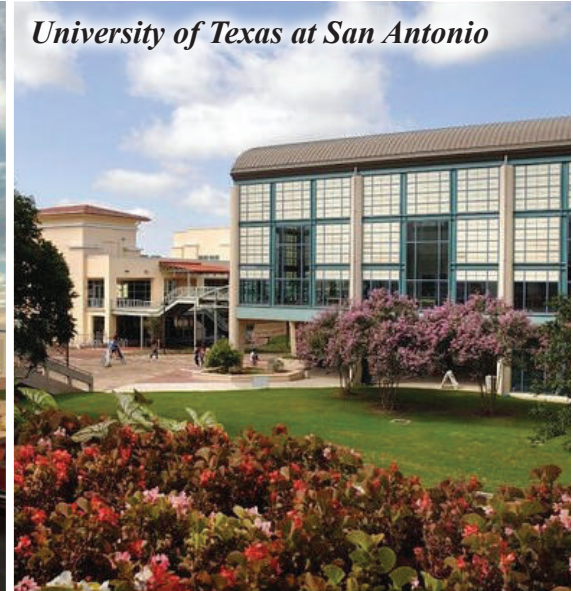
*Jorge Borrego Cano*



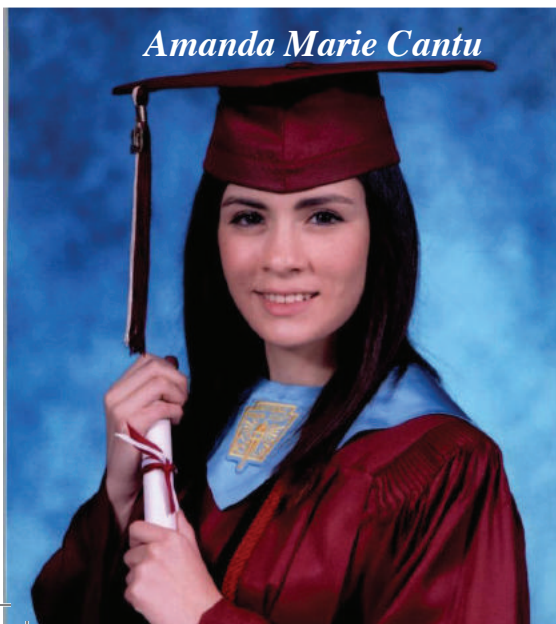
*South San Antonio High School*



*University of Texas at San Antonio*



*Amanda Marie Cantu*



*Highlands High School*



*Trinity University*

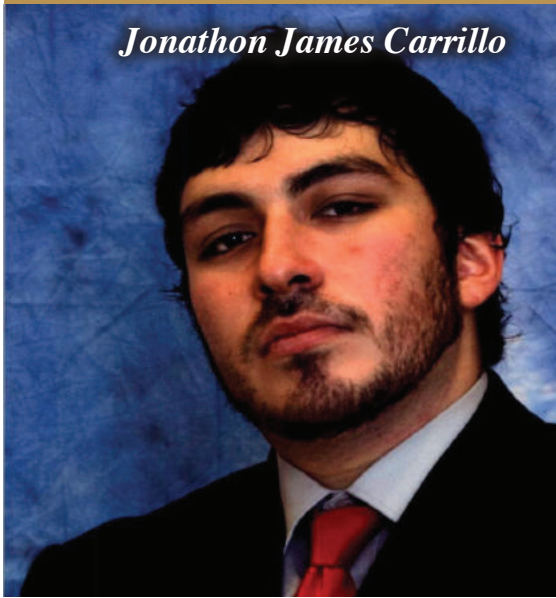


# BENSON REY FEO

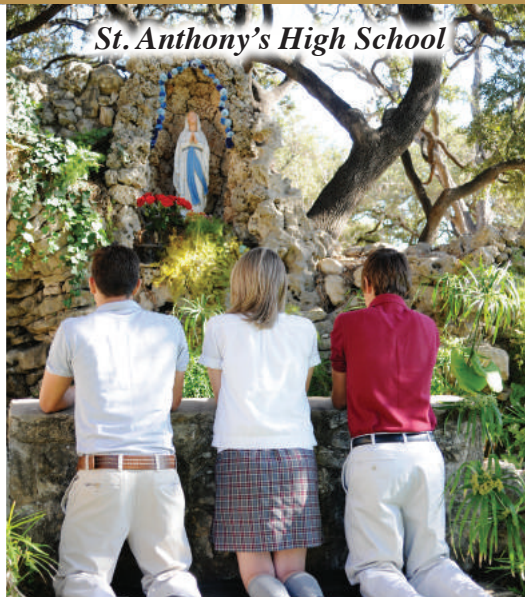


## Scholarship Recipients

*Jonathon James Carrillo*



*St. Anthony's High School*



*Auburn University*



*Christopher Casso*



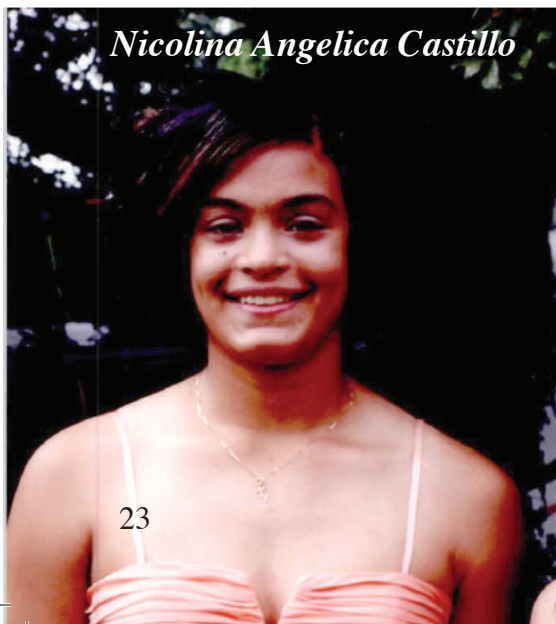
*Dillard McCollum High School*



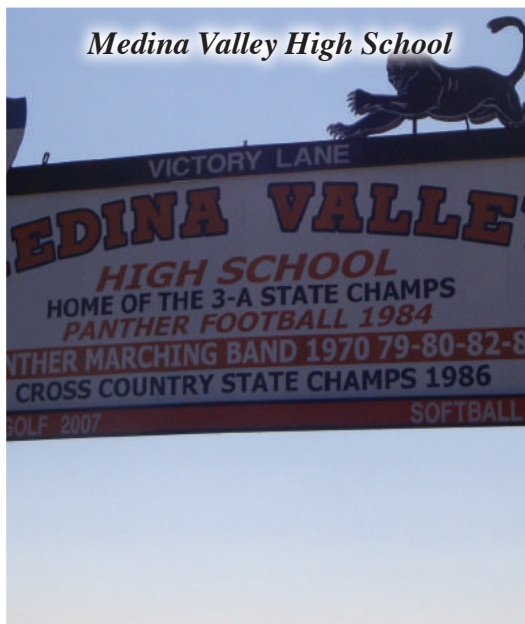
*University of Texas at Austin*



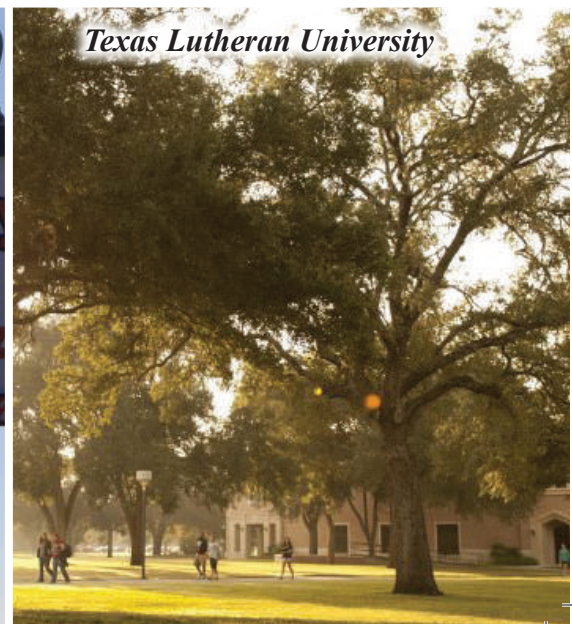
*Nicolina Angelica Castillo*



*Medina Valley High School*



*Texas Lutheran University*



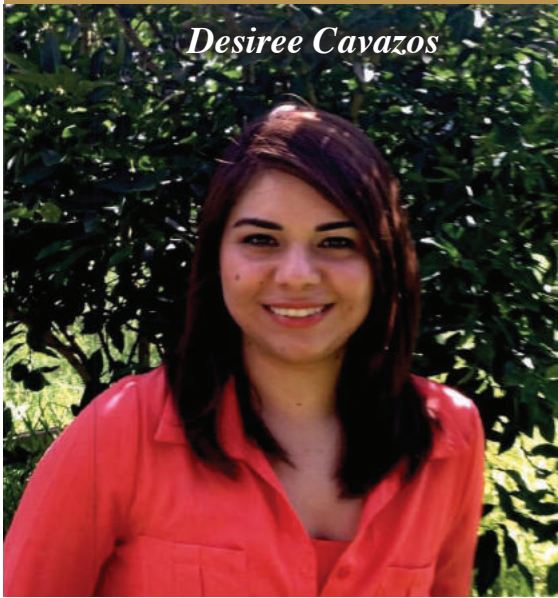


# BENSON REY FEO

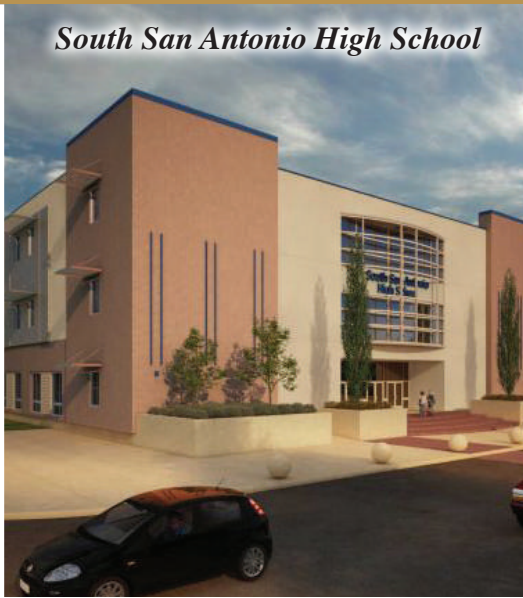


## Scholarship Recipients

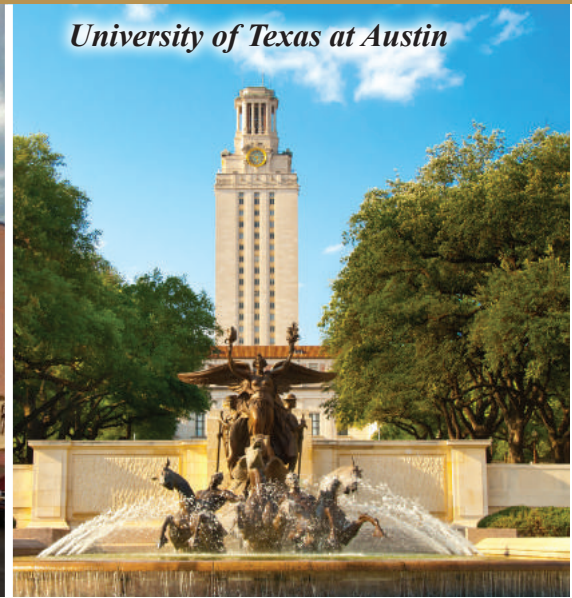
*Desiree Cavazos*



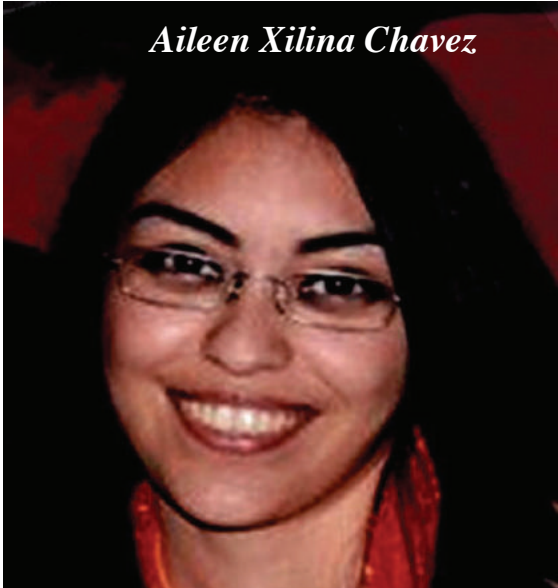
*South San Antonio High School*



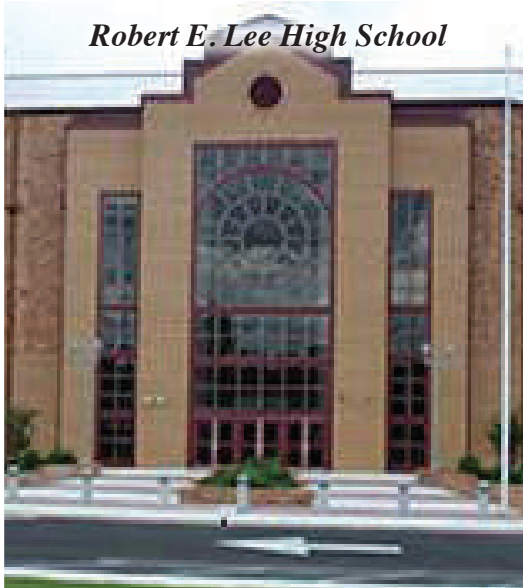
*University of Texas at Austin*



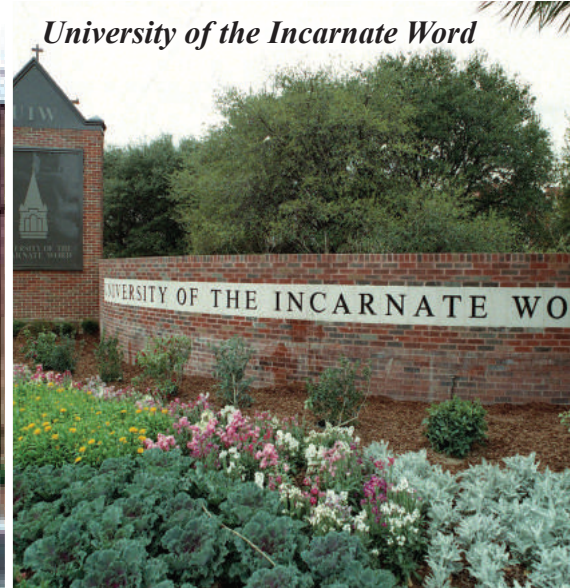
*Aileen Xilina Chavez*



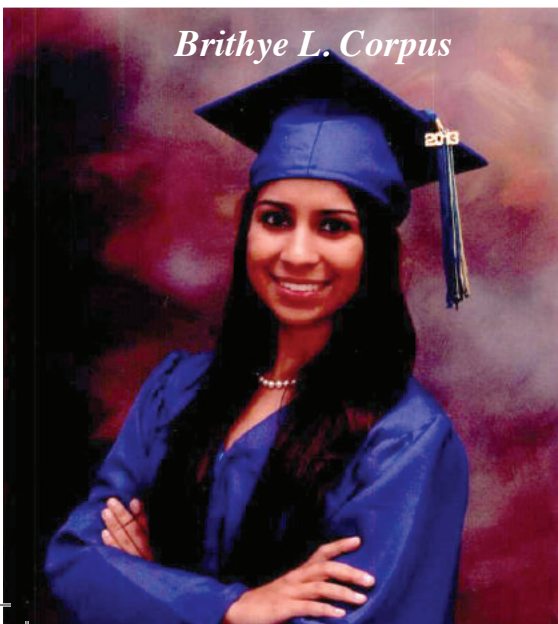
*Robert E. Lee High School*



*University of the Incarnate Word*



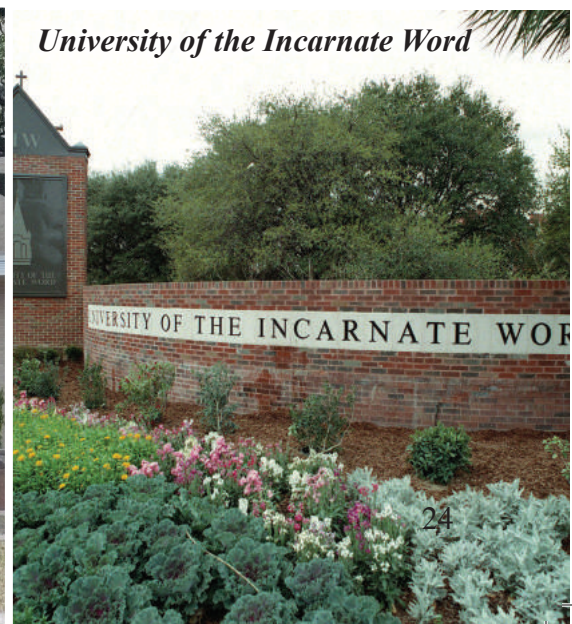
*Brithye L. Corpus*



*Alamo Heights High School*



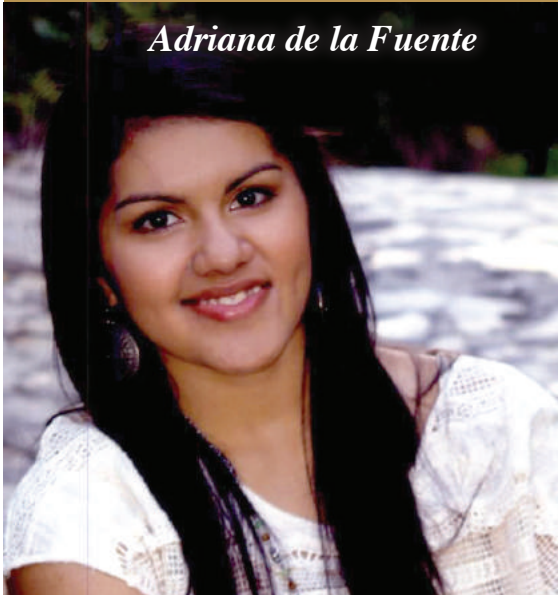
*University of the Incarnate Word*



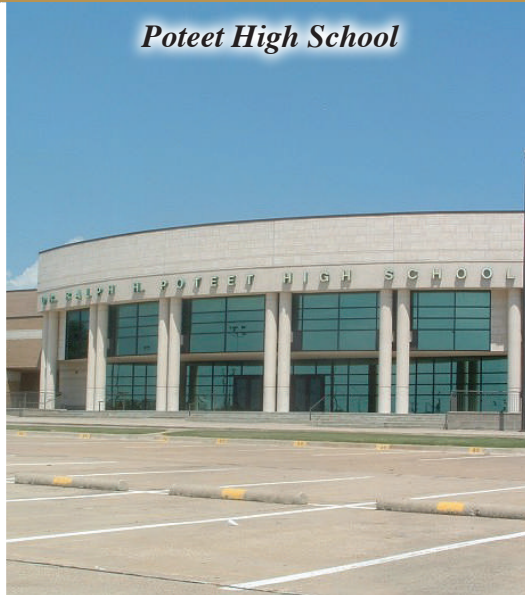
# BENSON REY FEO

## Scholarship Recipients

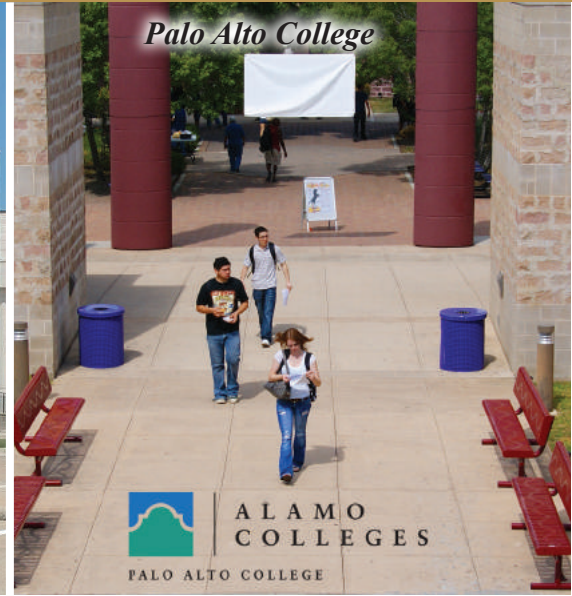
*Adriana de la Fuente*



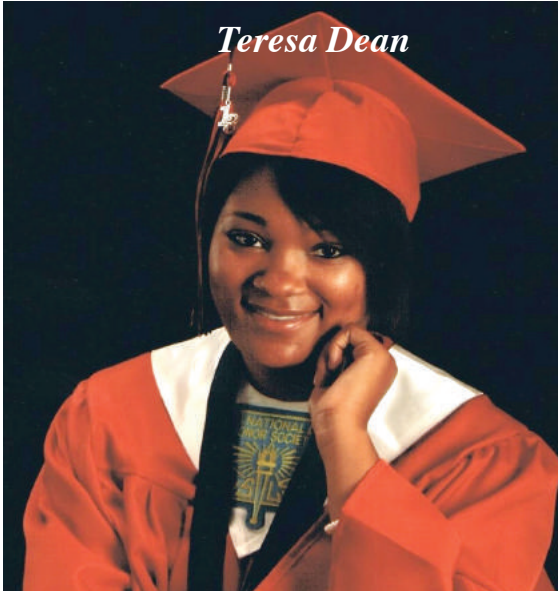
*Poteet High School*



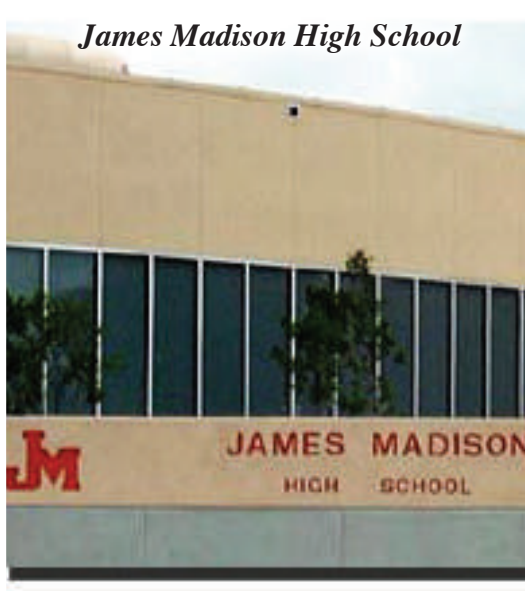
*Palo Alto College*



*Teresa Dean*



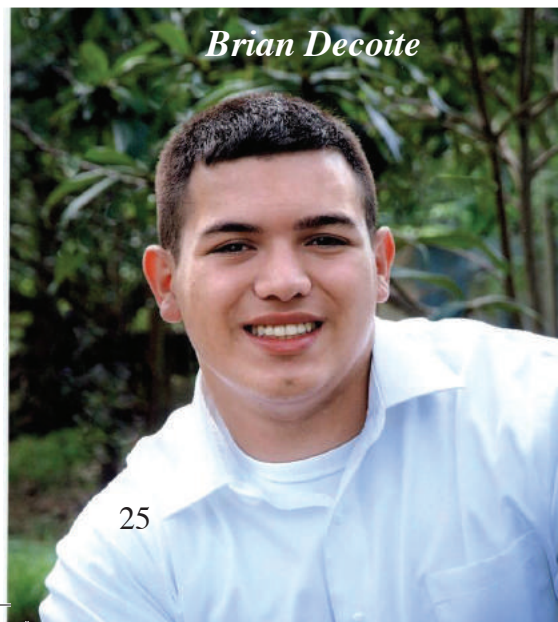
*James Madison High School*



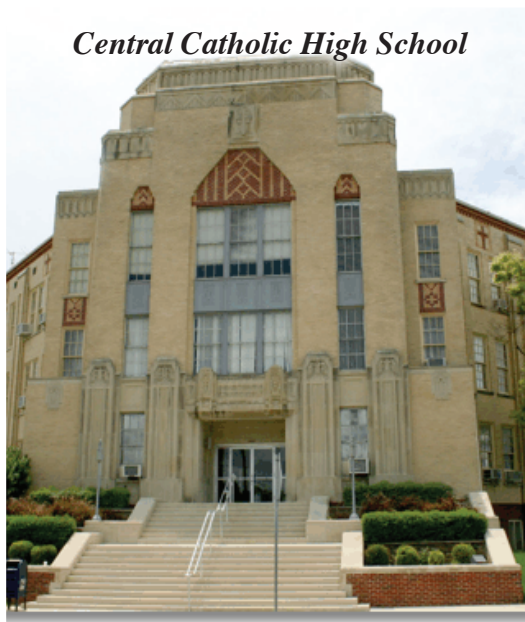
*Baylor University*



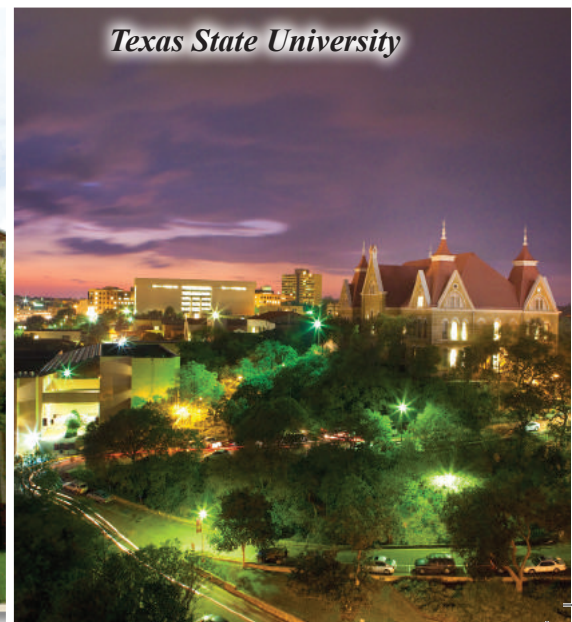
*Brian Decoite*



*Central Catholic High School*



*Texas State University*

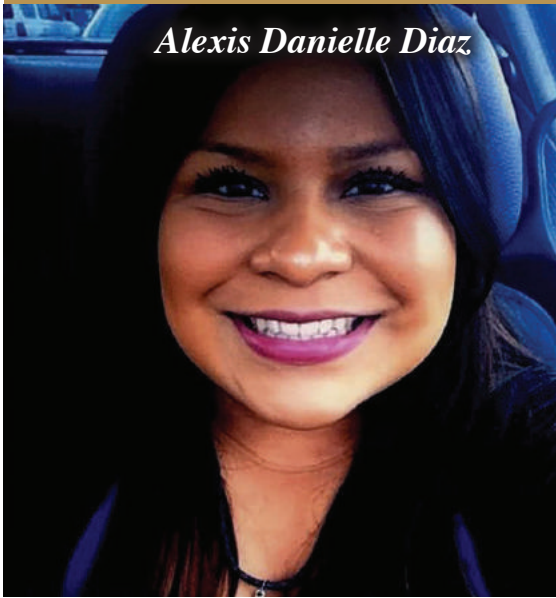


# BENSON REY FEO

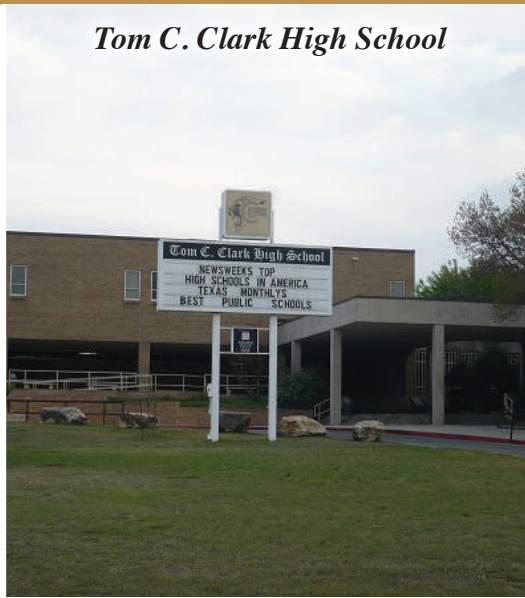


## Scholarship Recipients

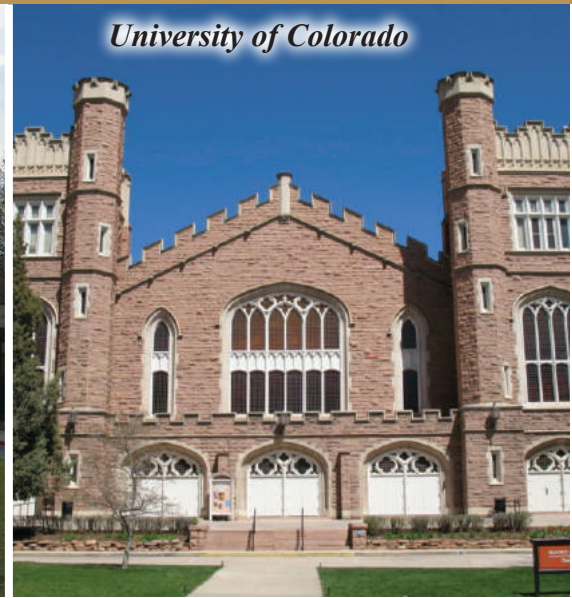
*Alexis Danielle Diaz*



*Tom C. Clark High School*



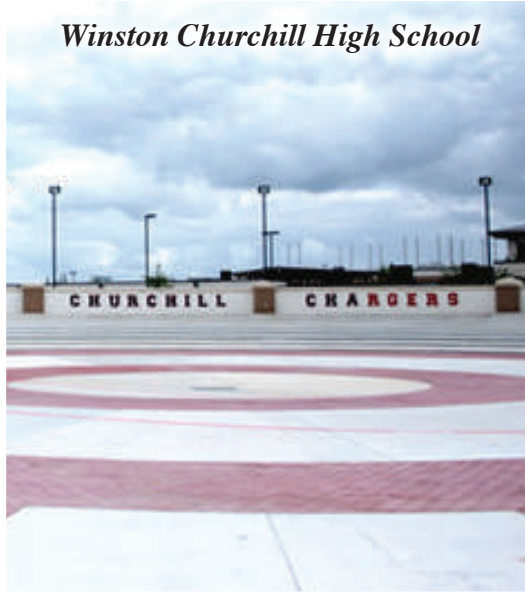
*University of Colorado*



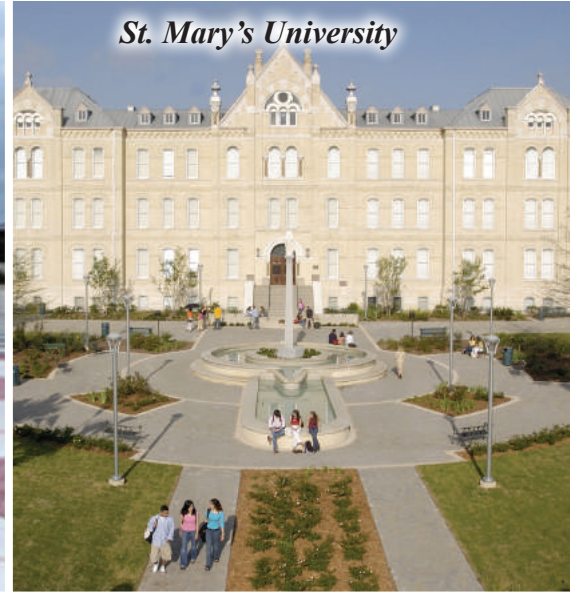
*Sarah E. Dwyer*



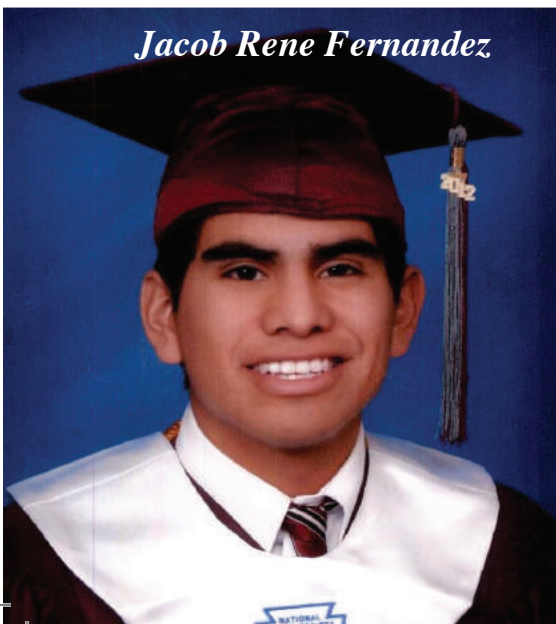
*Winston Churchill High School*



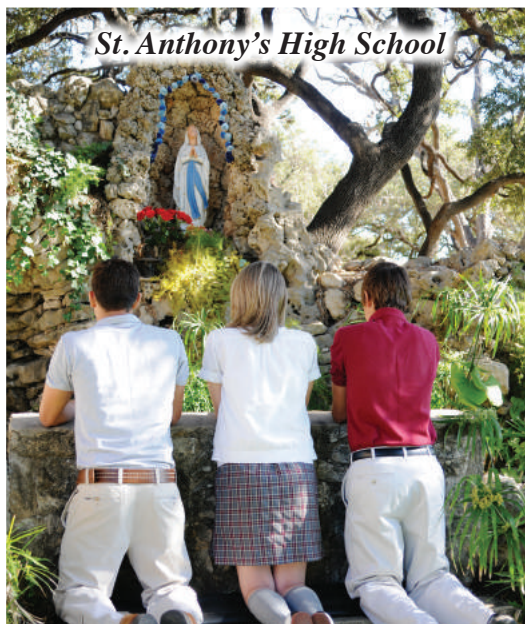
*St. Mary's University*



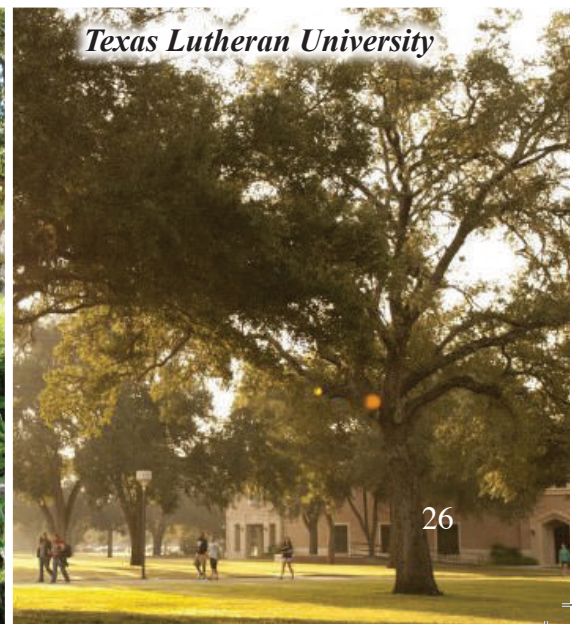
*Jacob Rene Fernandez*



*St. Anthony's High School*



*Texas Lutheran University*

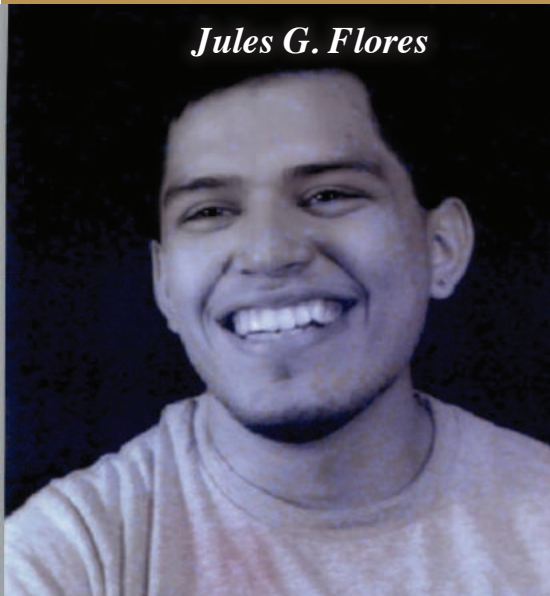


# BENSON REY FEO

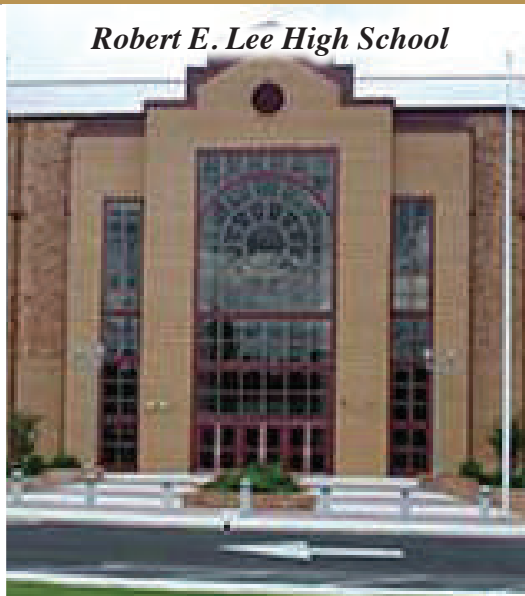


## Scholarship Recipients

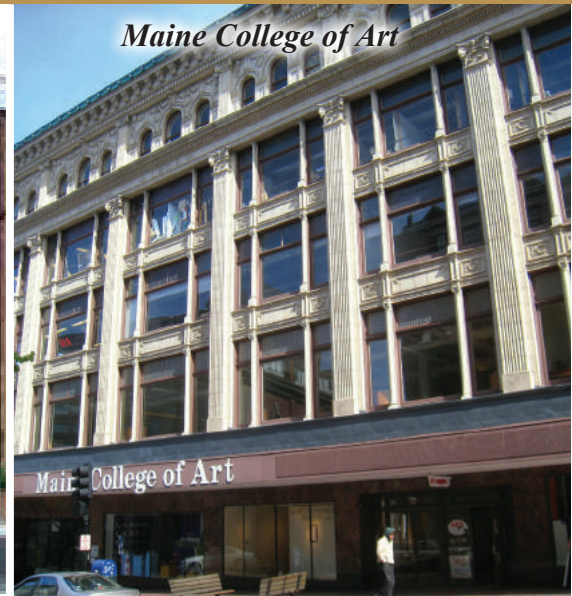
*Jules G. Flores*



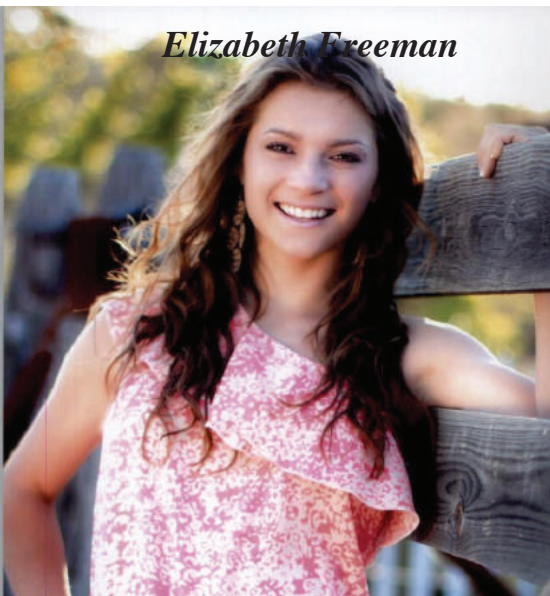
*Robert E. Lee High School*



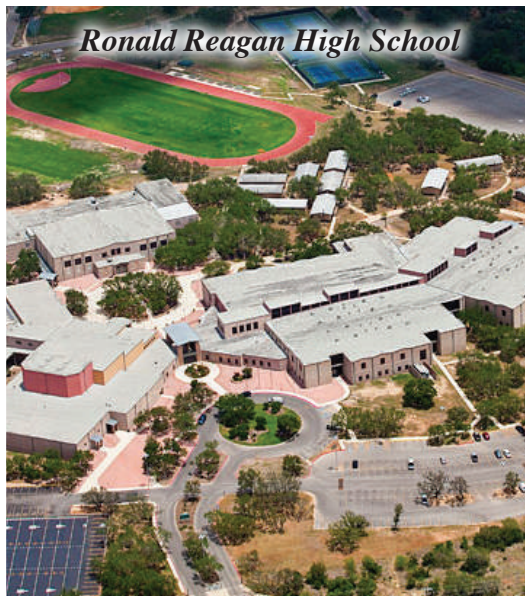
*Maine College of Art*



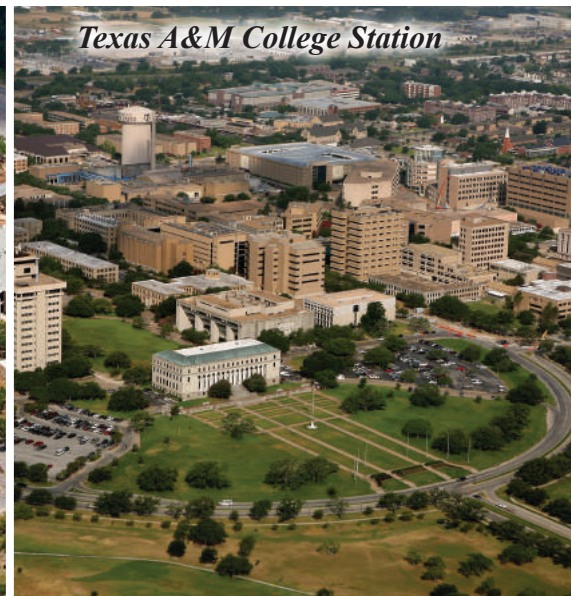
*Elizabeth Freeman*



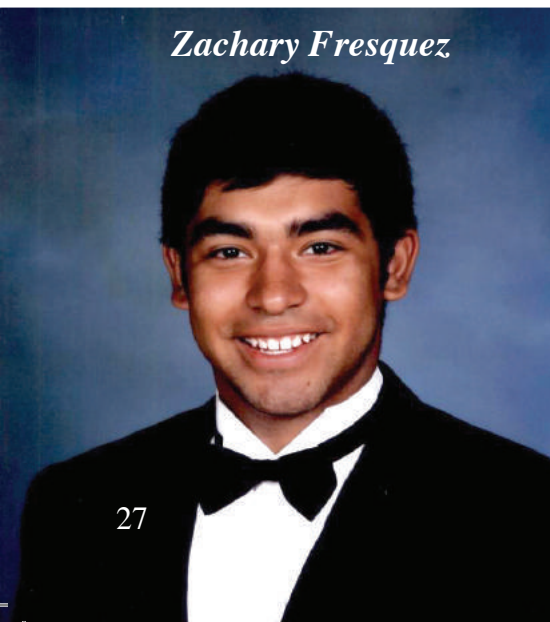
*Ronald Reagan High School*



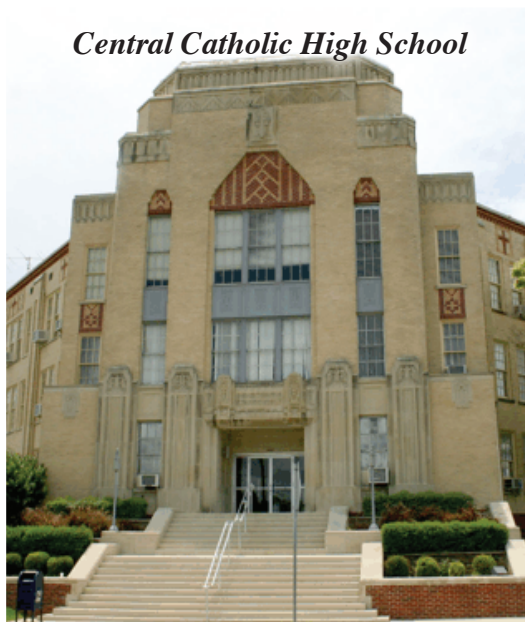
*Texas A&M College Station*



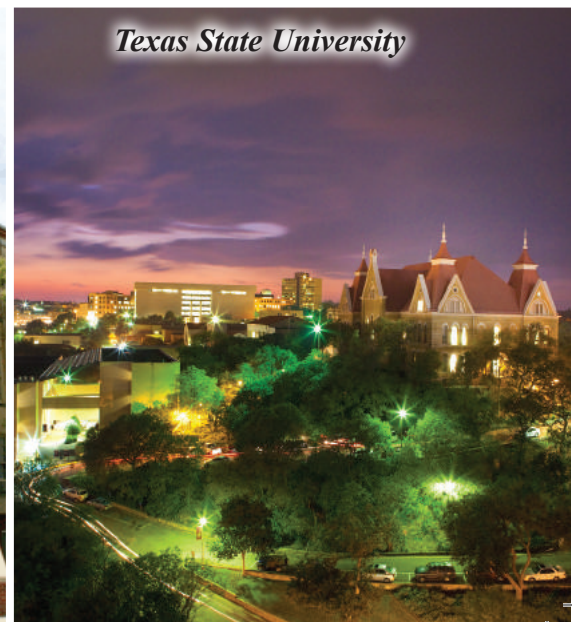
*Zachary Fresquez*



*Central Catholic High School*



*Texas State University*

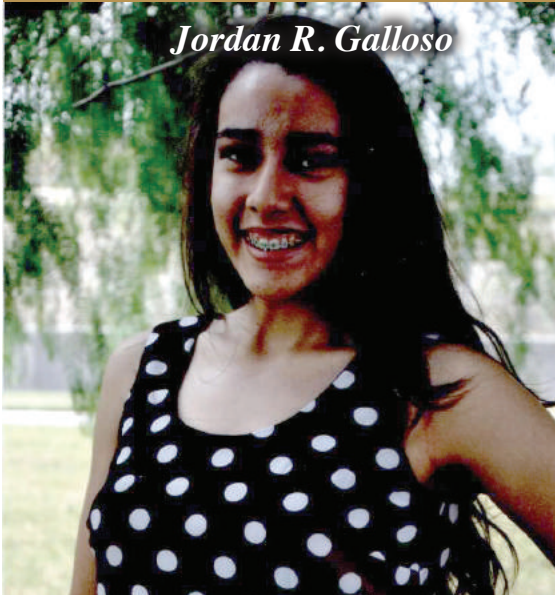


# BENSON REY FEO



## Scholarship Recipients

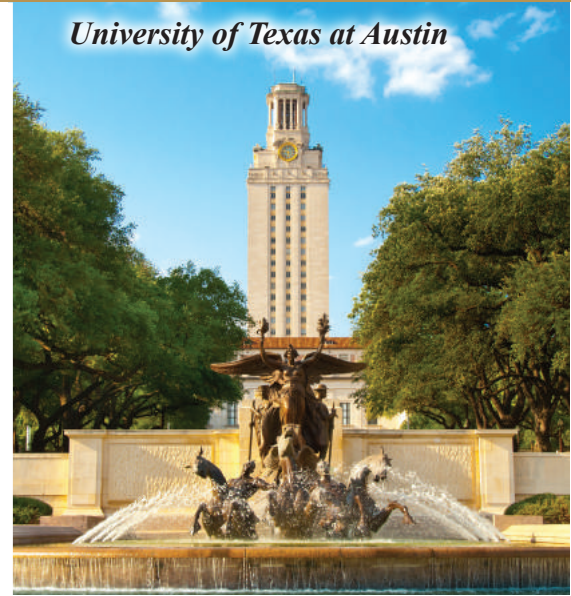
*Jordan R. Galloso*



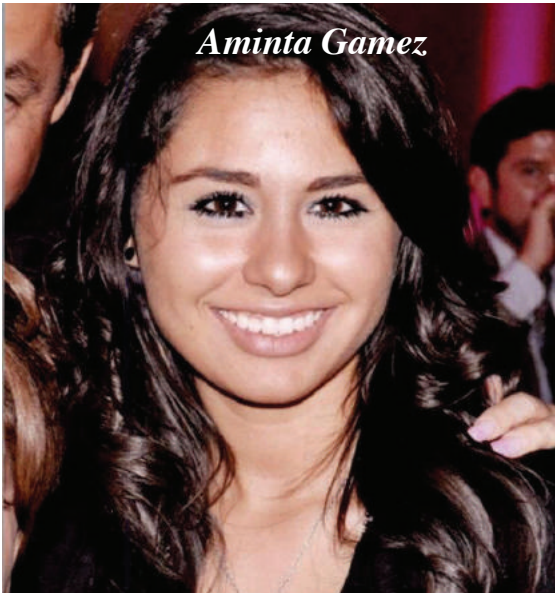
*Edinburg North High School*



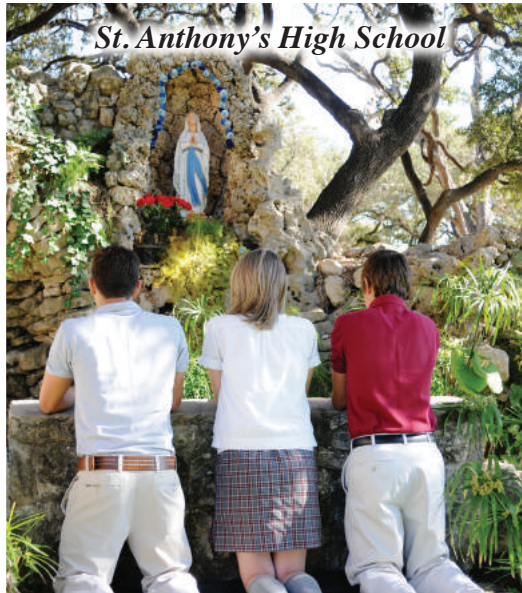
*University of Texas at Austin*



*Aminta Gamez*



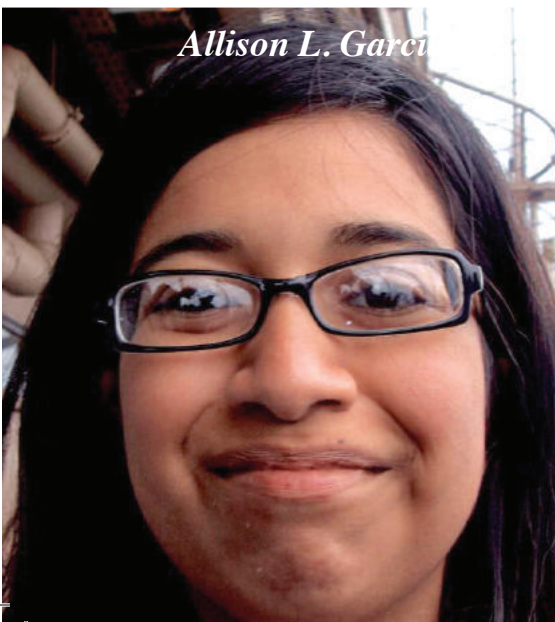
*St. Anthony's High School*



*University of Texas at San Antonio*



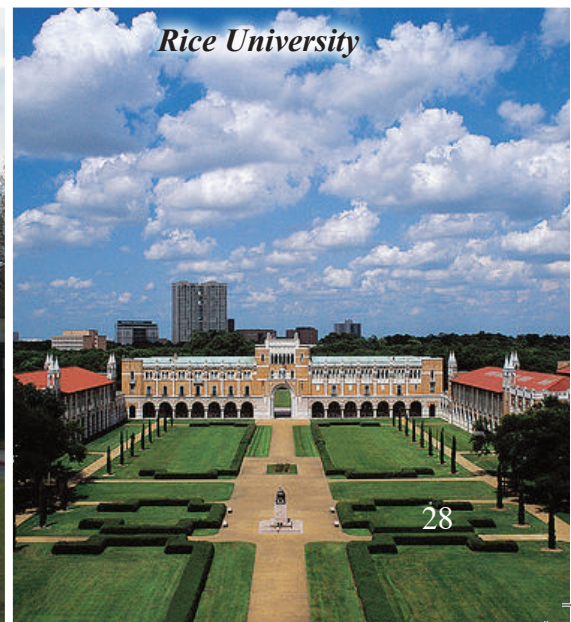
*Allison L. Garcia*



*Tom C. Clark High School*



*Rice University*



# BENSON REY FEO



## Scholarship Recipients

*Ciarah Garcia*



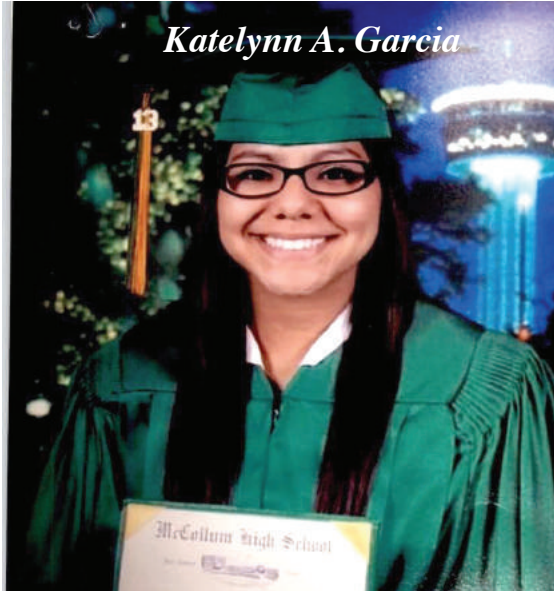
*Dillard McCollum High School*



*Syracuse University*



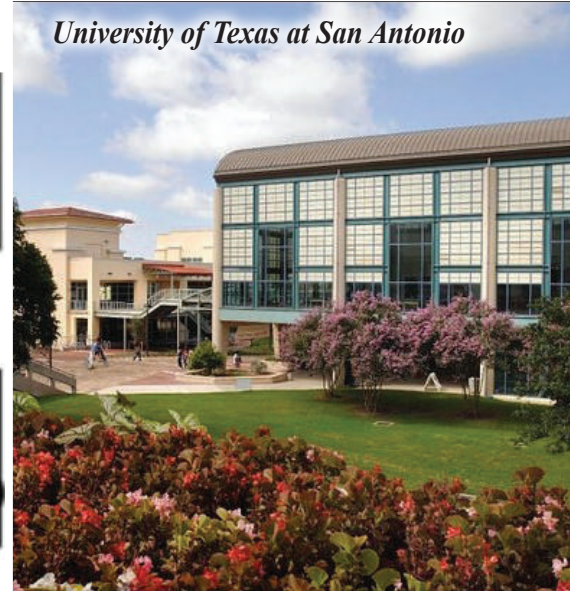
*Katelynn A. Garcia*



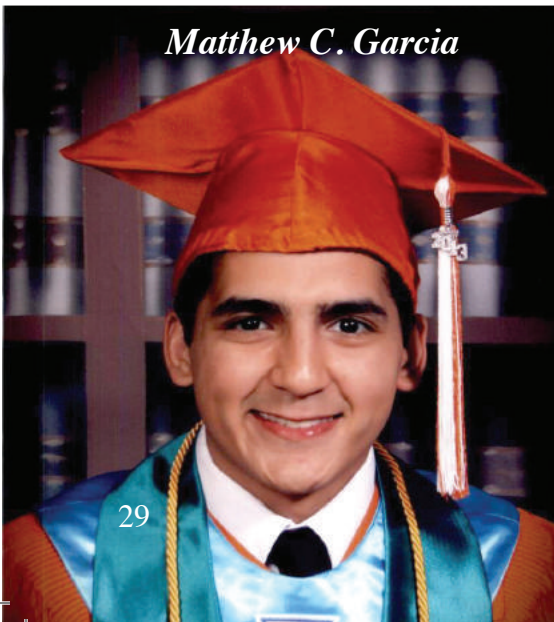
*Dillard McCollum High School*



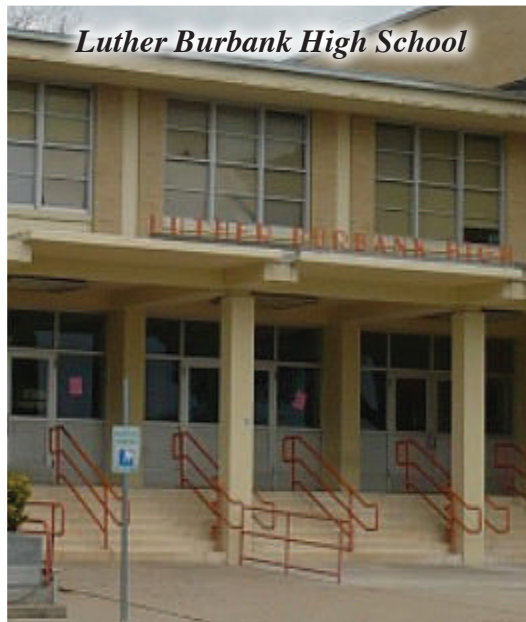
*University of Texas at San Antonio*



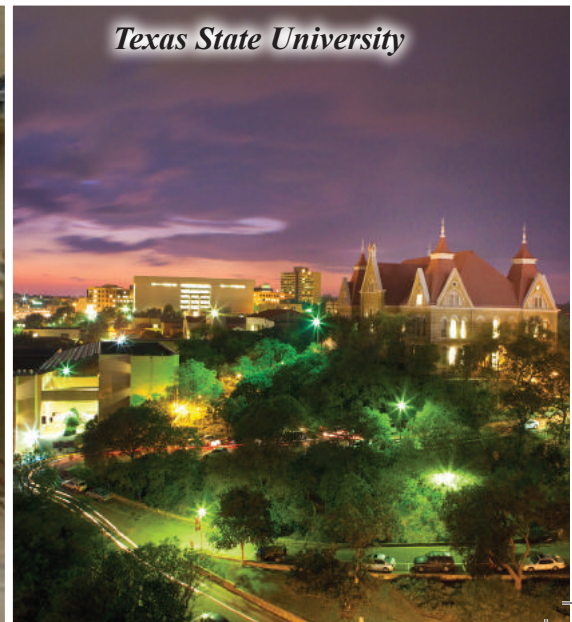
*Matthew C. Garcia*



*Luther Burbank High School*



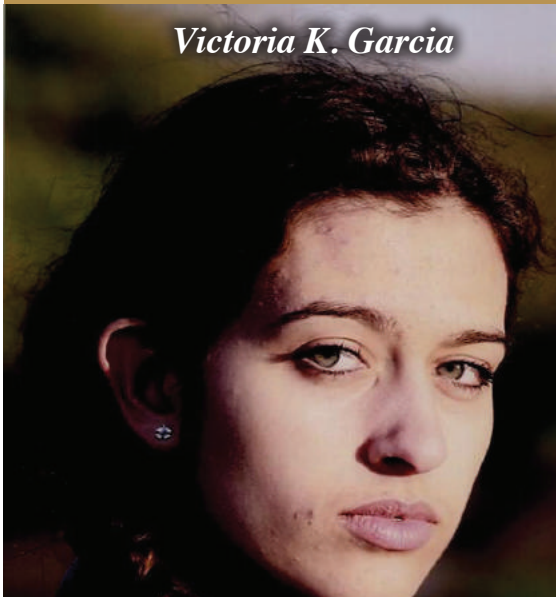
*Texas State University*



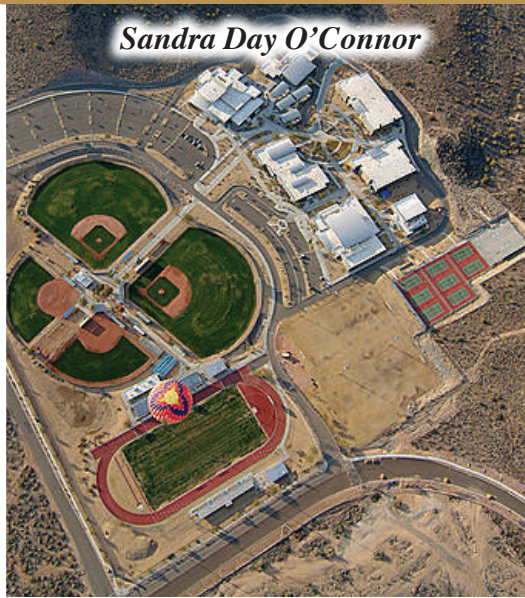
# BENSON REY FEO

## Scholarship Recipients

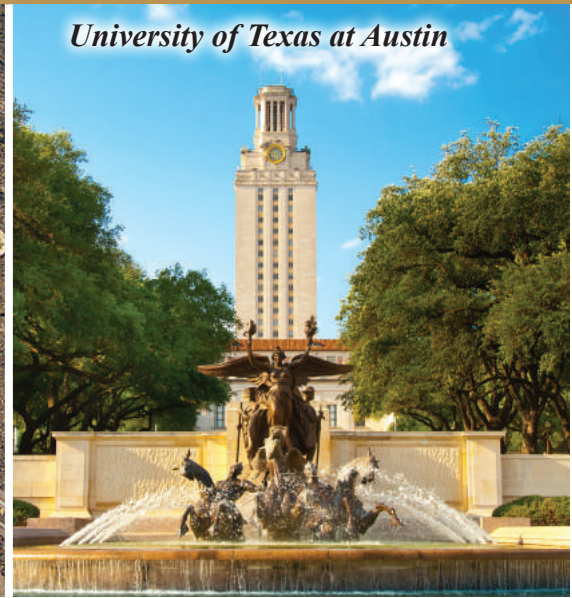
*Victoria K. Garcia*



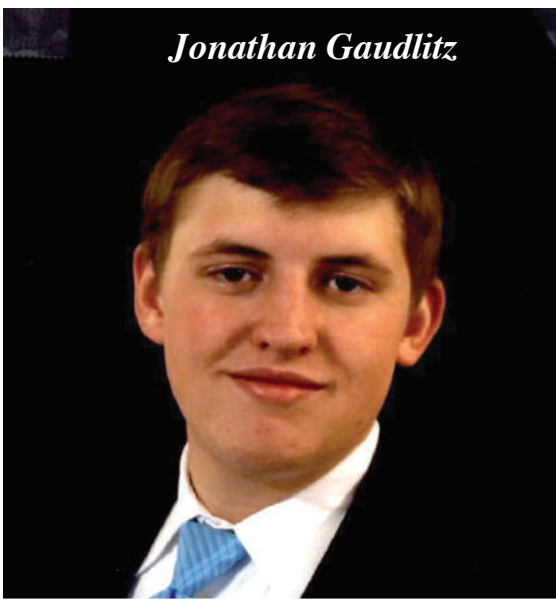
*Sandra Day O'Connor*



*University of Texas at Austin*



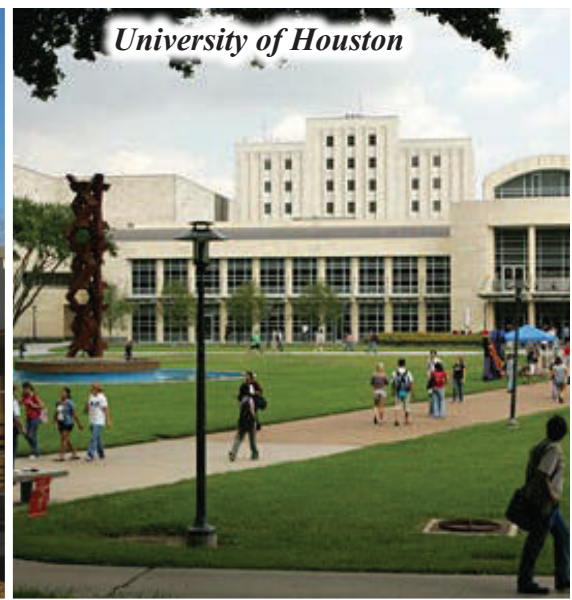
*Jonathan Gaudlitz*



*Floresville High School*



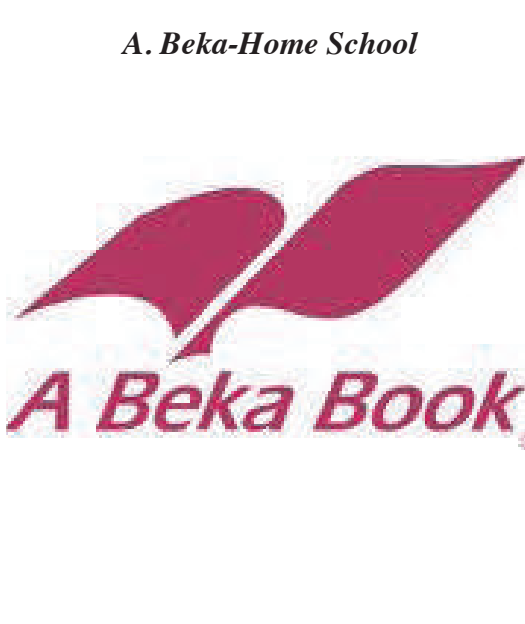
*University of Houston*



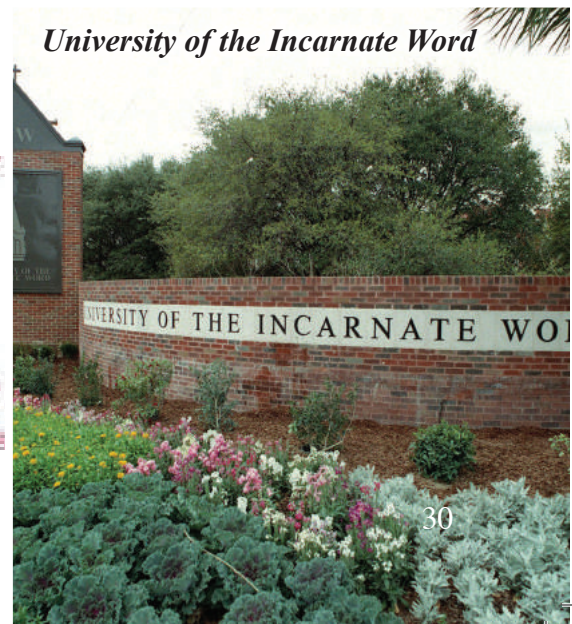
*Argelia Maria Gomez*



*A. Beka-Home School*



*University of the Incarnate Word*



# BENSON REY FEO



## Scholarship Recipients

*Jessica A. Gonzalez*



*John Jay High School*



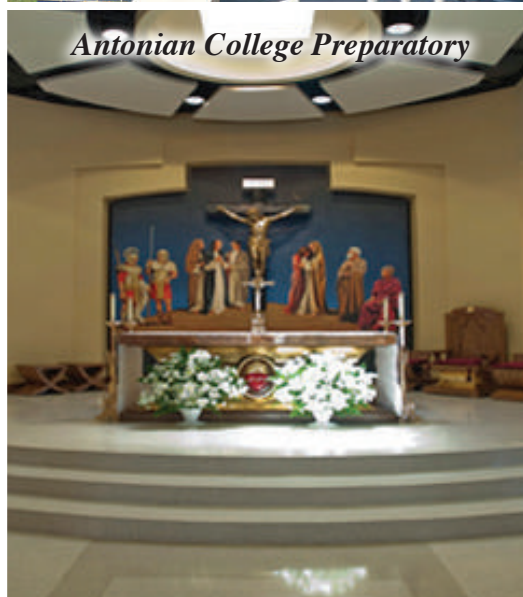
*Prairie View A&M University*



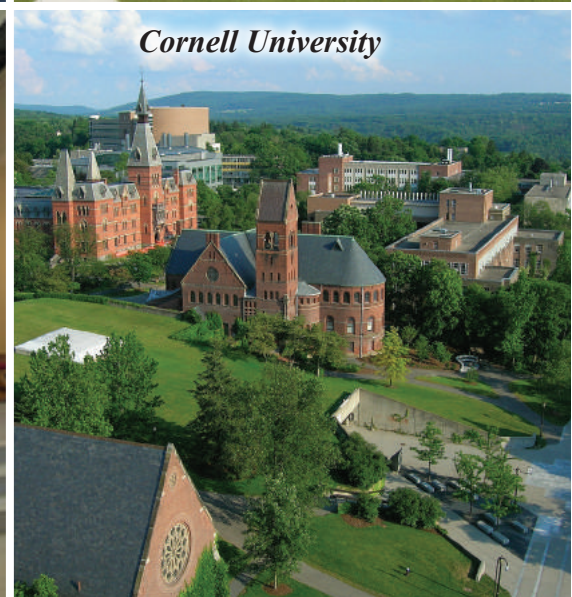
*Samantha R. Gonzalez*



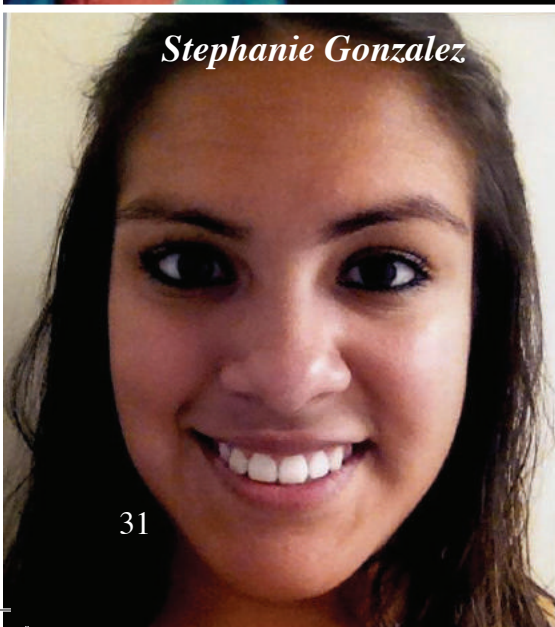
*Antonian College Preparatory*



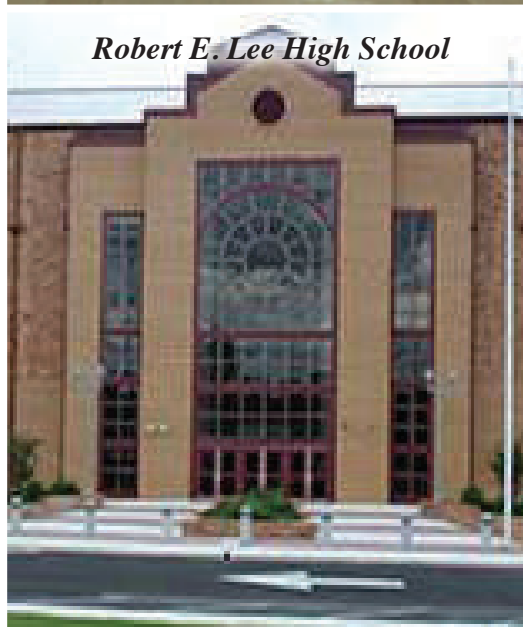
*Cornell University*



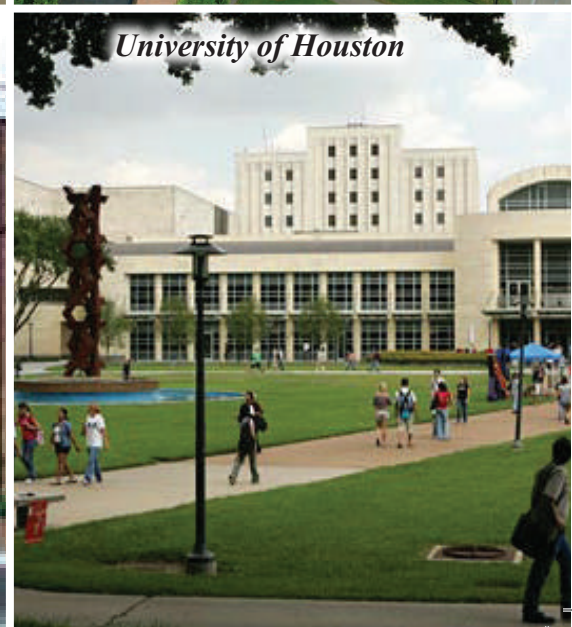
*Stephanie Gonzalez*



*Robert E. Lee High School*



*University of Houston*



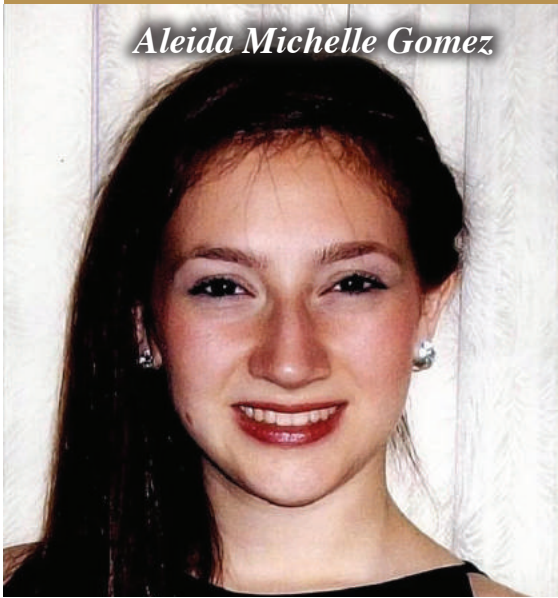


# BENSON REY FEO

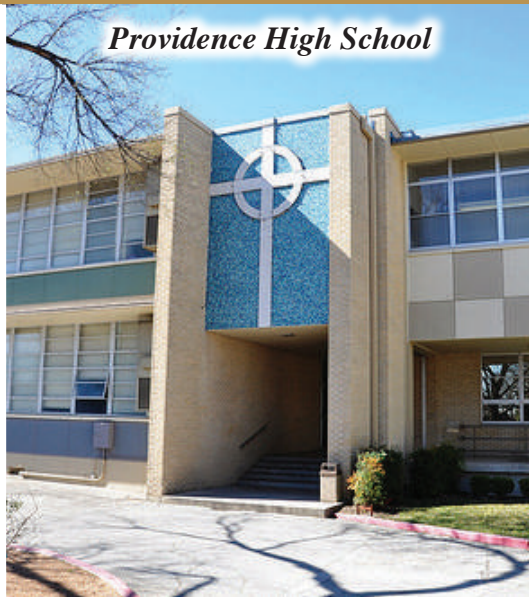


## Scholarship Recipients

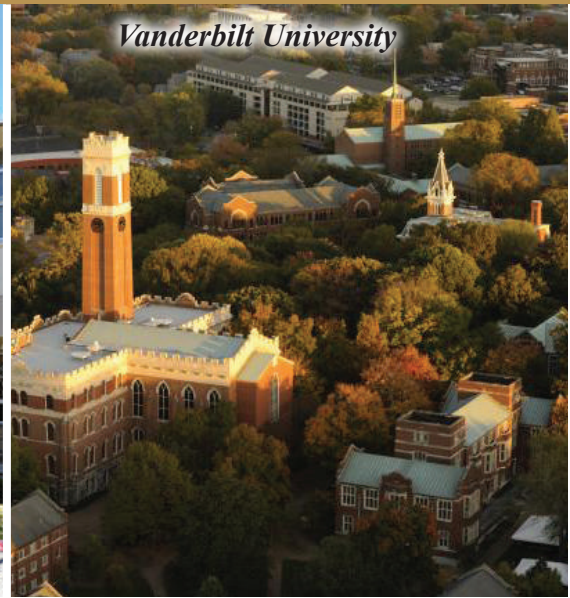
*Aleida Michelle Gomez*



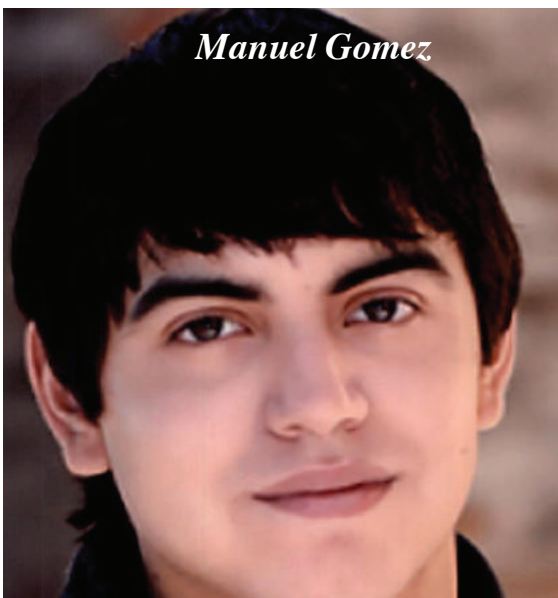
*Providence High School*



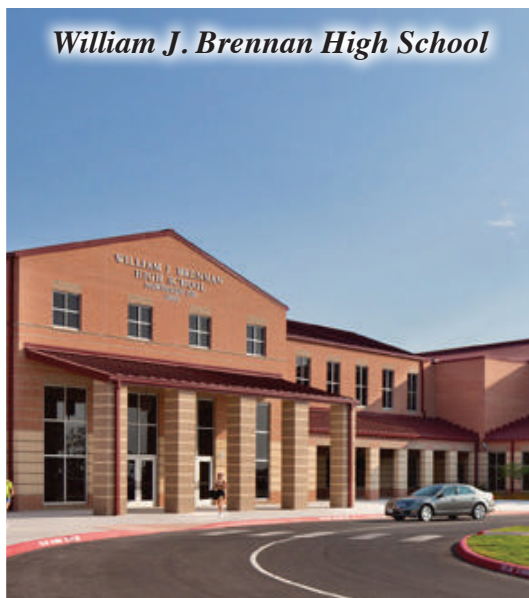
*Vanderbilt University*



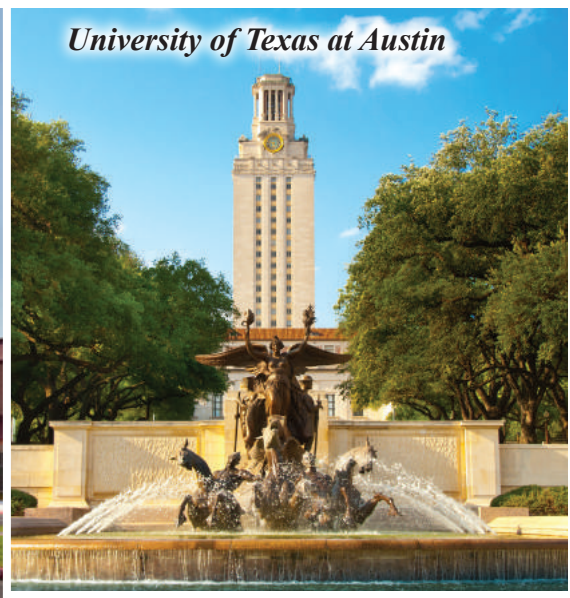
*Manuel Gomez*



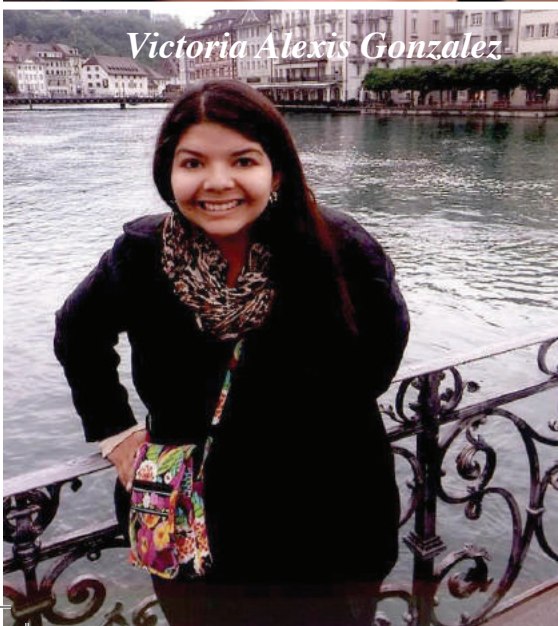
*William J. Brennan High School*



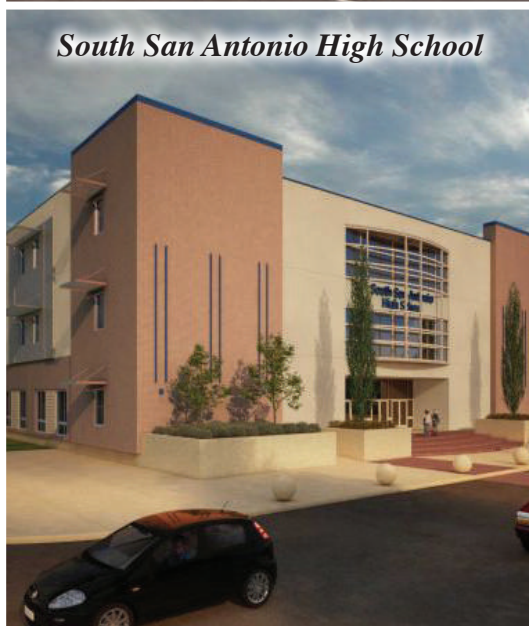
*University of Texas at Austin*



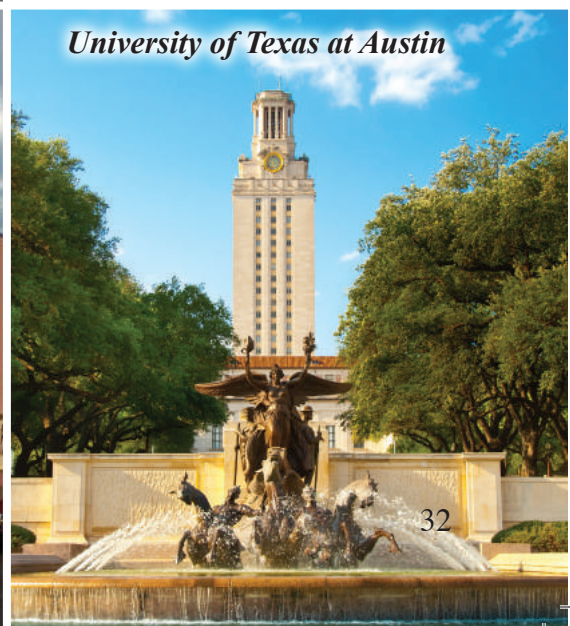
*Victoria Alexis Gonzalez*



*South San Antonio High School*



*University of Texas at Austin*

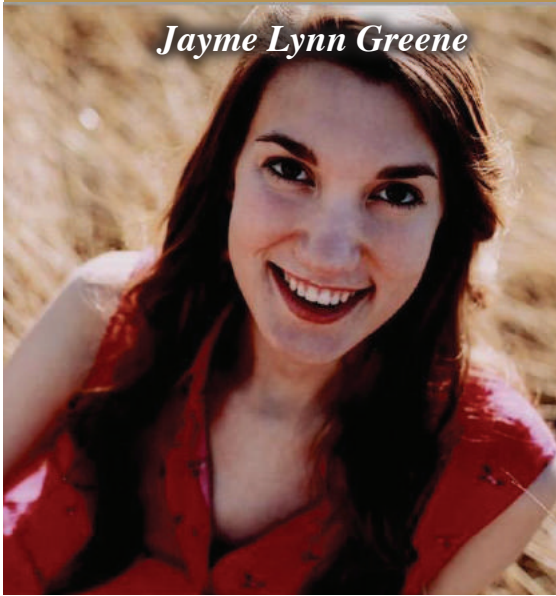


# BENSON REY FEO

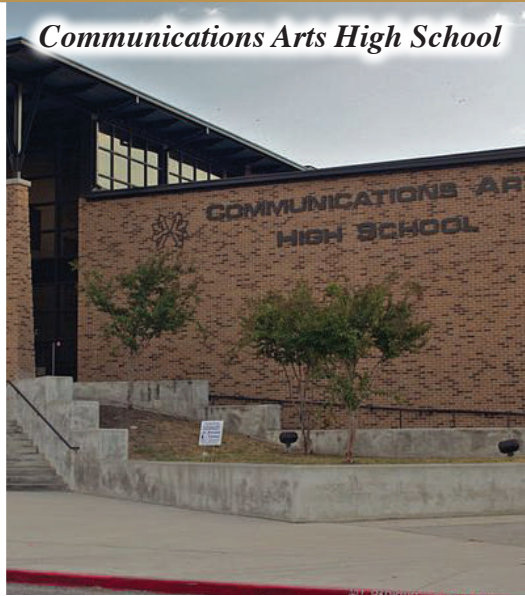


## Scholarship Recipients

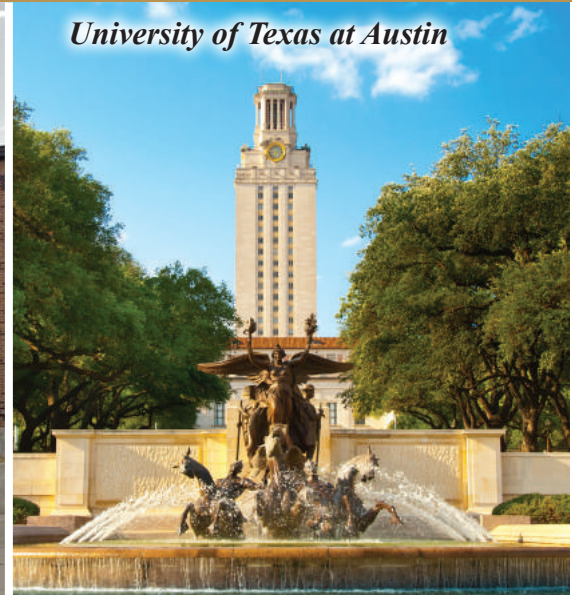
*Jayme Lynn Greene*



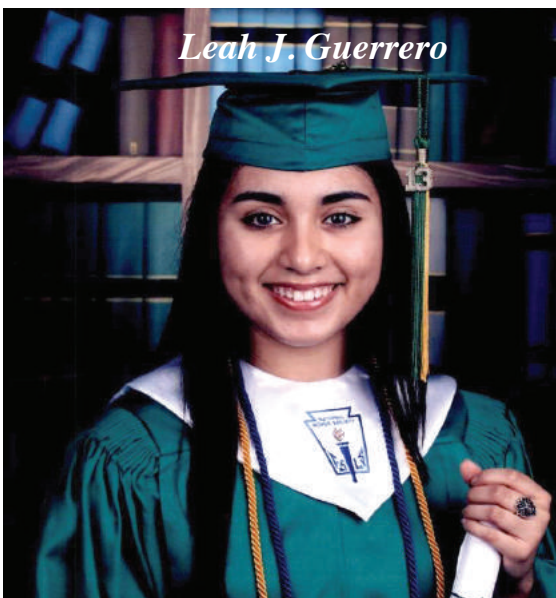
*Communications Arts High School*



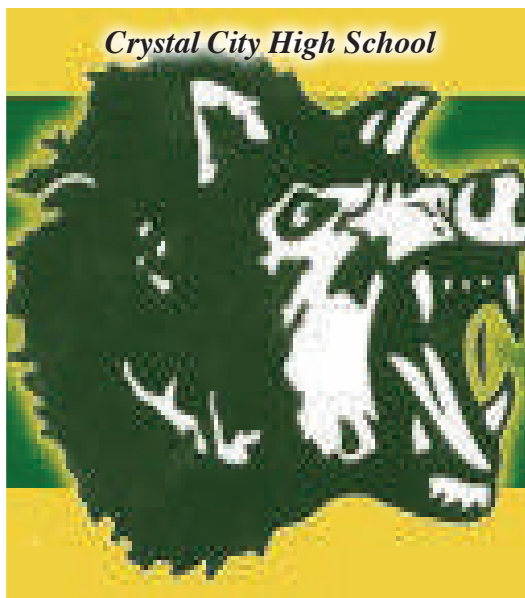
*University of Texas at Austin*



*Leah J. Guerrero*



*Crystal City High School*



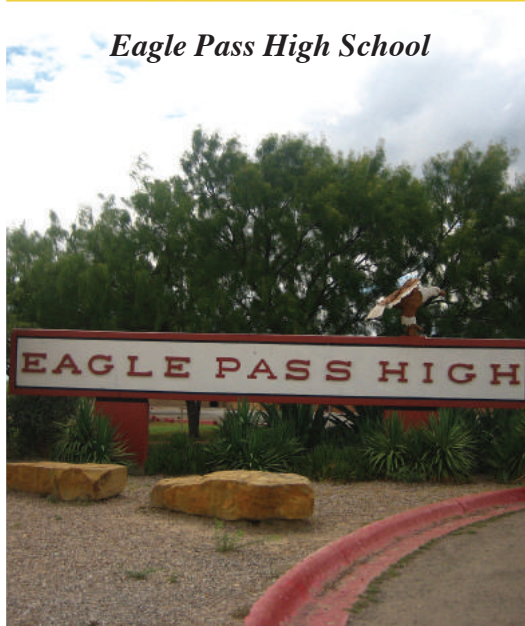
*Brigham Young University*



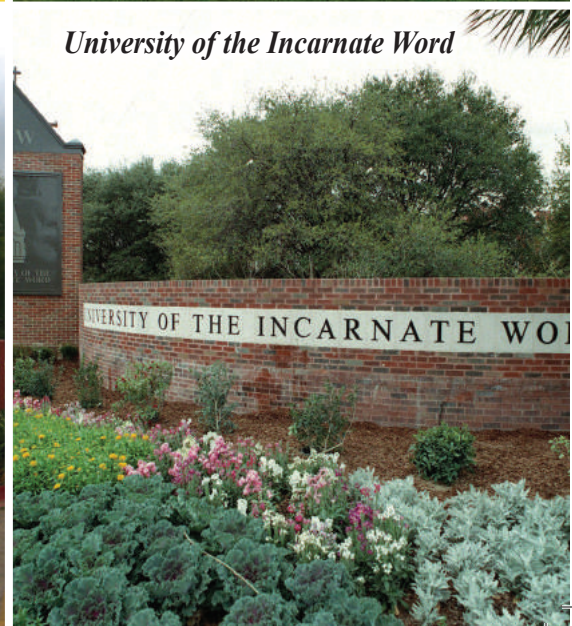
*Artemissa Guevara*



*Eagle Pass High School*



*University of the Incarnate Word*

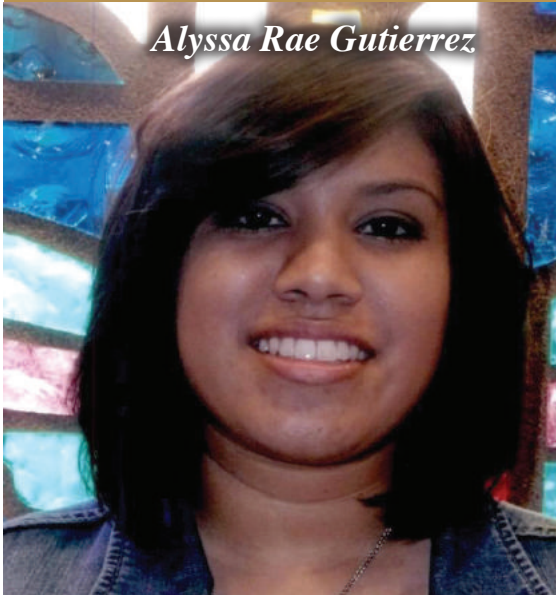


# BENSON REY FEO

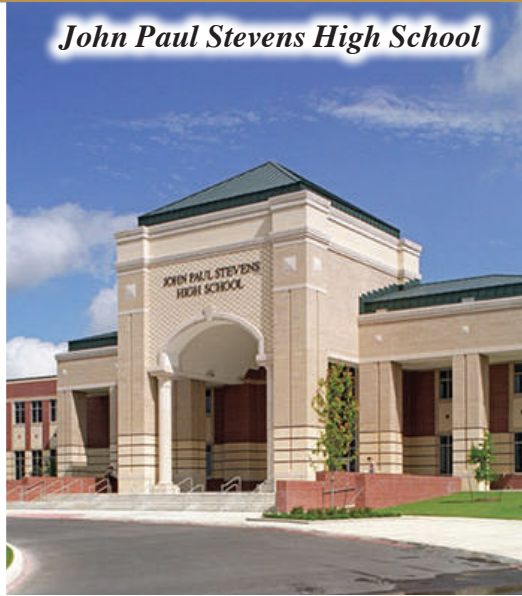


## Scholarship Recipients

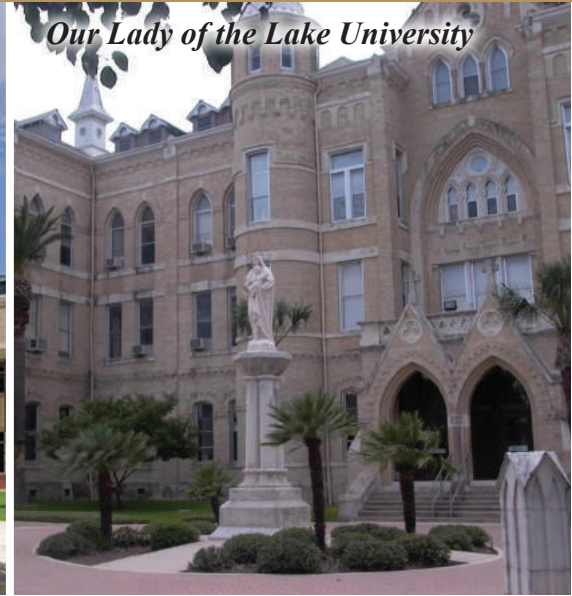
*Alyssa Rae Gutierrez*



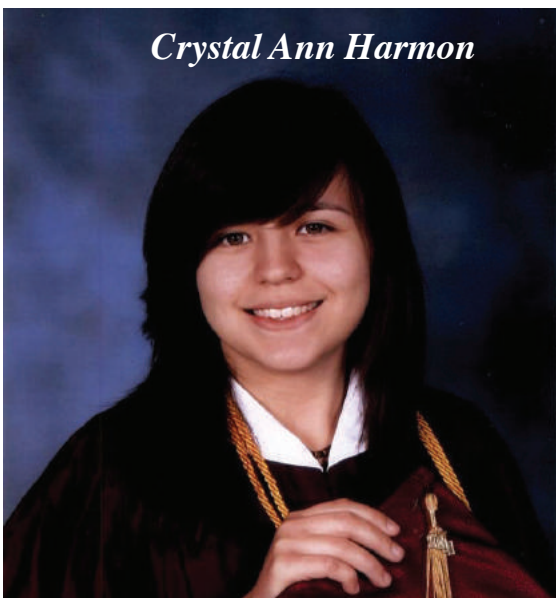
*John Paul Stevens High School*



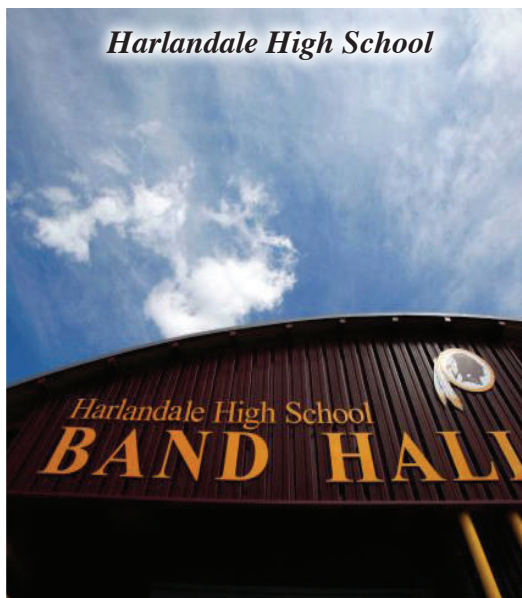
*Our Lady of the Lake University*



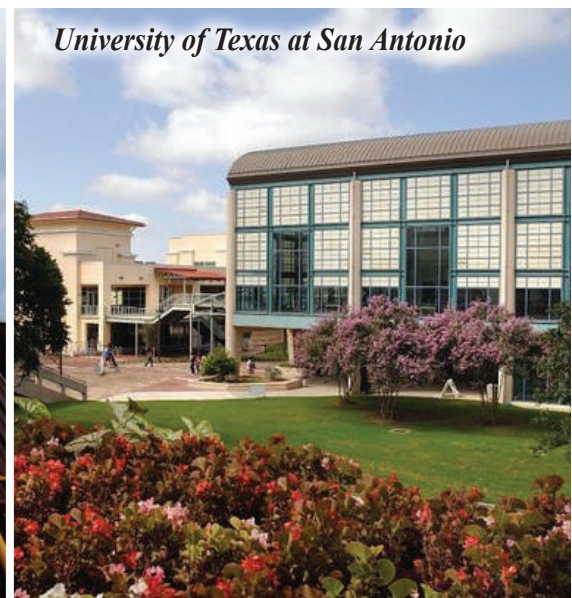
*Crystal Ann Harmon*



*Harlandale High School*



*University of Texas at San Antonio*



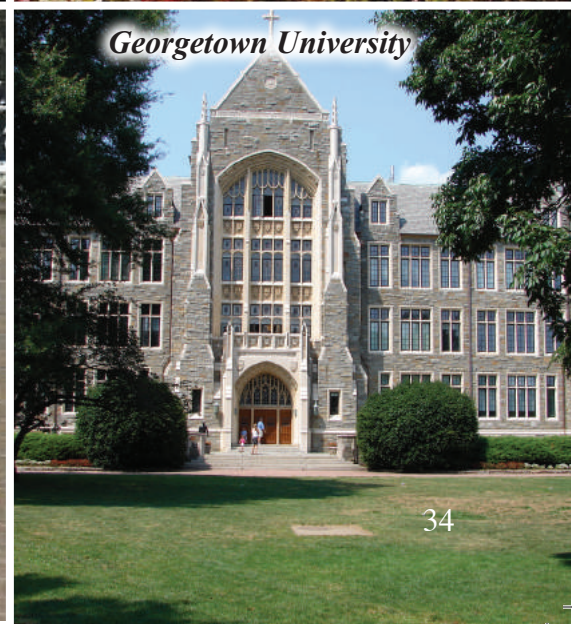
*Silvia Hernandez*



*G. W. Brackenridge High School*



*Georgetown University*

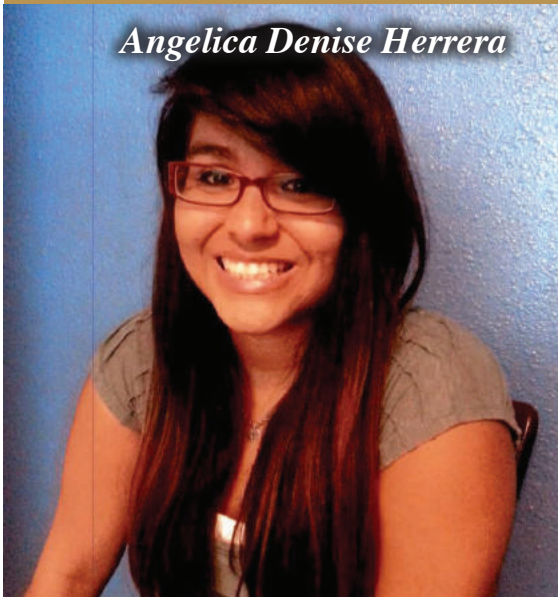


# BENSON REY FEO

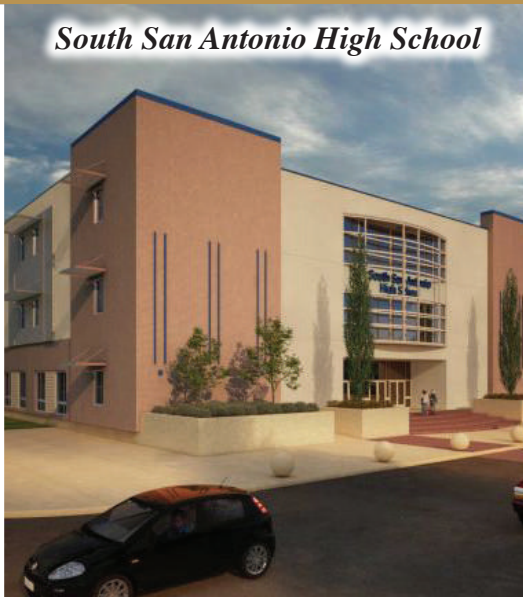


## Scholarship Recipients

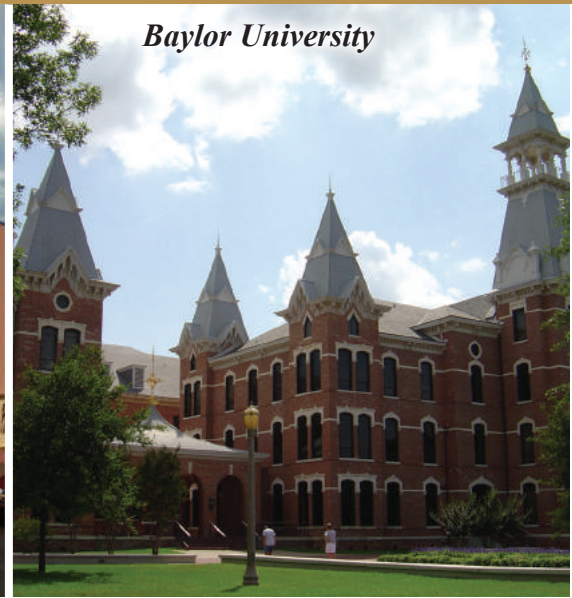
*Angelica Denise Herrera*



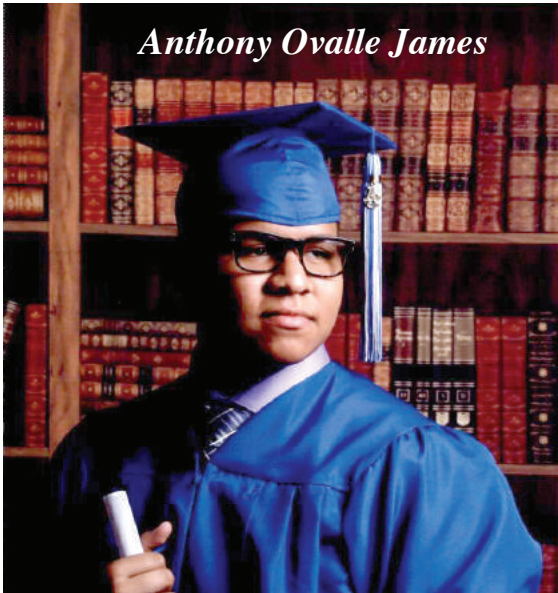
*South San Antonio High School*



*Baylor University*



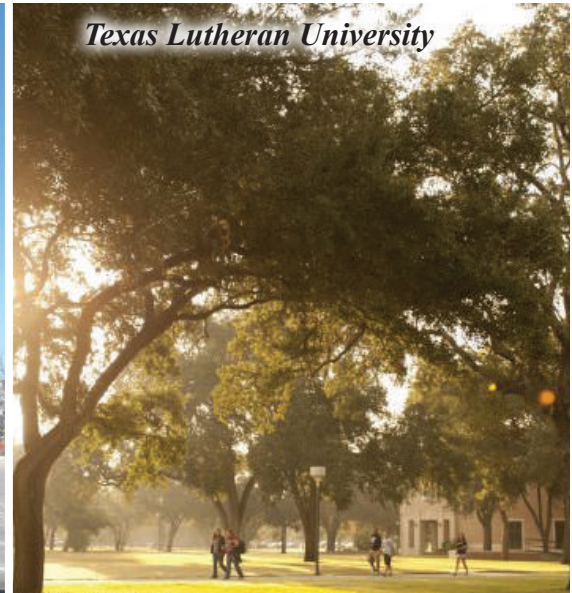
*Anthony Ovalle James*



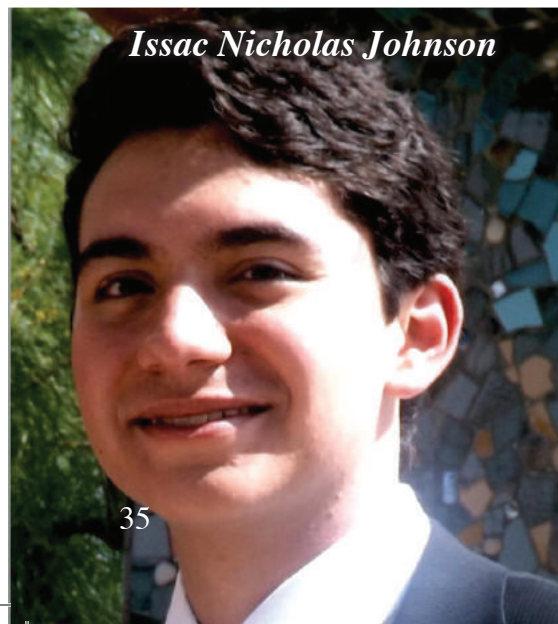
*John Jay High School*



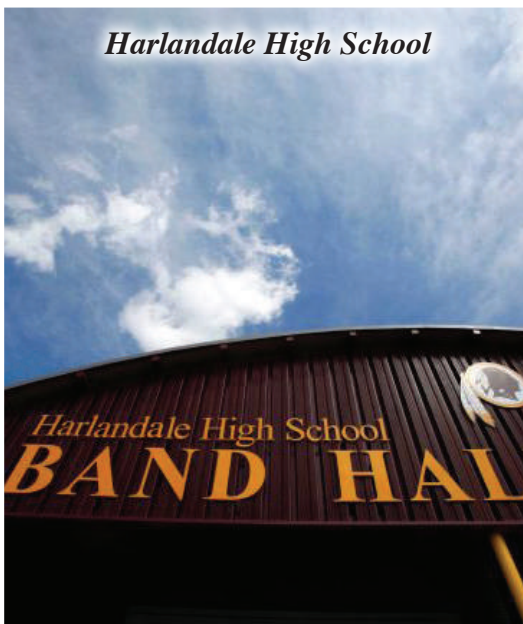
*Texas Lutheran University*



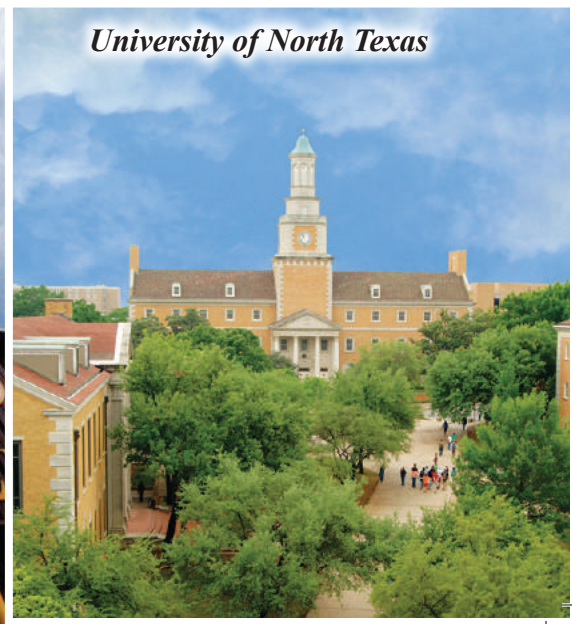
*Issac Nicholas Johnson*



*Harlandale High School*



*University of North Texas*



# BENSON REY FEO



## Scholarship Recipients

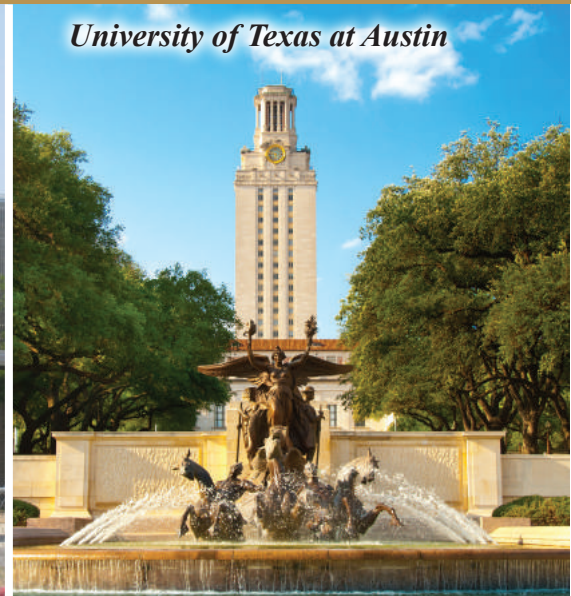
*Stephanie Marie Juarez*



*Southwest High School*



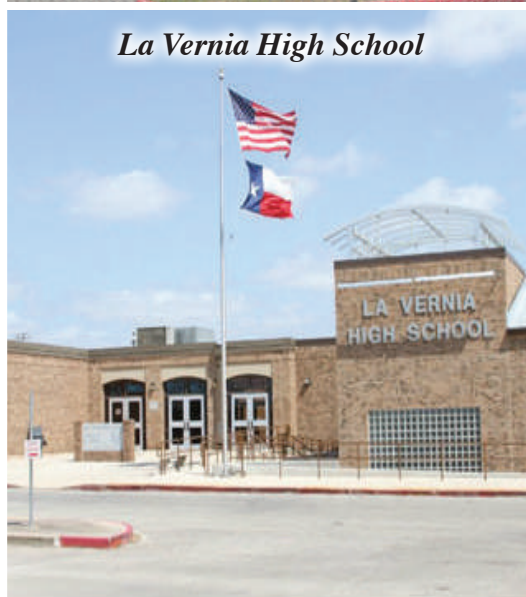
*University of Texas at Austin*



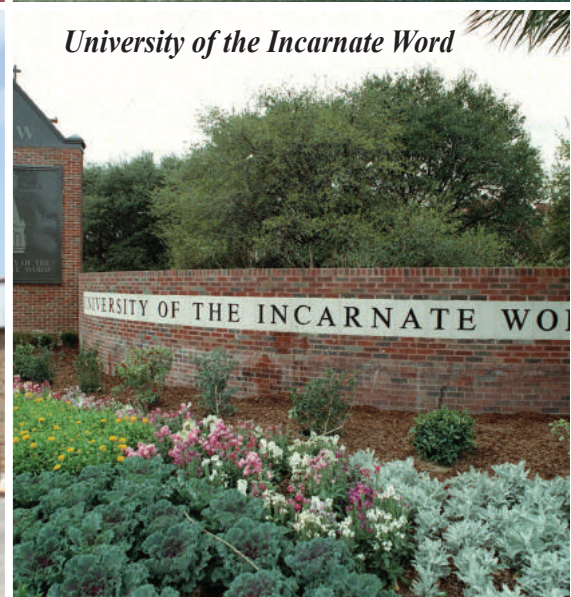
*Wendy Juarez*



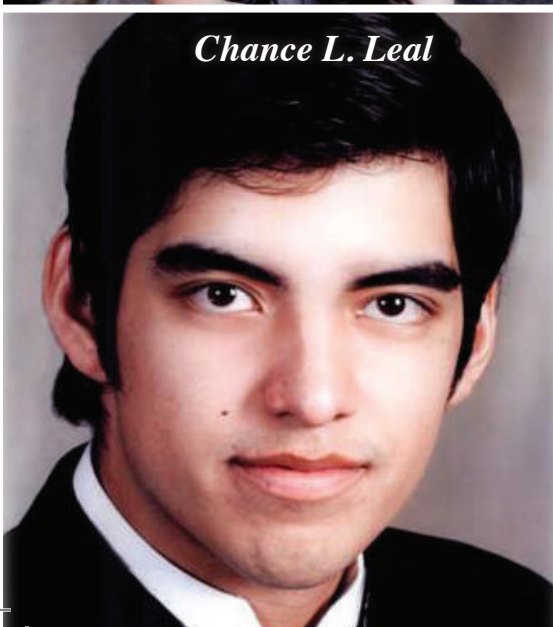
*La Vernia High School*



*University of the Incarnate Word*



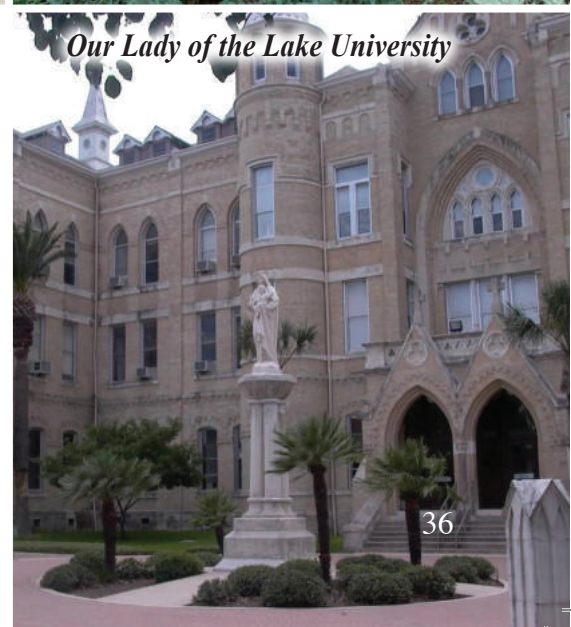
*Chance L. Leal*



*Karnes City High School*



*Our Lady of the Lake University*

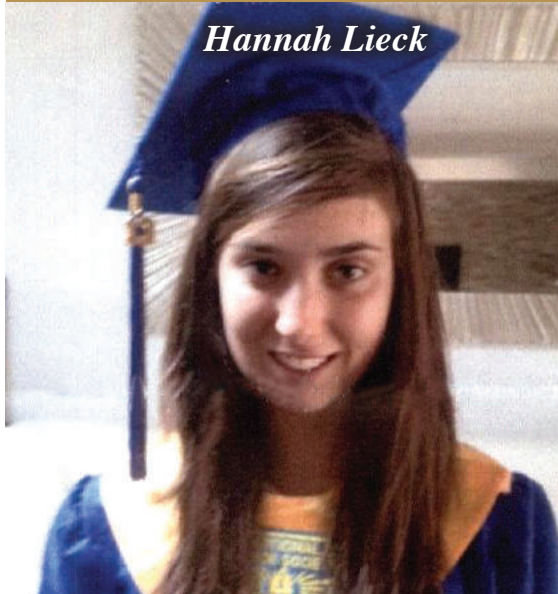


# BENSON REY FEO

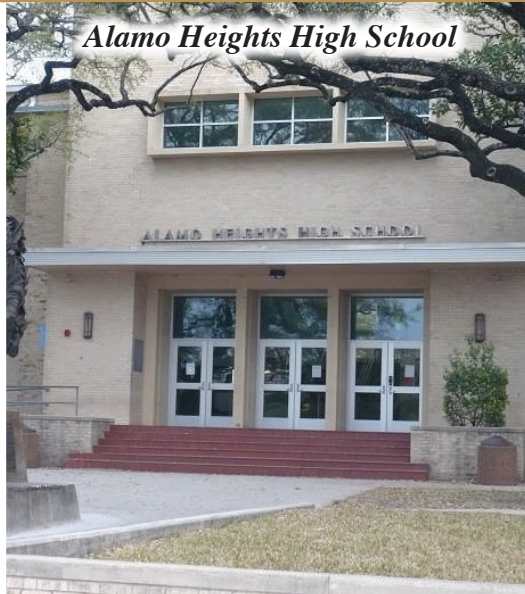


## Scholarship Recipients

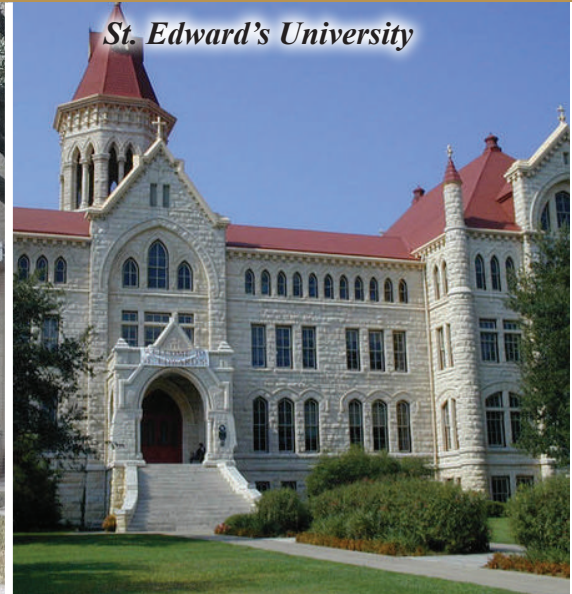
*Hannah Lieck*



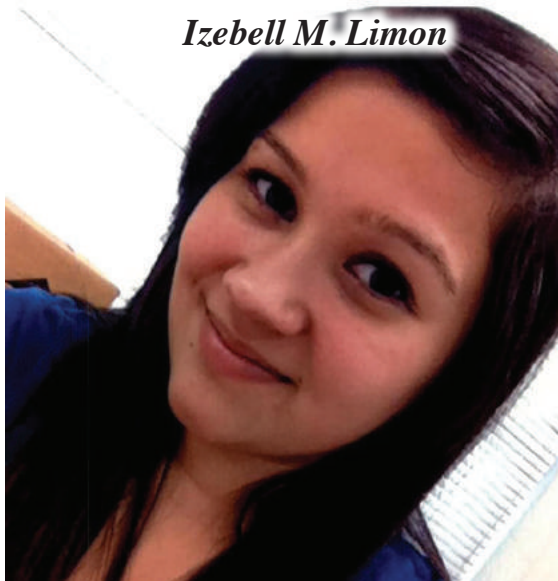
*Alamo Heights High School*



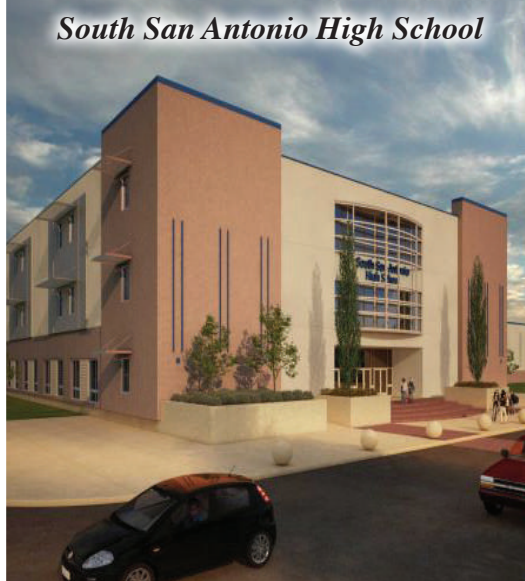
*St. Edward's University*



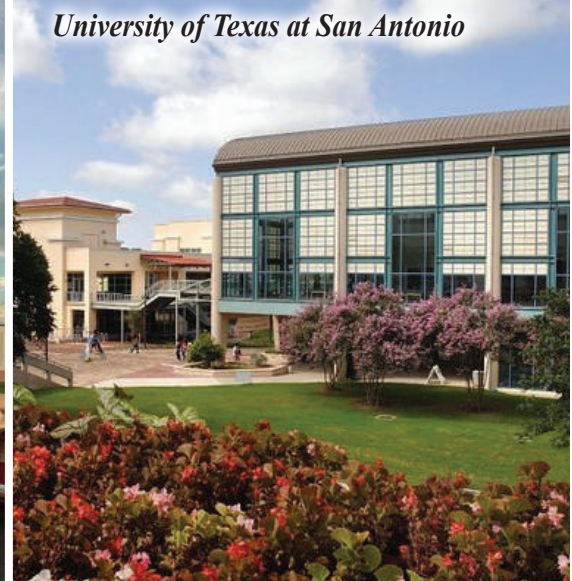
*Izebell M. Limon*



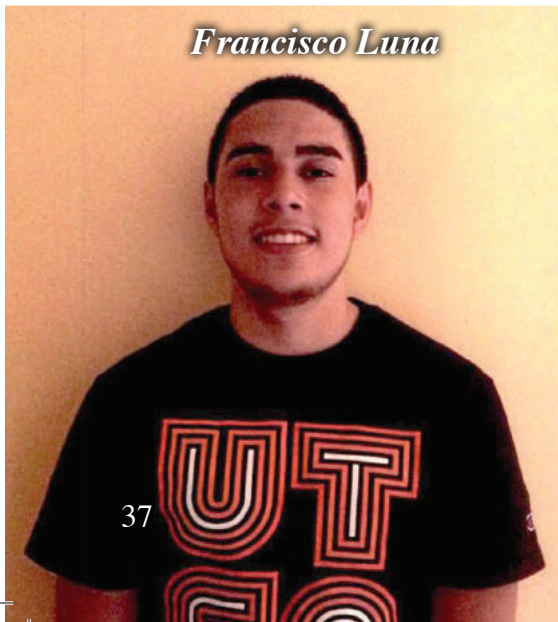
*South San Antonio High School*



*University of Texas at San Antonio*



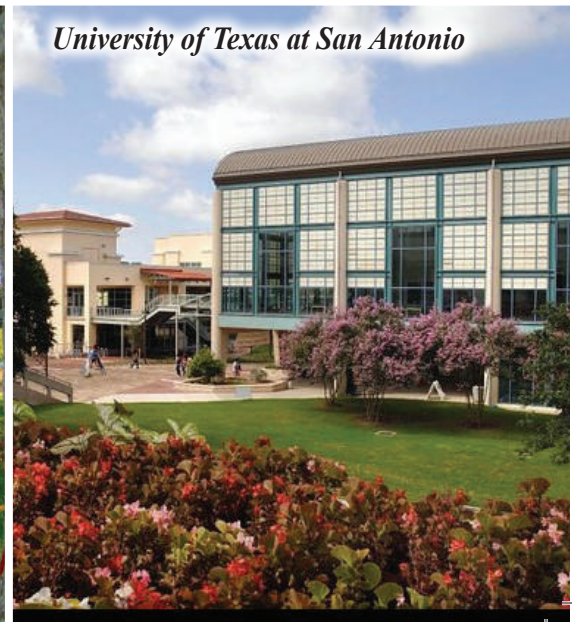
*Francisco Luna*



*Memorial High School*



*University of Texas at San Antonio*

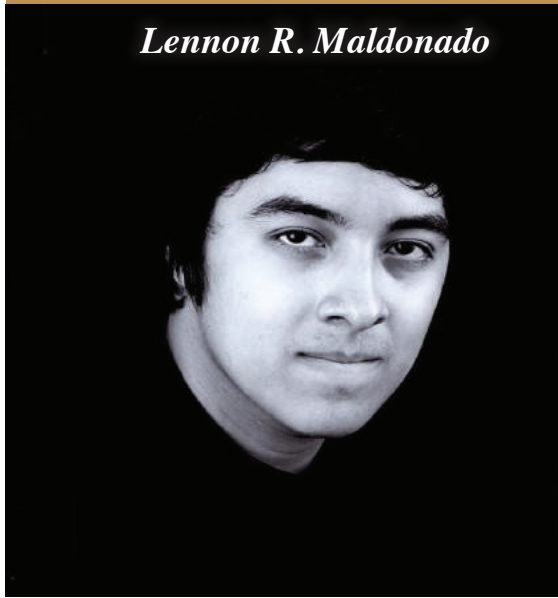


# BENSON REY FEO

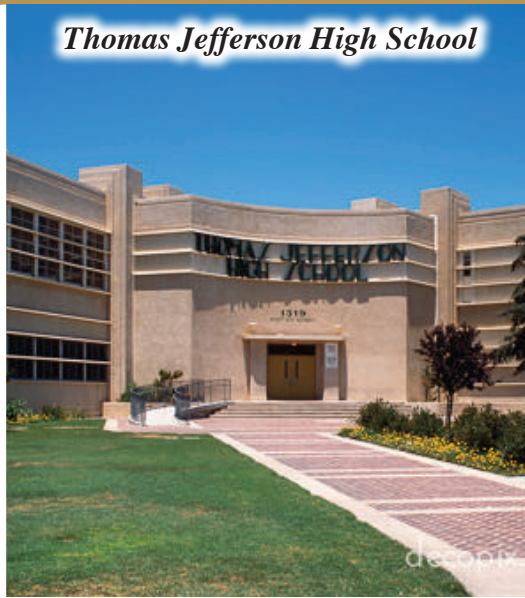


## Scholarship Recipients

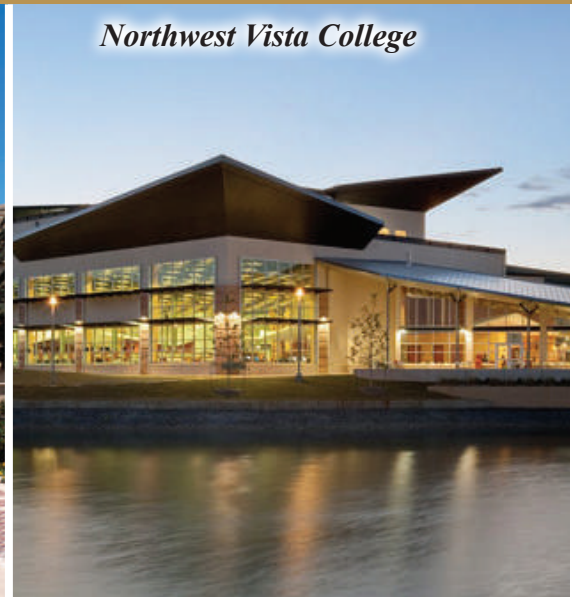
*Lennon R. Maldonado*



*Thomas Jefferson High School*



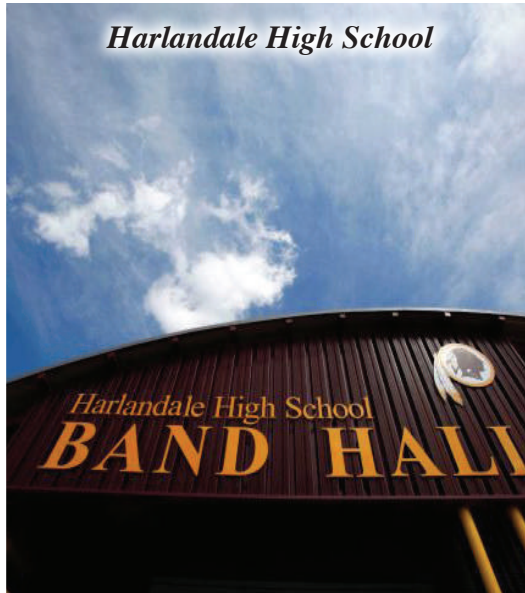
*Northwest Vista College*



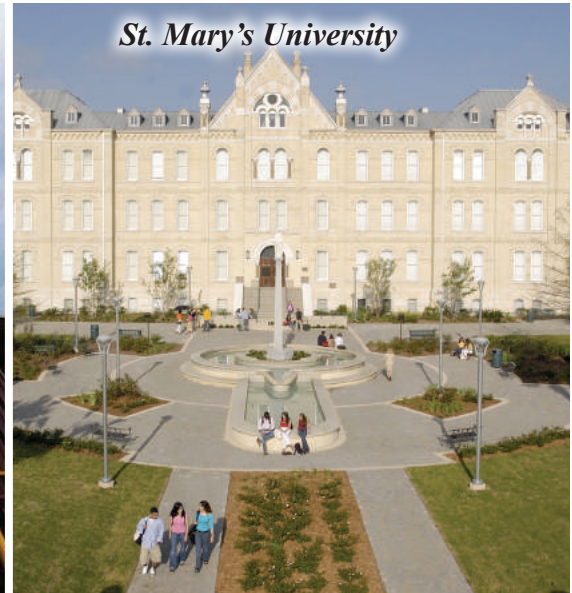
*Reynaldo Marroquin*



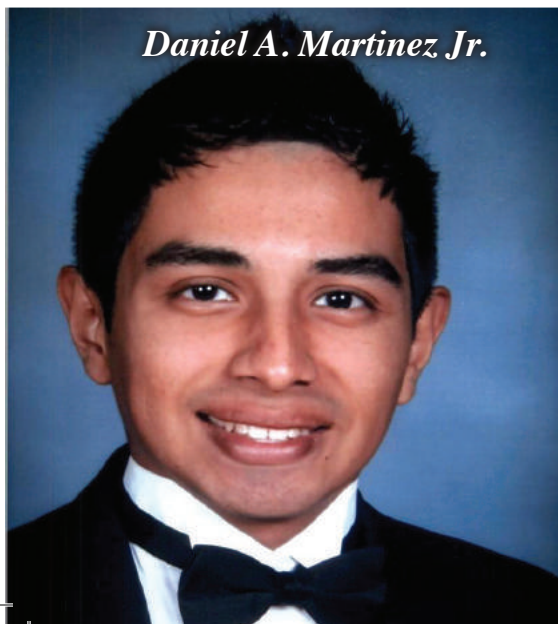
*Harlandale High School*



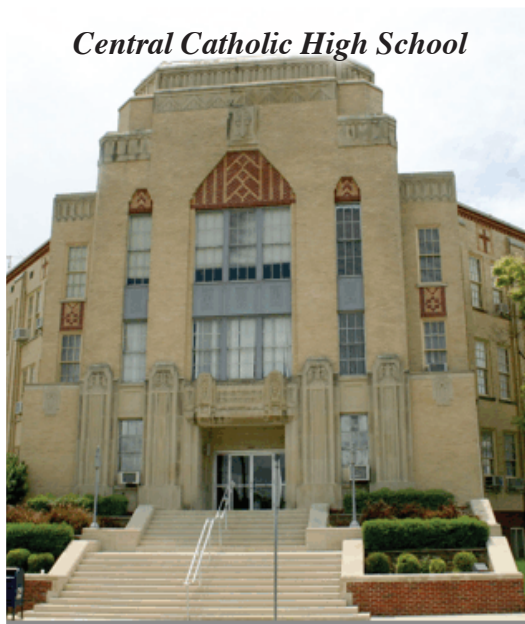
*St. Mary's University*



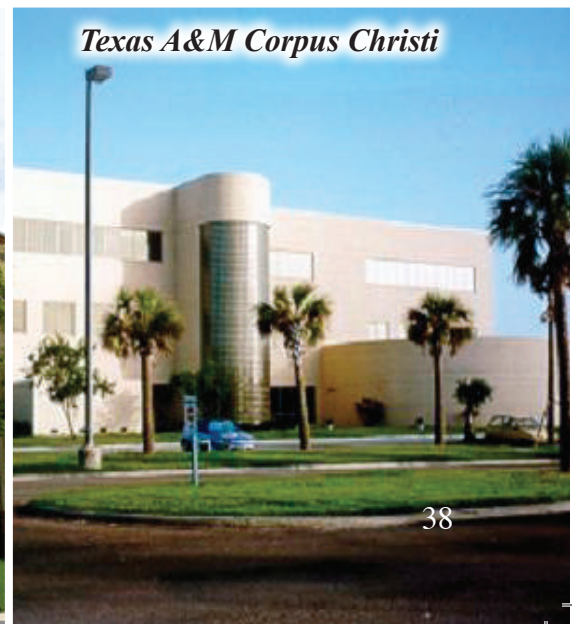
*Daniel A. Martinez Jr.*



*Central Catholic High School*



*Texas A&M Corpus Christi*

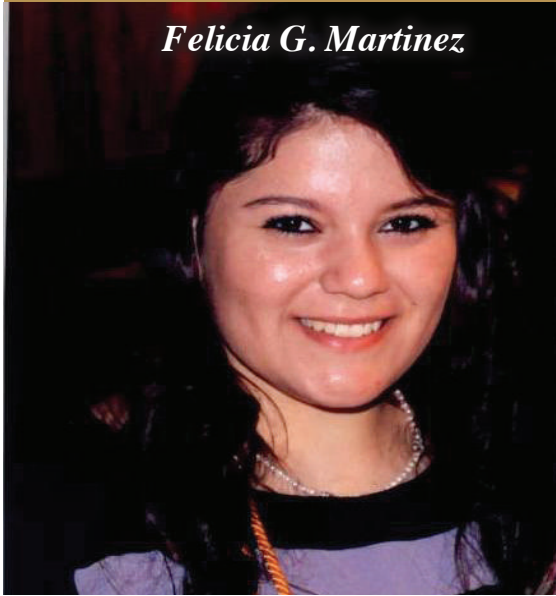


# BENSON REY FEO

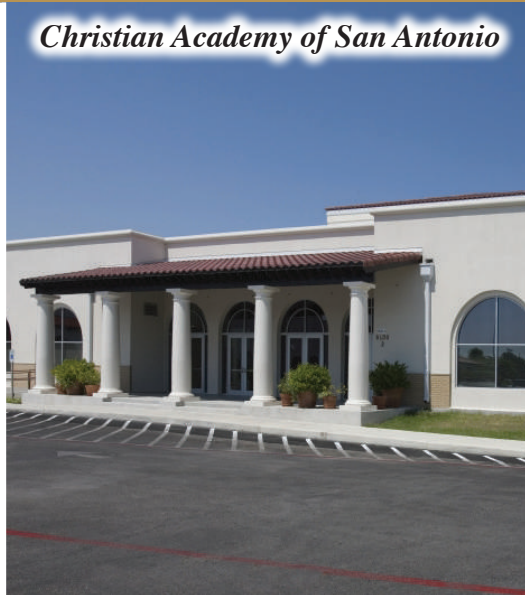


## Scholarship Recipients

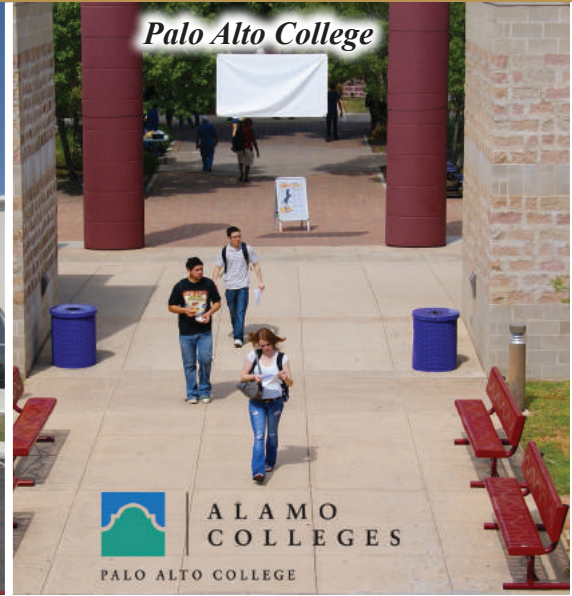
*Felicia G. Martinez*



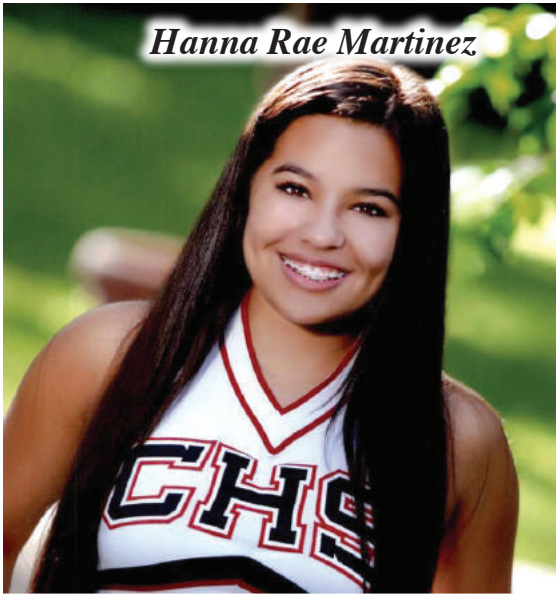
*Christian Academy of San Antonio*



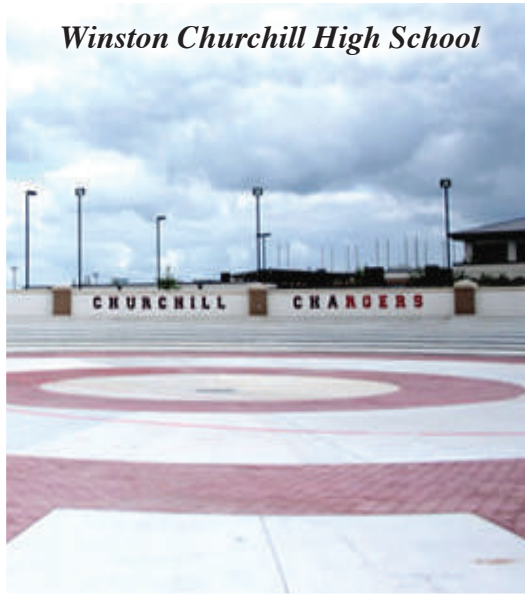
*Palo Alto College*



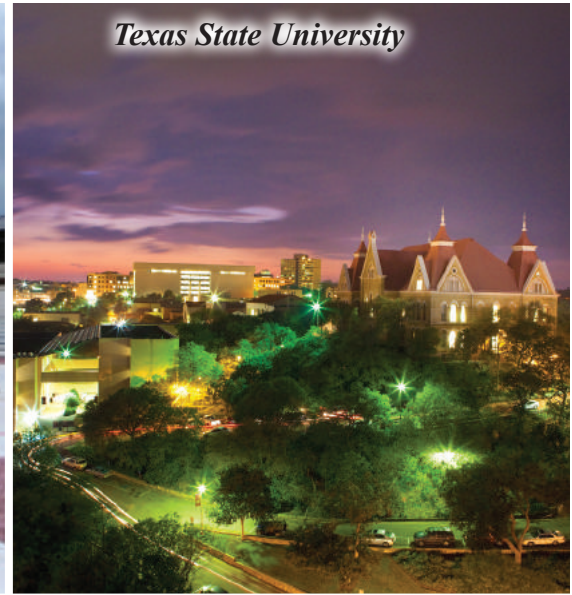
*Hanna Rae Martinez*



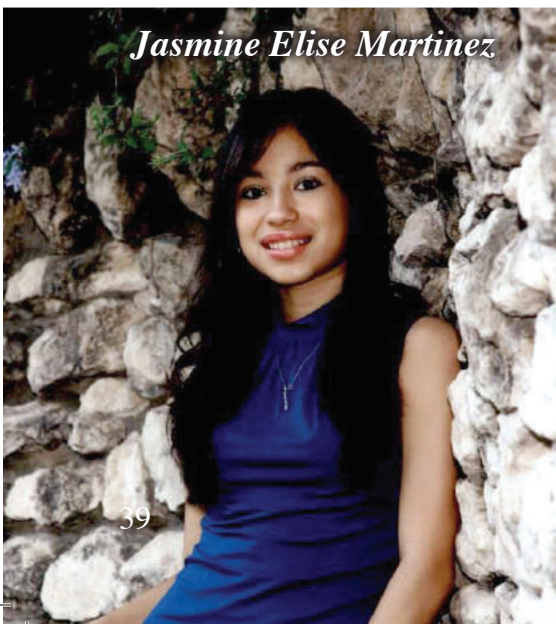
*Winston Churchill High School*



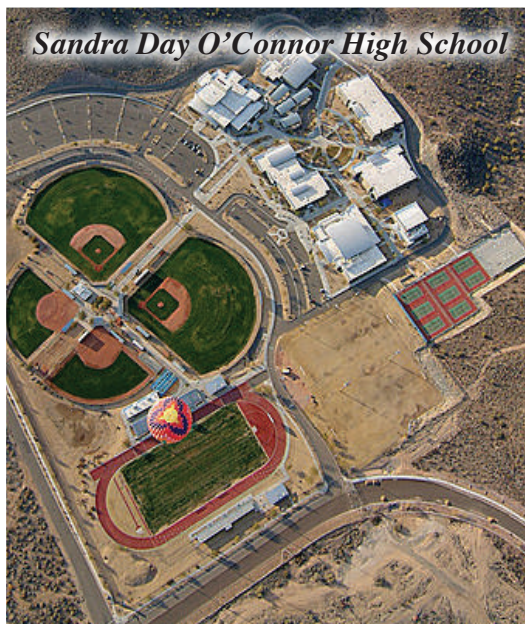
*Texas State University*



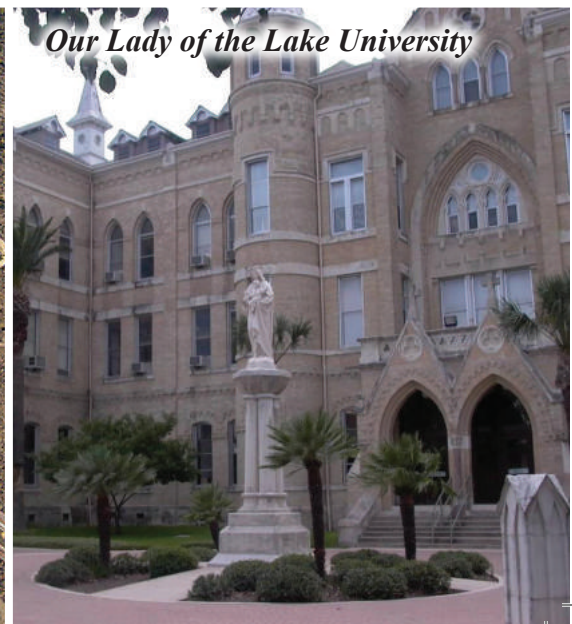
*Jasmine Elise Martinez*



*Sandra Day O'Connor High School*



*Our Lady of the Lake University*





# BENSON REY FEO



## Scholarship Recipients

*Kevin Edwin Medrano*



*Antonian College Preparatory*



*University of the Incarnate Word*



*Luis Mejia*



*Central Catholic High School*



*Texas State University*



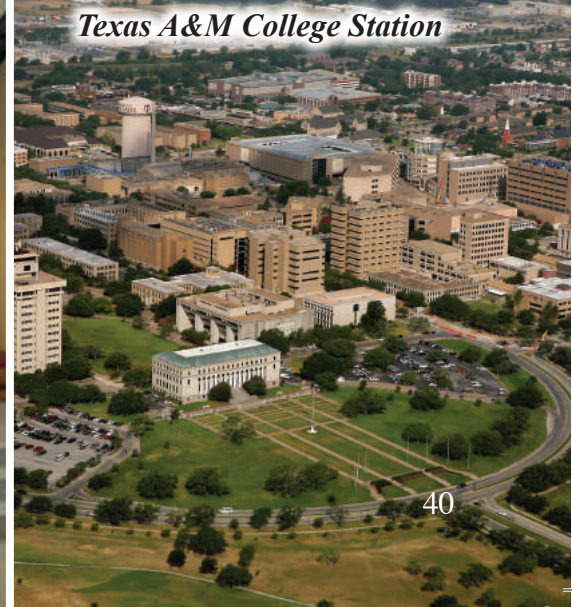
*Kristal Elizabeth Mendez*



*Antonian College Preparatory*



*Texas A&M College Station*

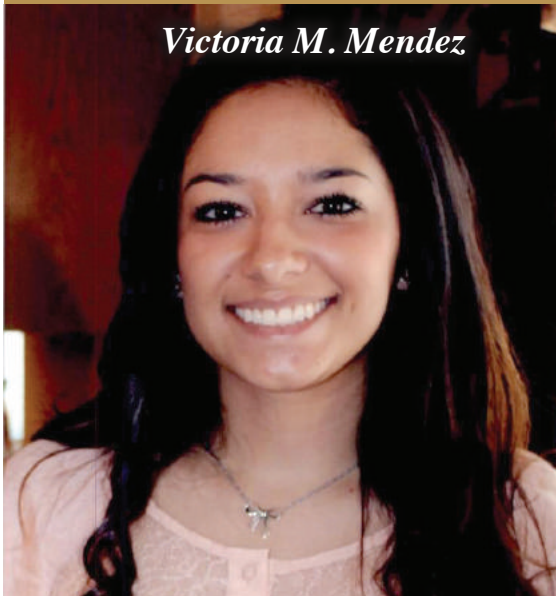


# BENSON REY FEO

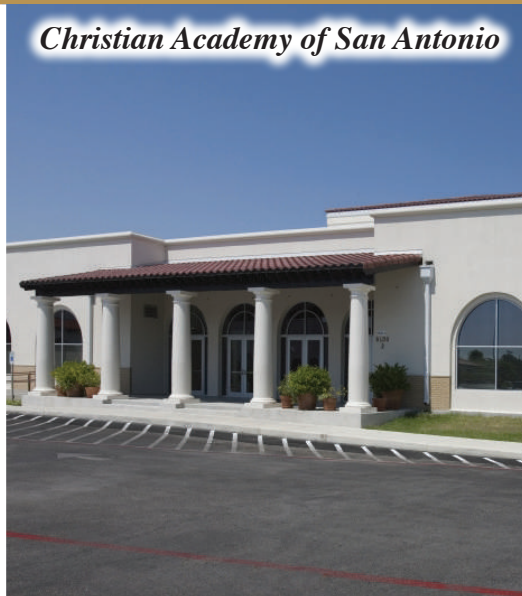


## Scholarship Recipients

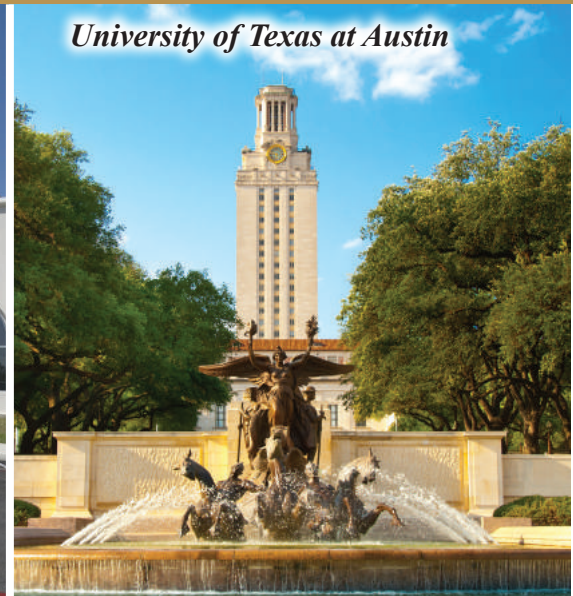
*Victoria M. Mendez*



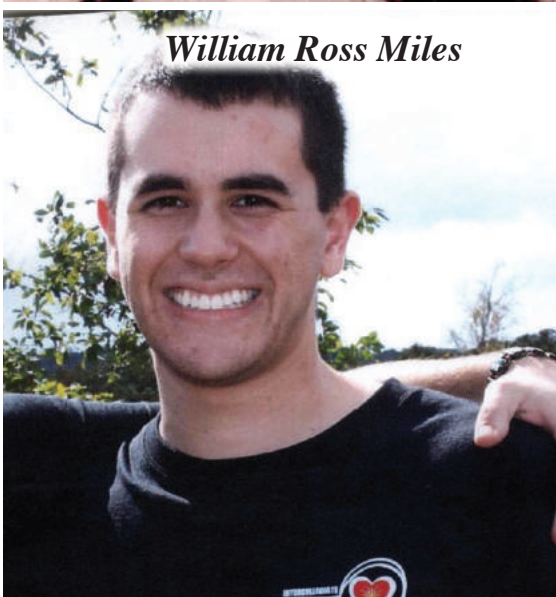
*Christian Academy of San Antonio*



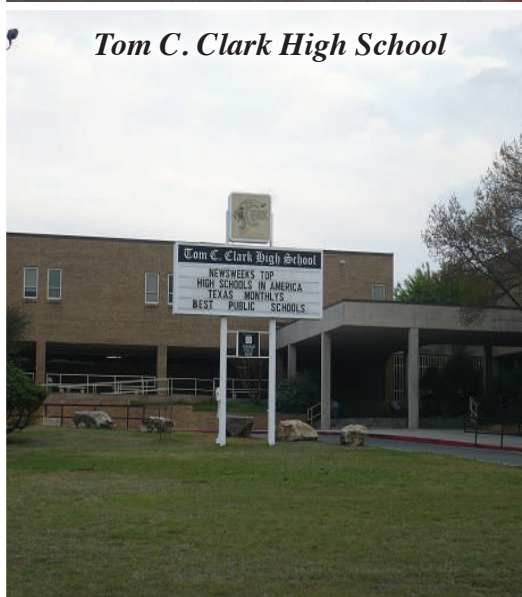
*University of Texas at Austin*



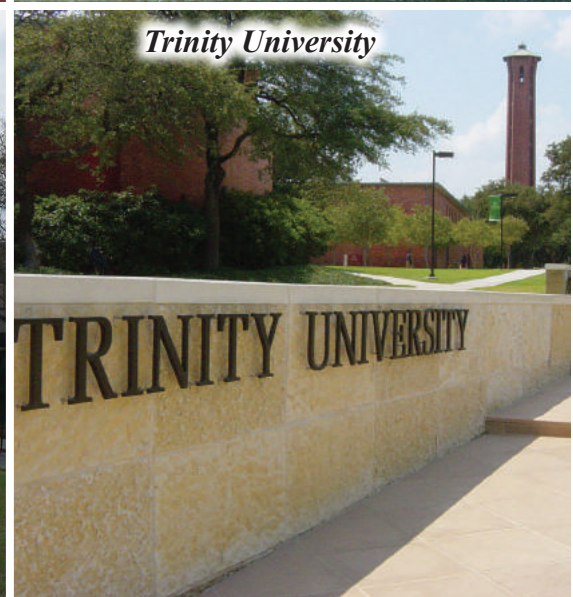
*William Ross Miles*



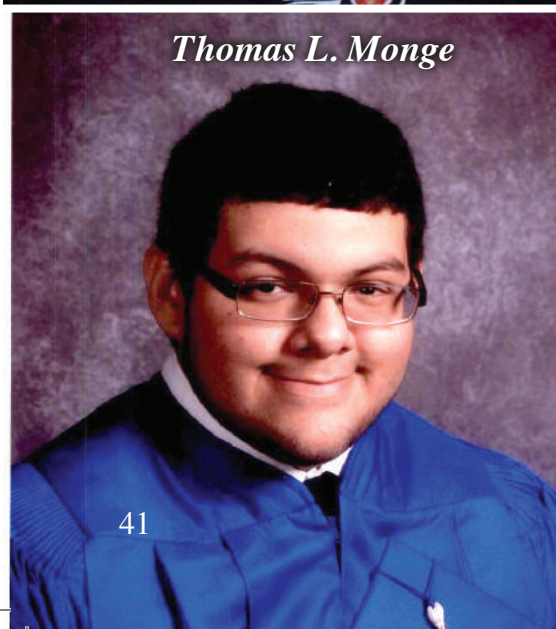
*Tom C. Clark High School*



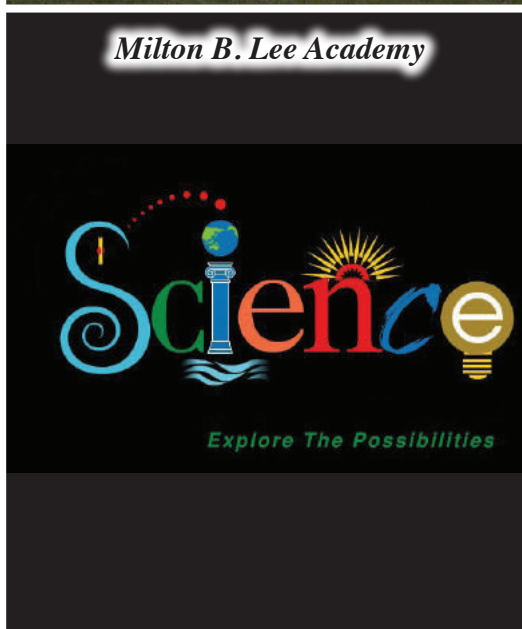
*Trinity University*



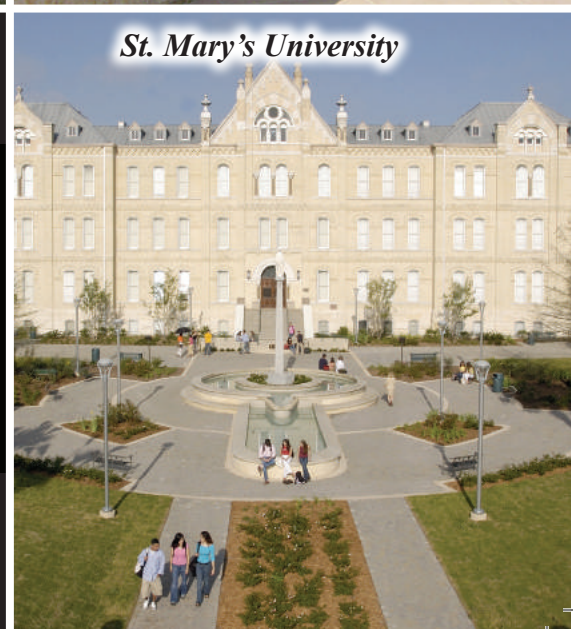
*Thomas L. Monge*



*Milton B. Lee Academy*



*St. Mary's University*

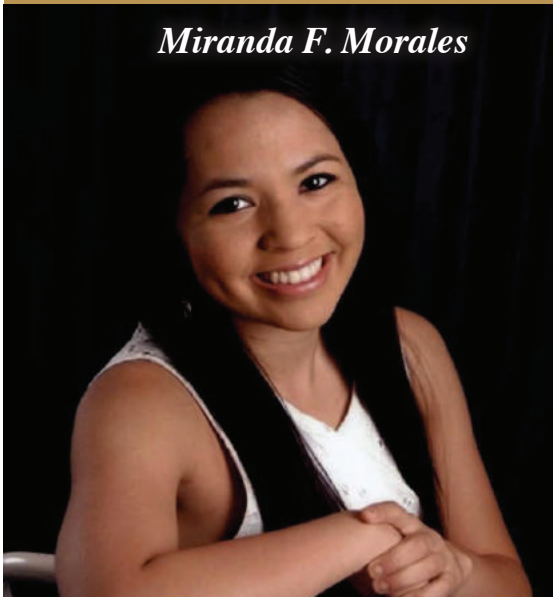


# BENSON REY FEO

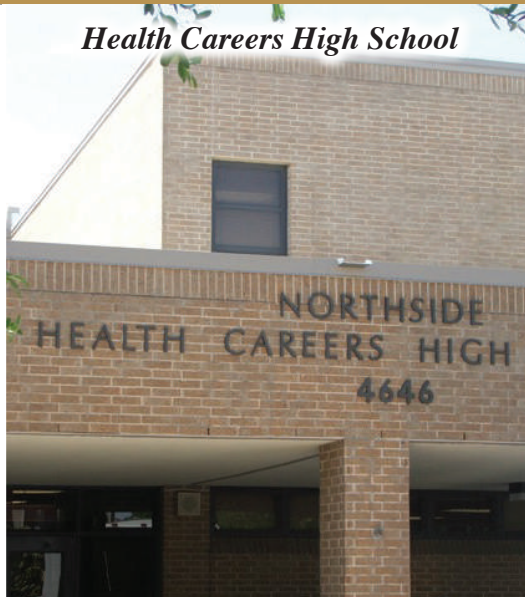


## Scholarship Recipients

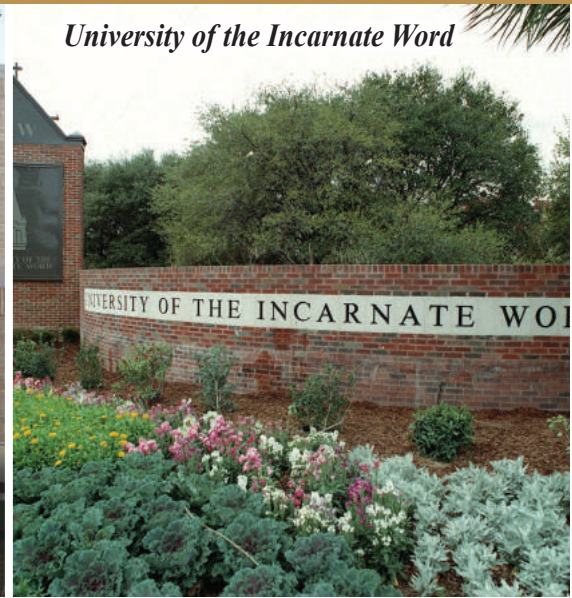
*Miranda F. Morales*



*Health Careers High School*



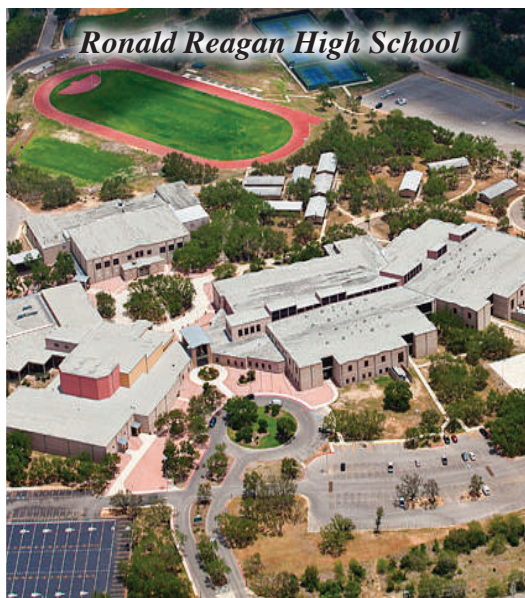
*University of the Incarnate Word*



*Jaz Spring Muckleroy*



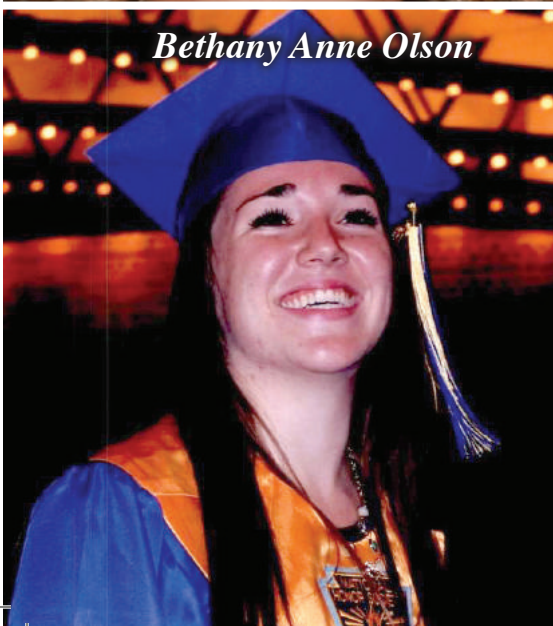
*Ronald Reagan High School*



*Texas Tech University*



*Bethany Anne Olson*



*Alamo Heights High School*



*Texas Tech University*

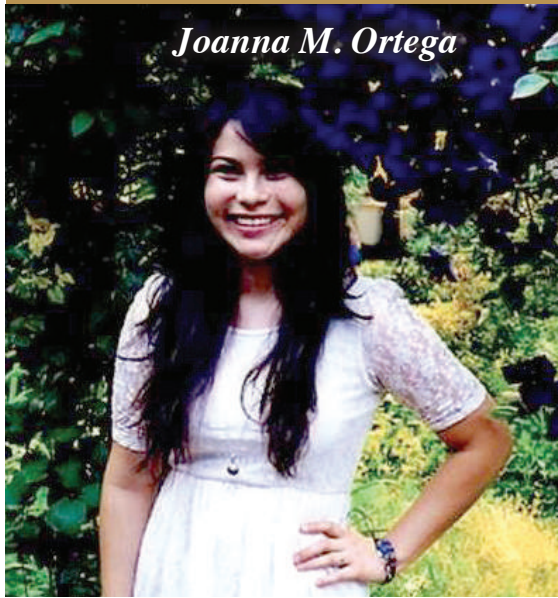


# BENSON REY FEO

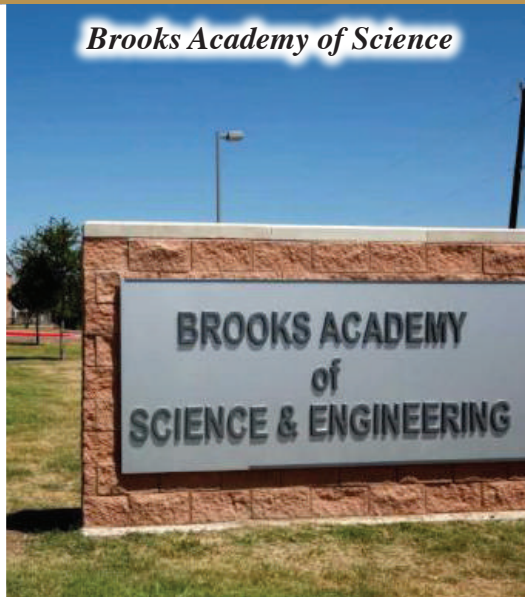


## Scholarship Recipients

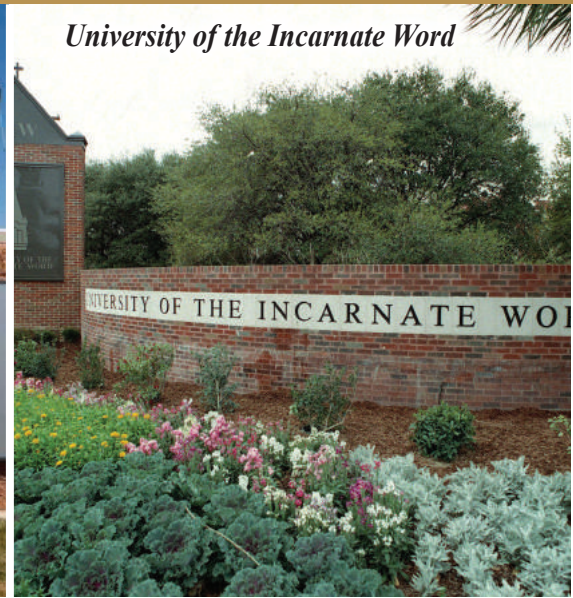
*Joanna M. Ortega*



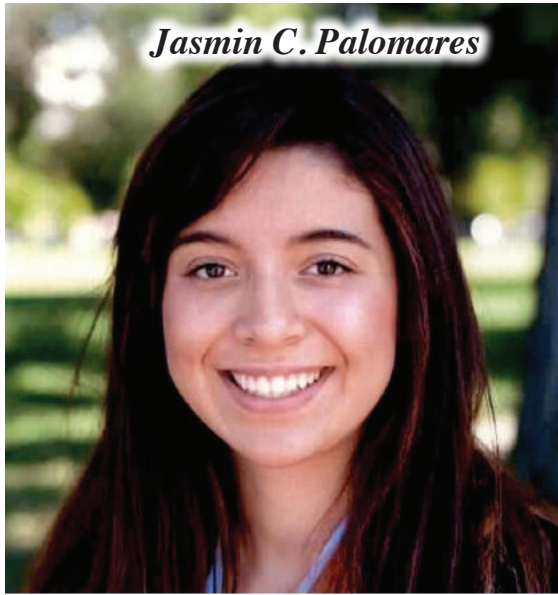
*Brooks Academy of Science*



*University of the Incarnate Word*



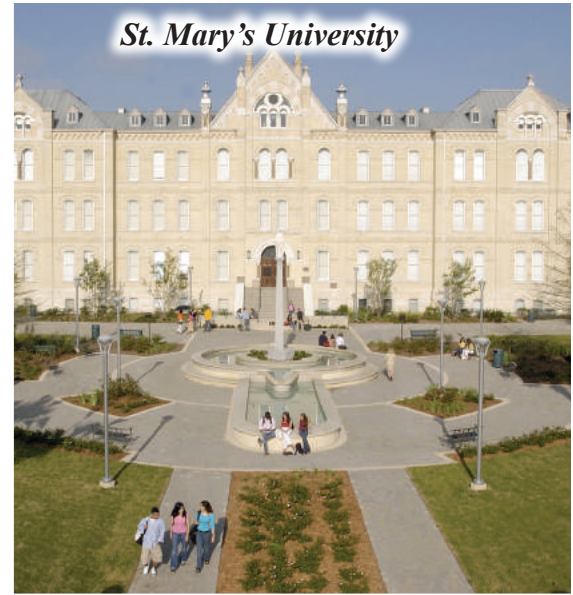
*Jasmin C. Palomares*



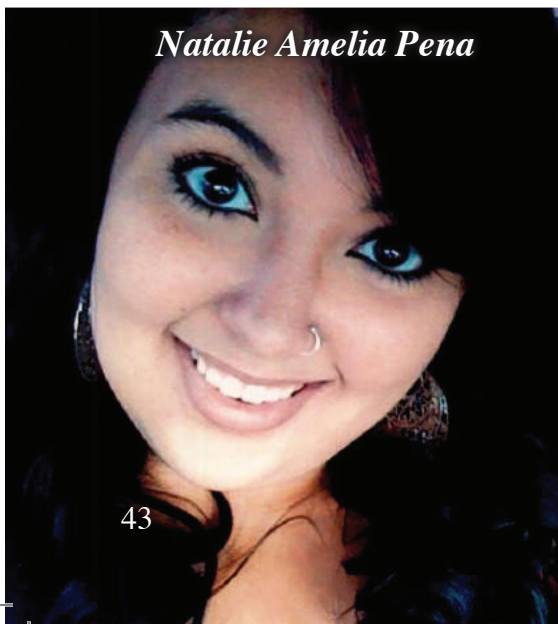
*Dillard McCollum High School*



*St. Mary's University*



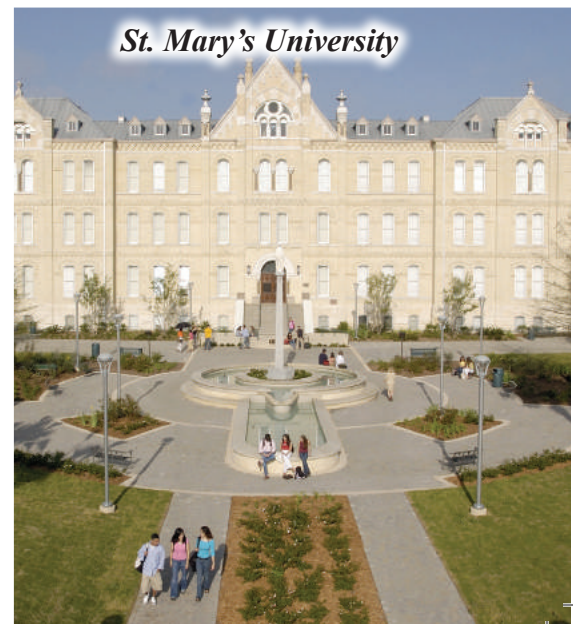
*Natalie Amelia Pena*



*Dillard McCollum High School*



*St. Mary's University*



# BENSON REY FEO

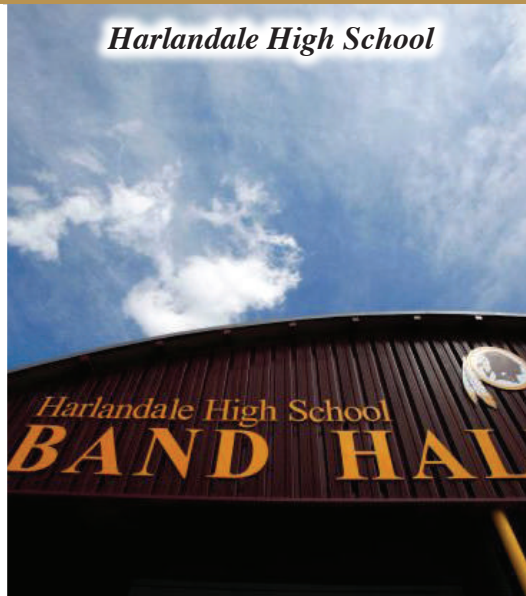


## Scholarship Recipients

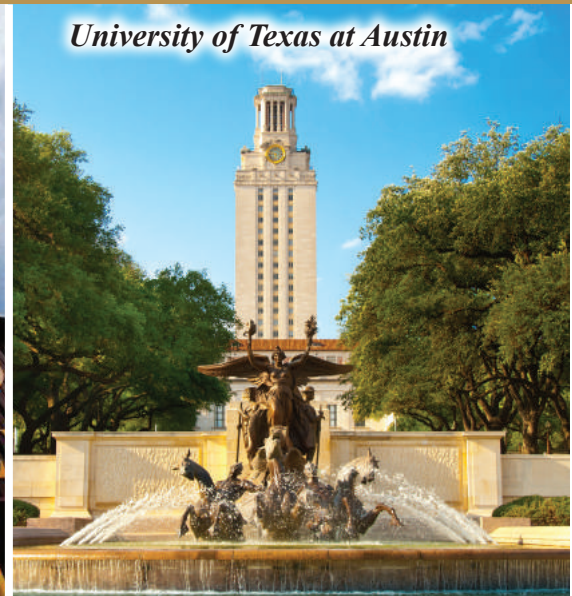
*Miguel Angel Perez*



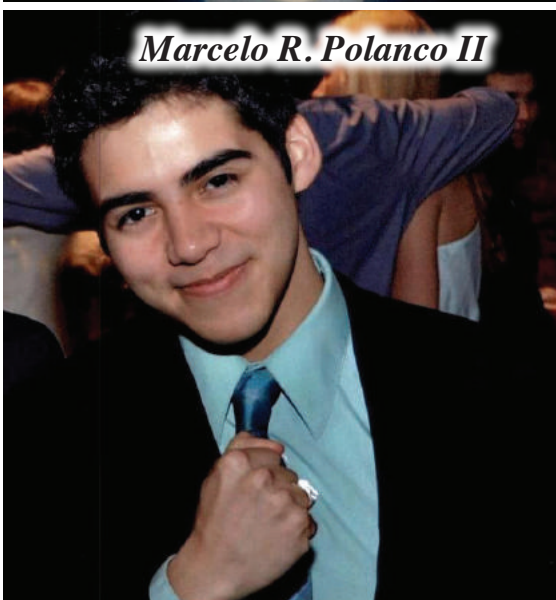
*Harlandale High School*



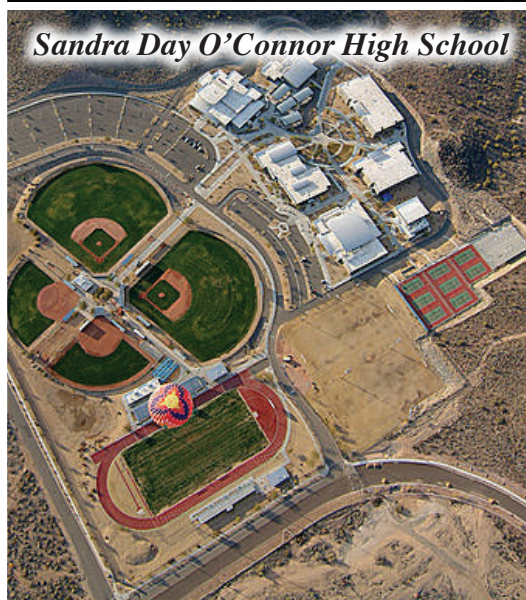
*University of Texas at Austin*



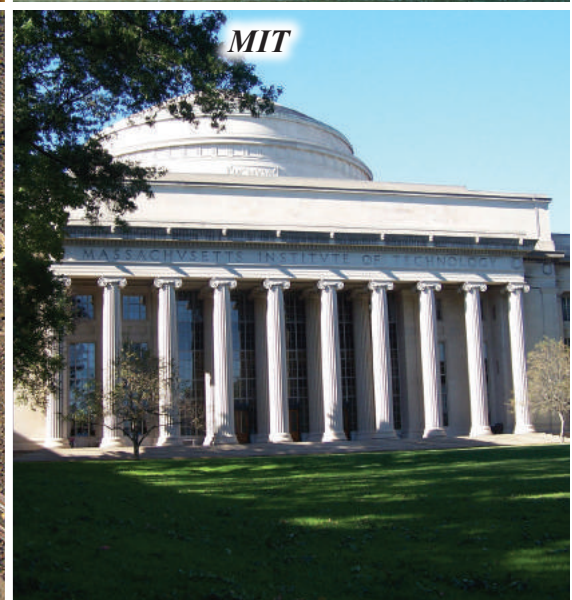
*Marcelo R. Polanco II*



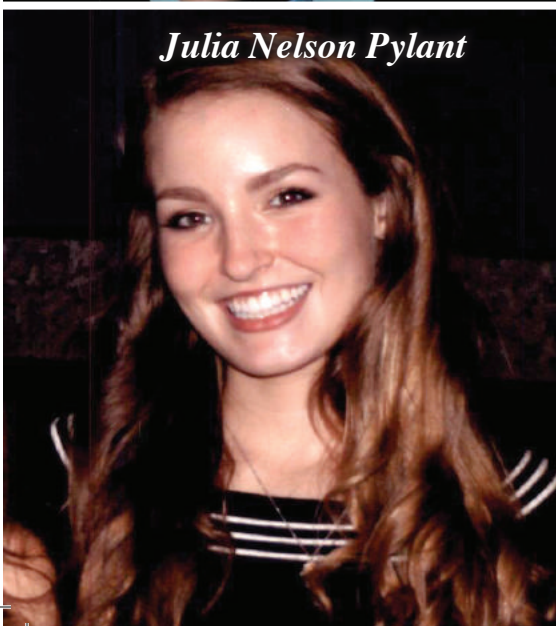
*Sandra Day O'Connor High School*



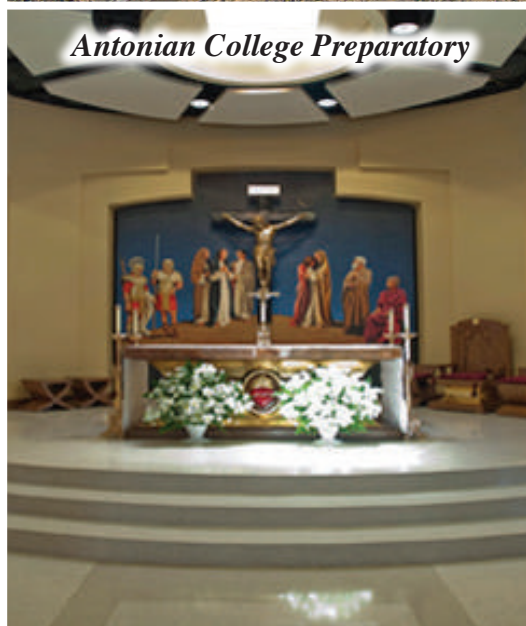
*MIT*



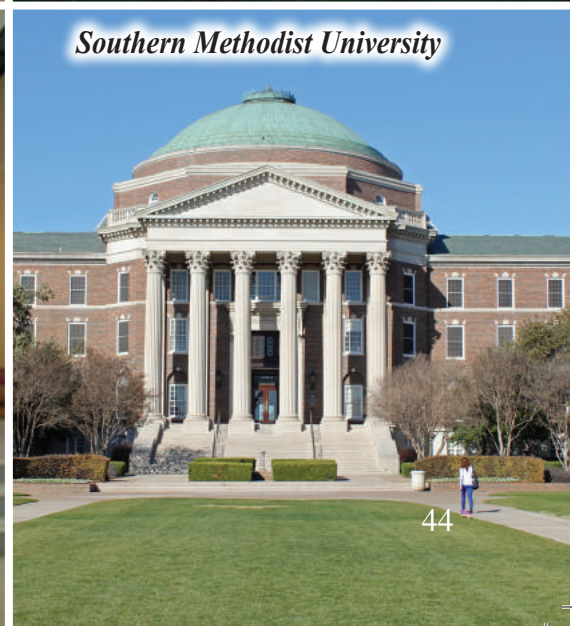
*Julia Nelson Pylant*



*Antonian College Preparatory*



*Southern Methodist University*

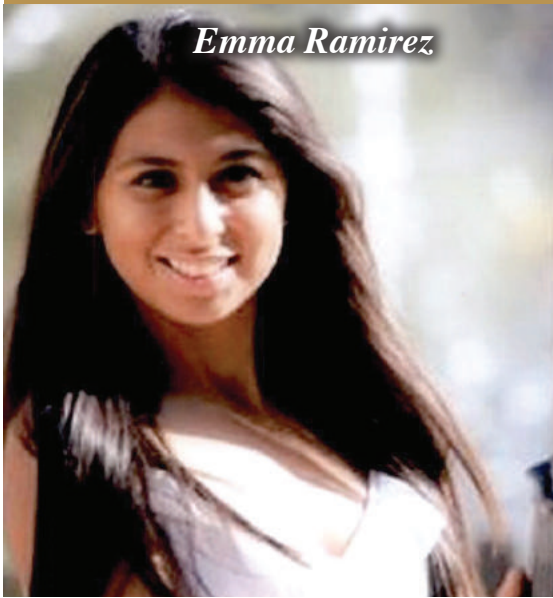


# BENSON REY FEO

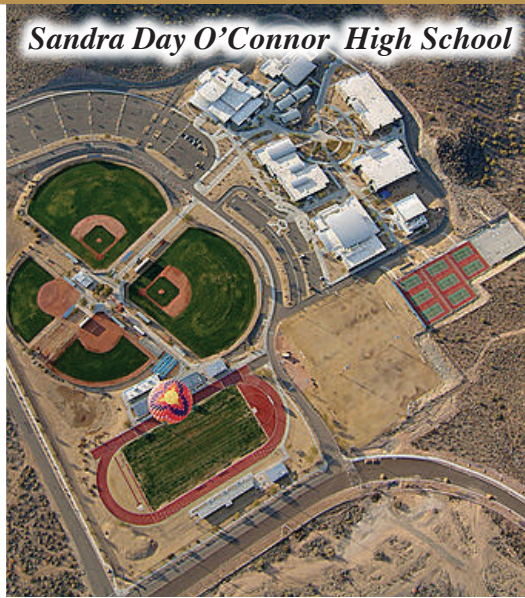


## Scholarship Recipients

*Emma Ramirez*



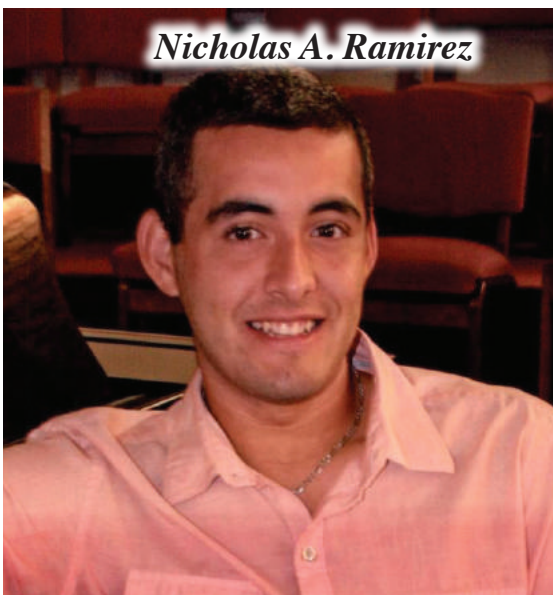
*Sandra Day O'Connor High School*



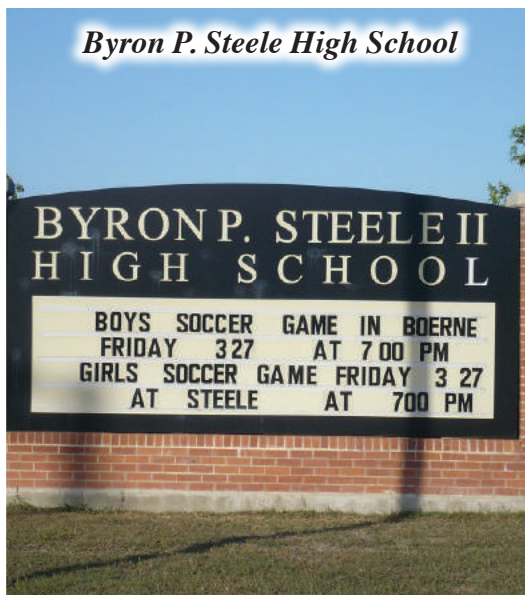
*University of Kansas*



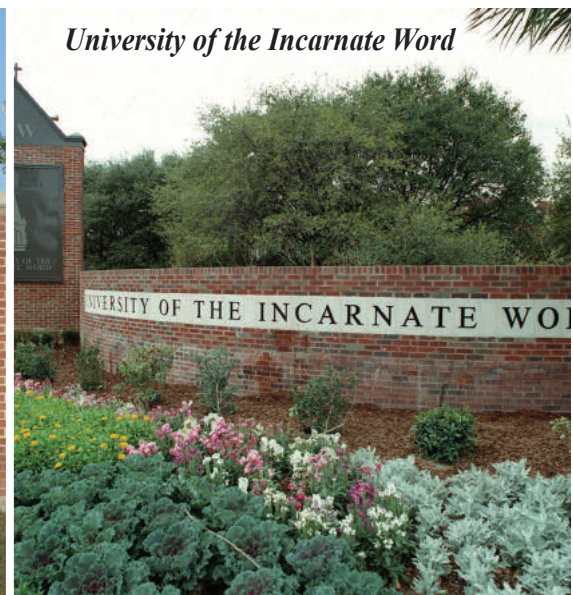
*Nicholas A. Ramirez*



*Byron P. Steele High School*



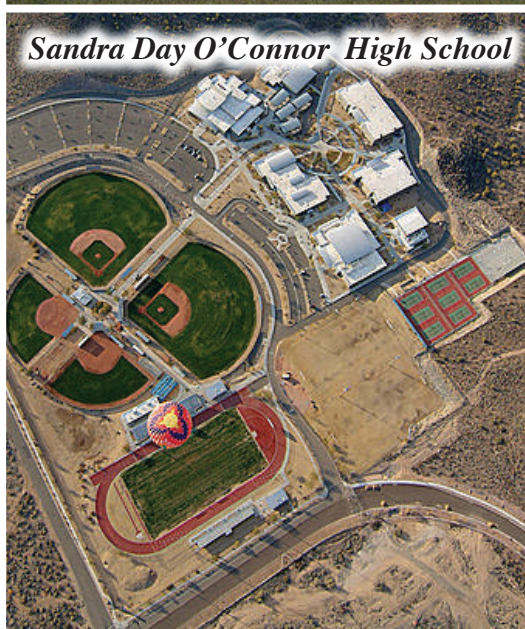
*University of the Incarnate Word*



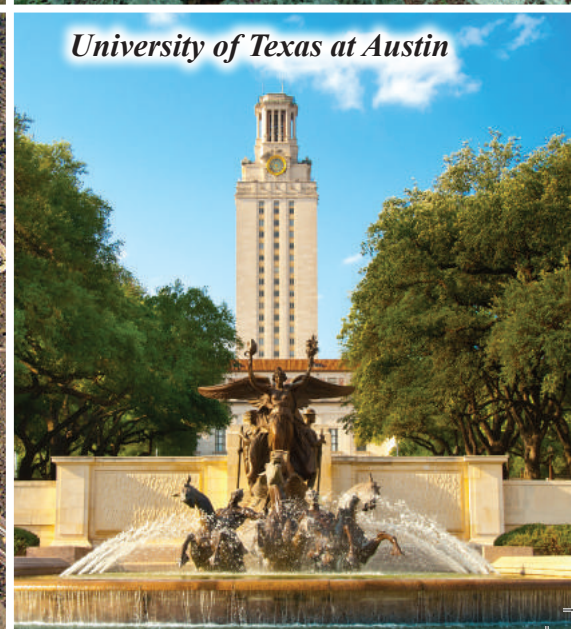
*Zachariah Ramirez*



*Sandra Day O'Connor High School*



*University of Texas at Austin*

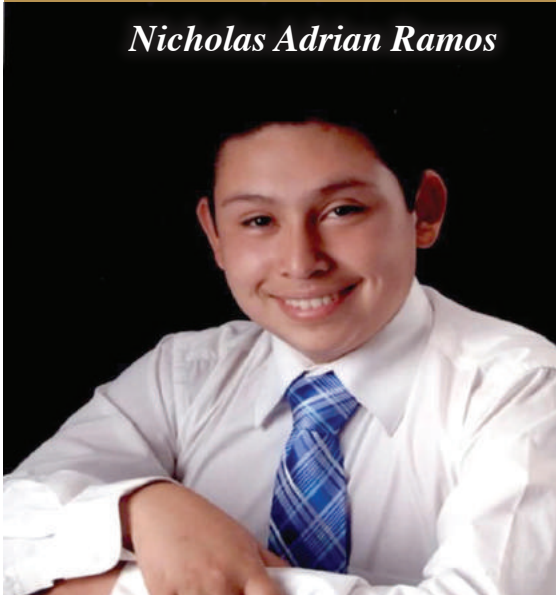


# BENSON REY FEO



## Scholarship Recipients

*Nicholas Adrian Ramos*



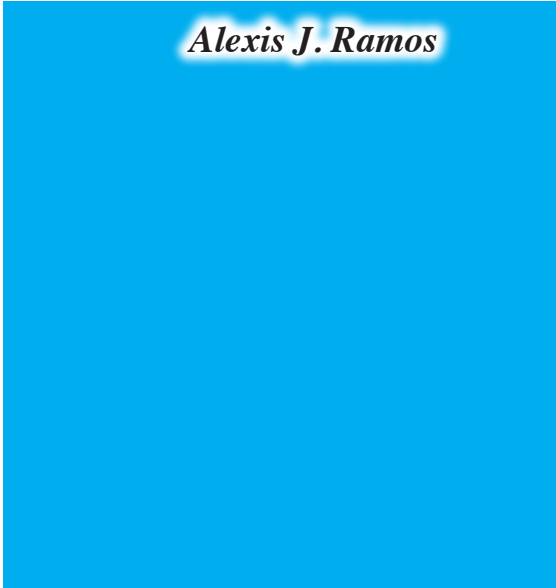
*Central Catholic High School*



*University of Texas at San Antonio*



*Alexis J. Ramos*



*Louis D. Brandeis High School*



*University of Texas at San Antonio*



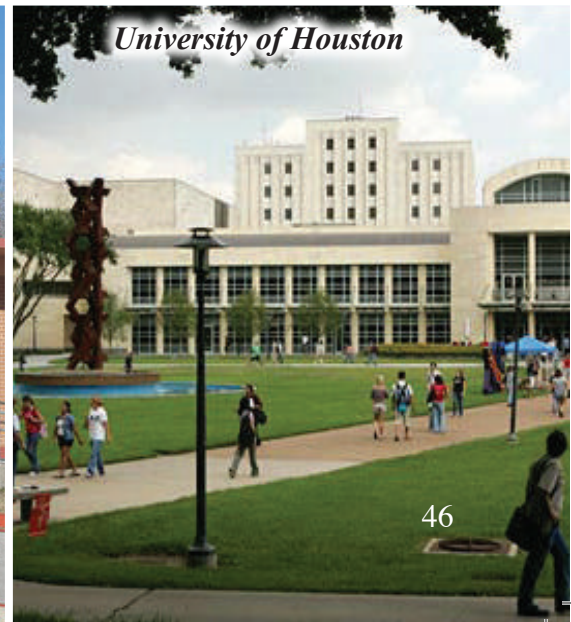
*Enedina Resendiz*



*Pleasanton High School*



*University of Houston*

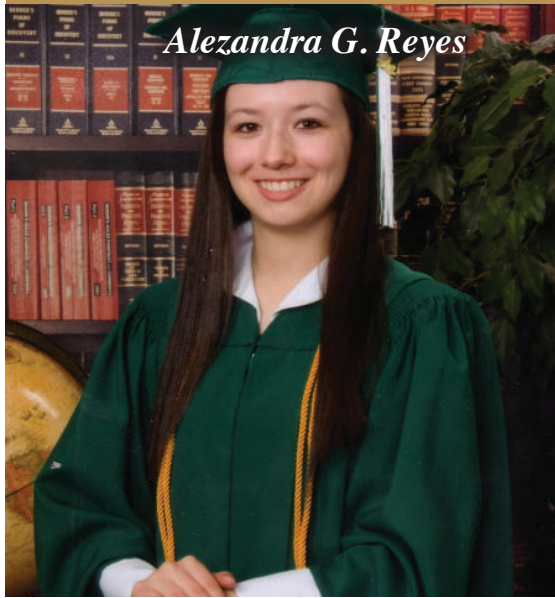


# BENSON REY FEO

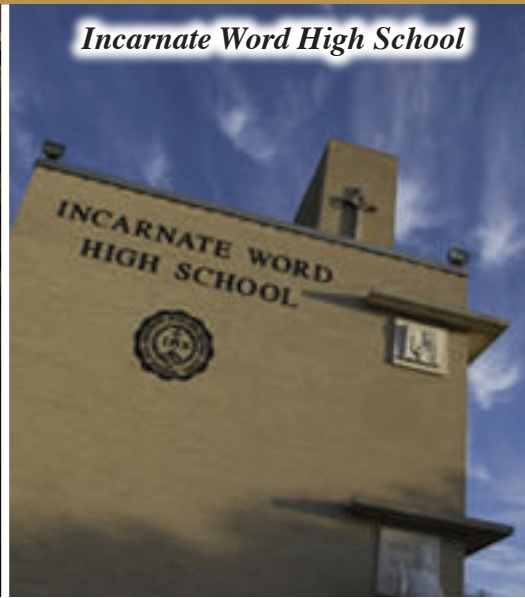


## Scholarship Recipients

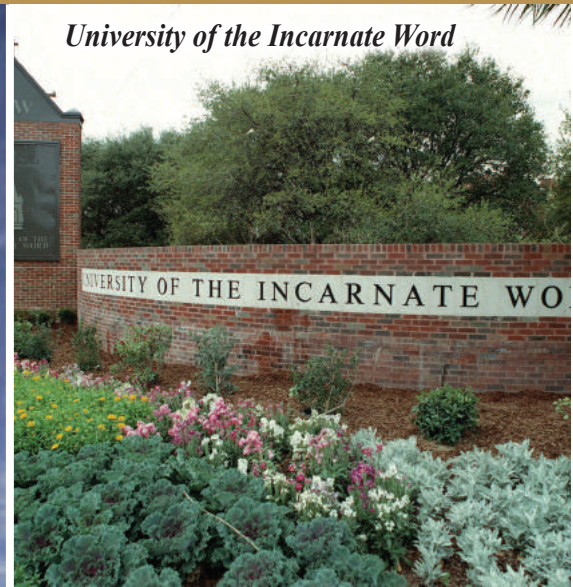
*Alezandra G. Reyes*



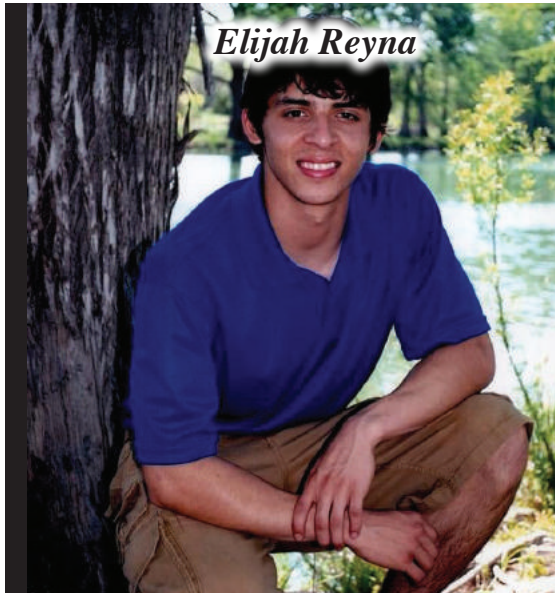
*Incarinate Word High School*



*University of the Incarnate Word*



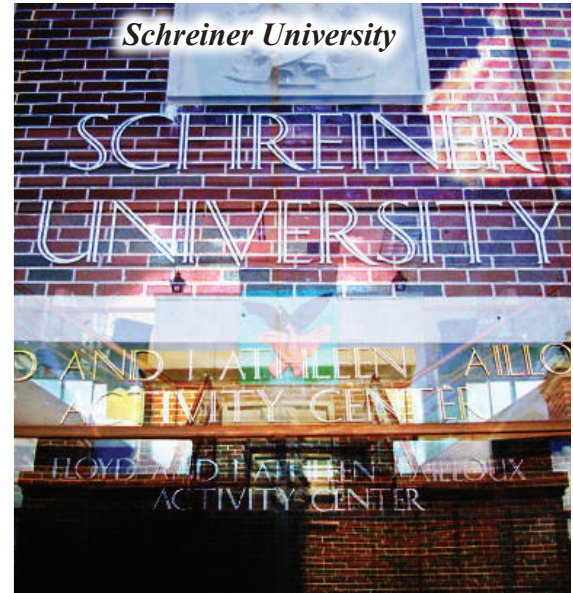
*Elijah Reyna*



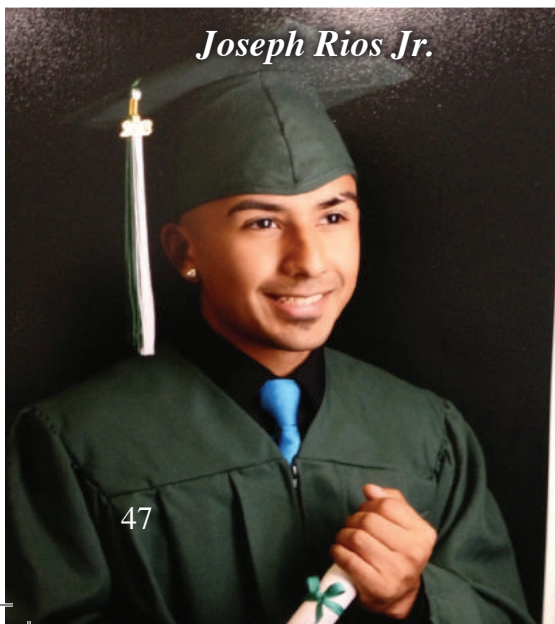
*Our Lady of the Hills High School*



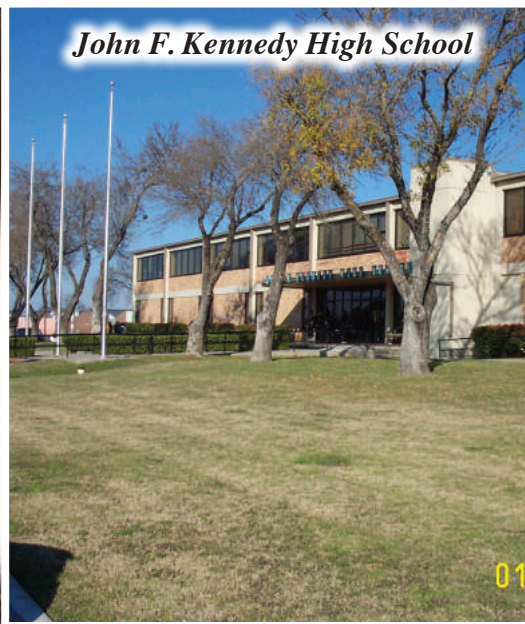
*Schreiner University*



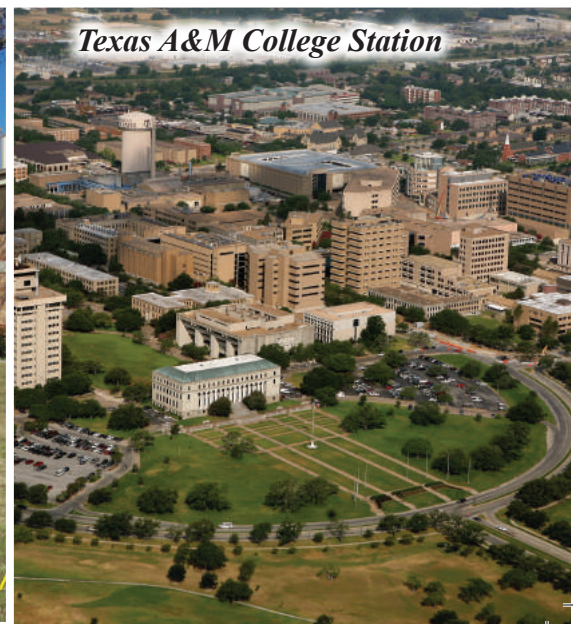
*Joseph Rios Jr.*



*John F. Kennedy High School*



*Texas A&M College Station*





# BENSON REY FEO

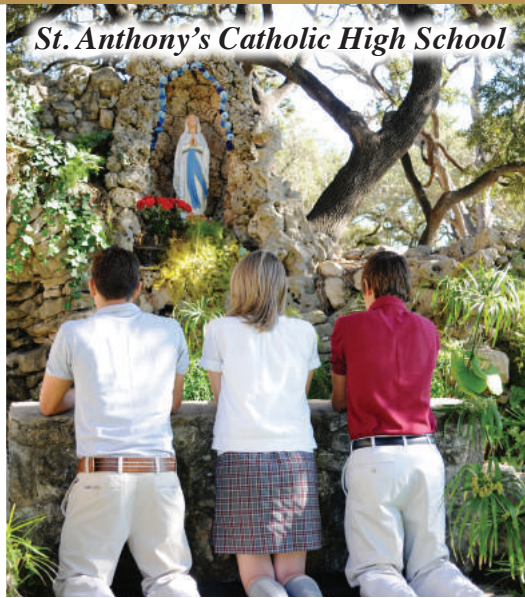


## Scholarship Recipients

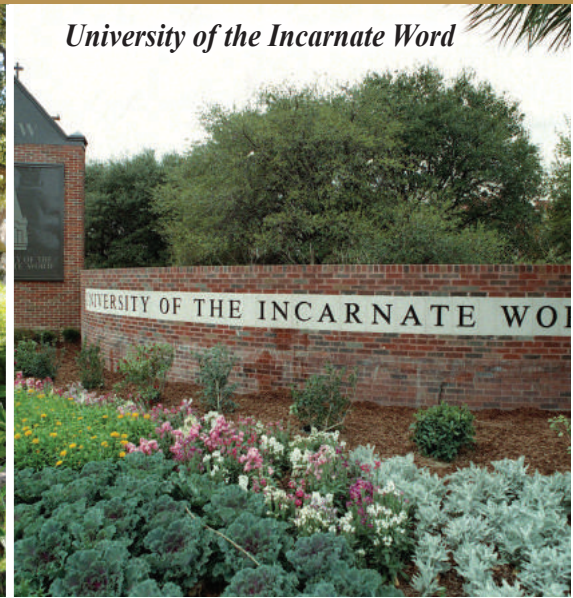
*Samantha A. Rivera*



*St. Anthony's Catholic High School*



*University of the Incarnate Word*



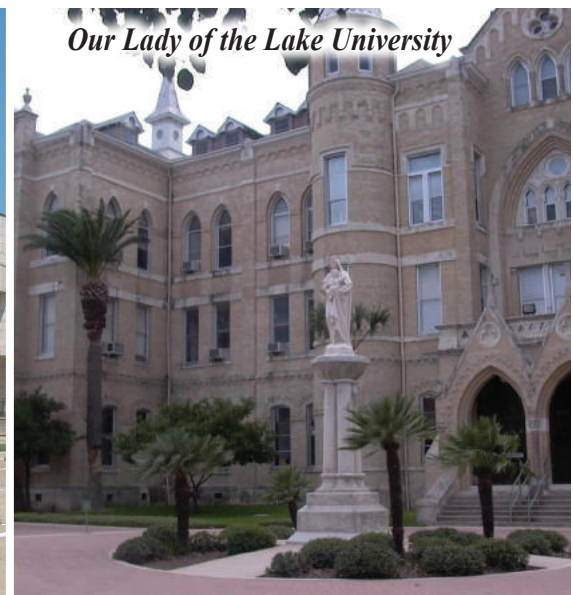
*Stephanie D. Rivera*



*Poteet High School*



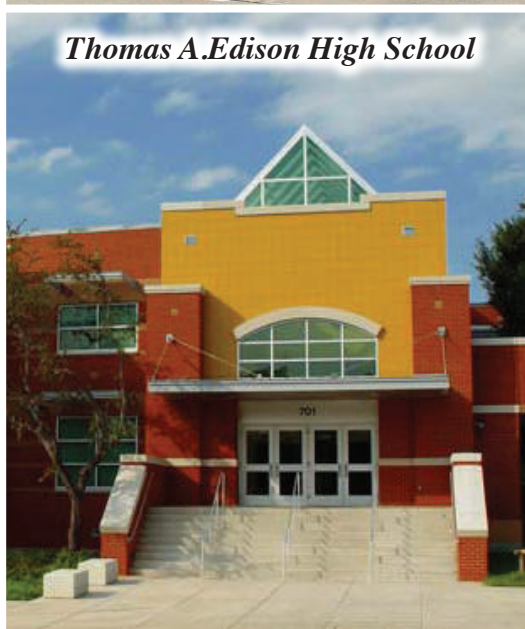
*Our Lady of the Lake University*



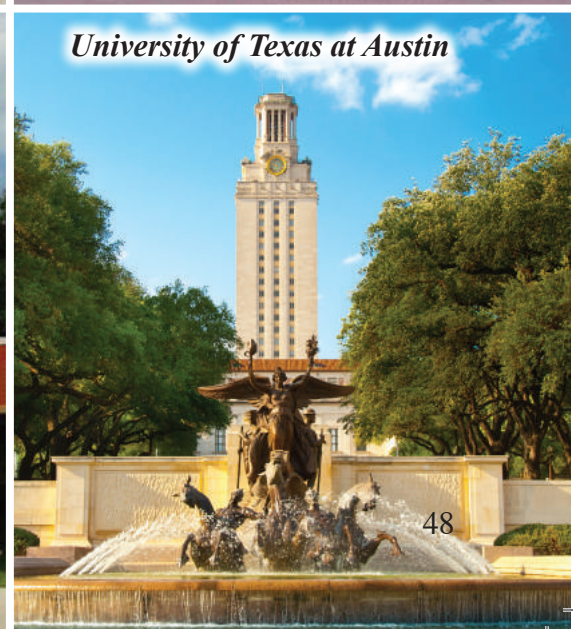
*Sabrina A. Robledo*



*Thomas A. Edison High School*



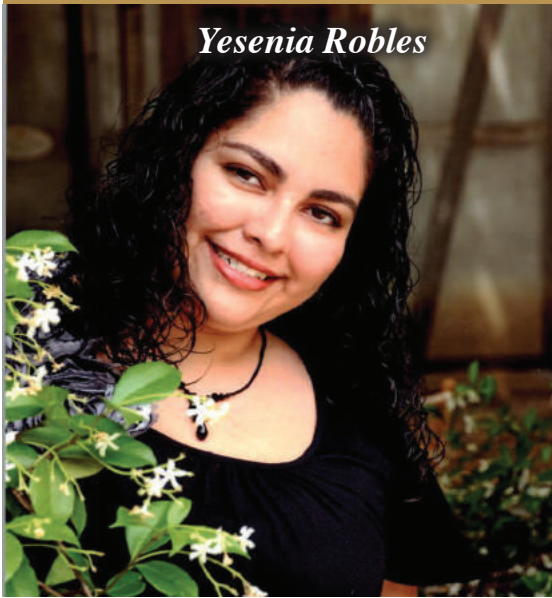
*University of Texas at Austin*



# BENSON REY FEO

## Scholarship Recipients

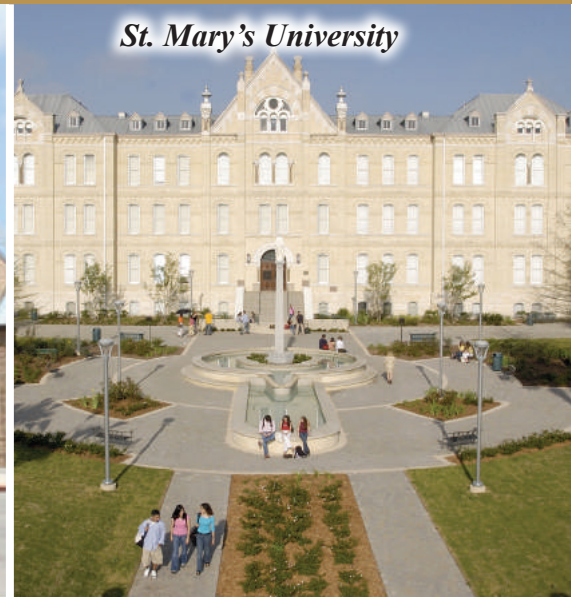
*Yesenia Robles*



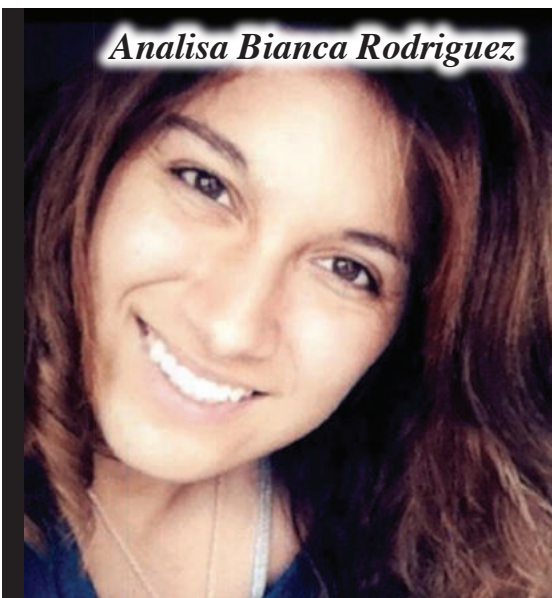
*La Vernia High School*



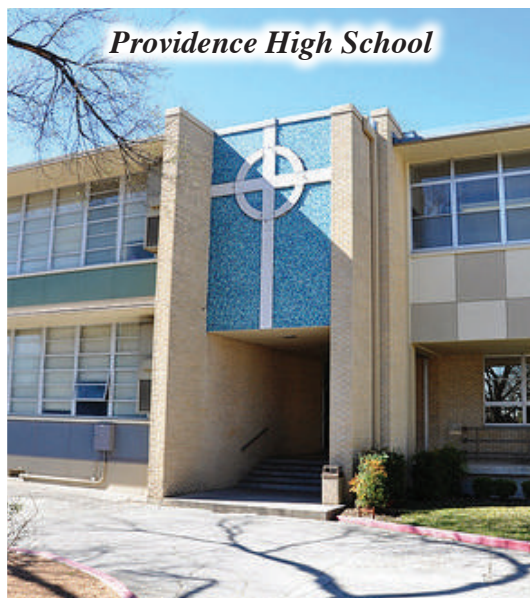
*St. Mary's University*



*Analisa Bianca Rodriguez*



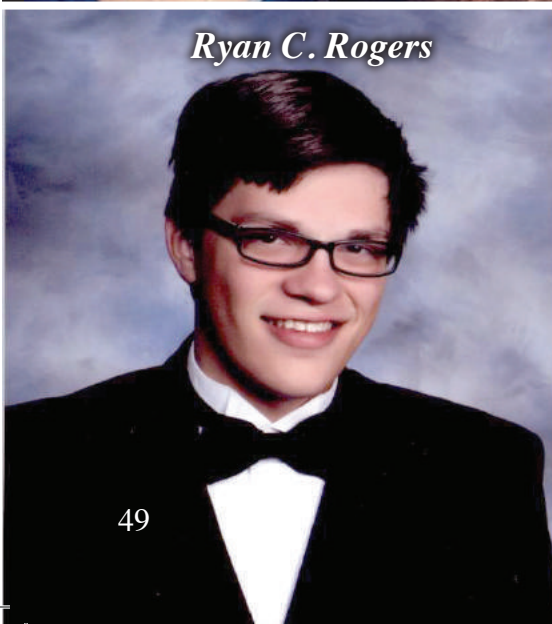
*Providence High School*



*Trinity University*



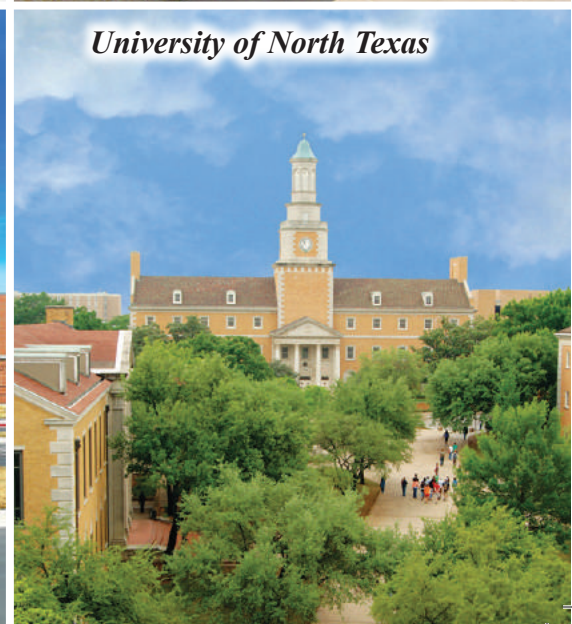
*Ryan C. Rogers*



*Judson High School*



*University of North Texas*

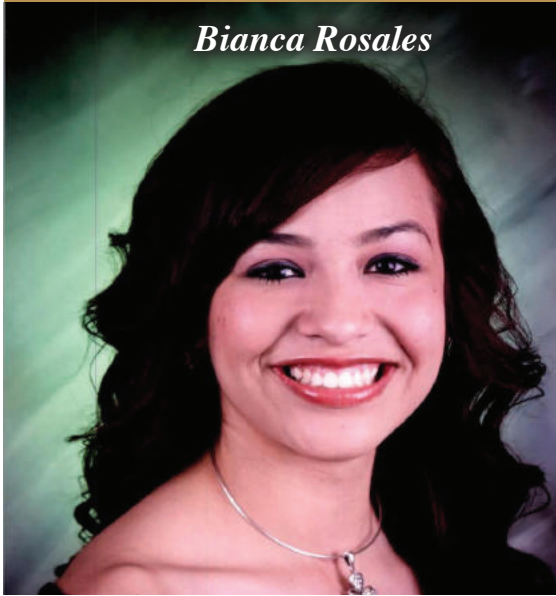


# BENSON REY FEO



## Scholarship Recipients

*Bianca Rosales*



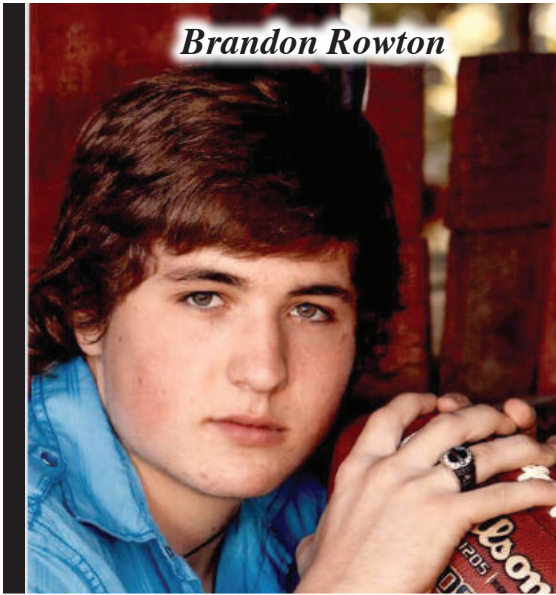
*Dillard McCollum High School*



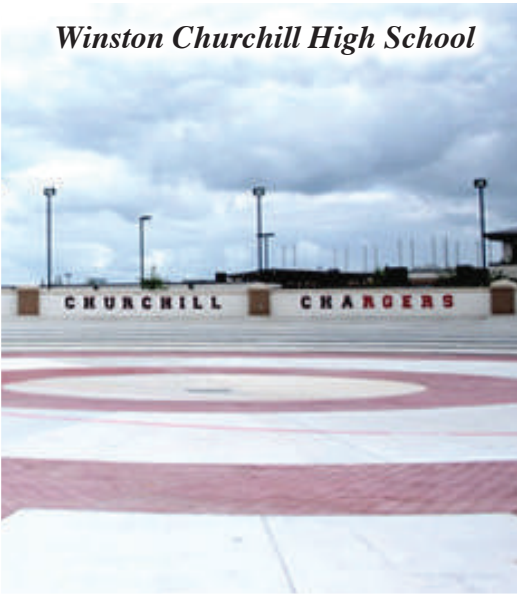
*University of Texas at Austin*



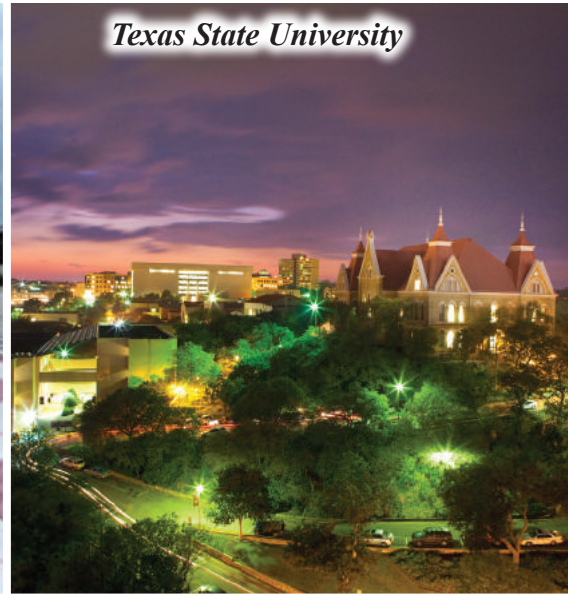
*Brandon Rowton*



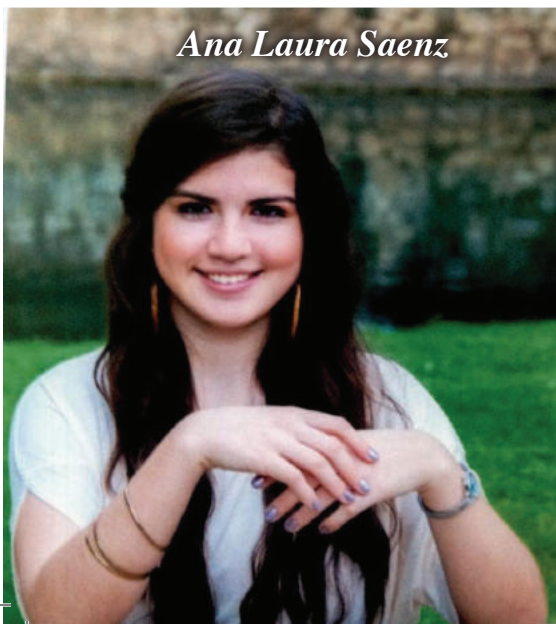
*Winston Churchill High School*



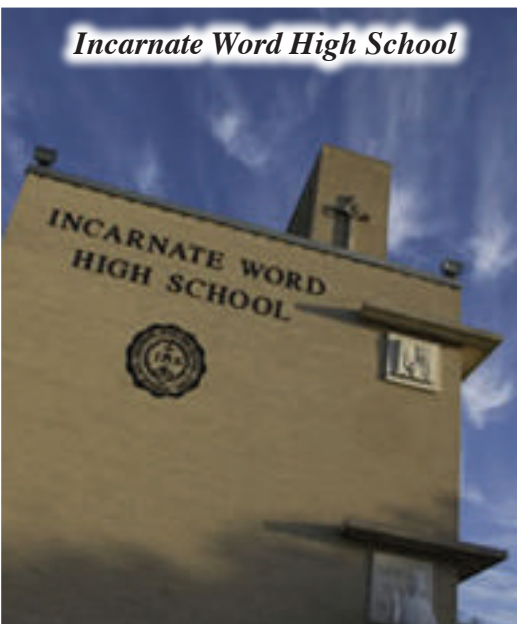
*Texas State University*



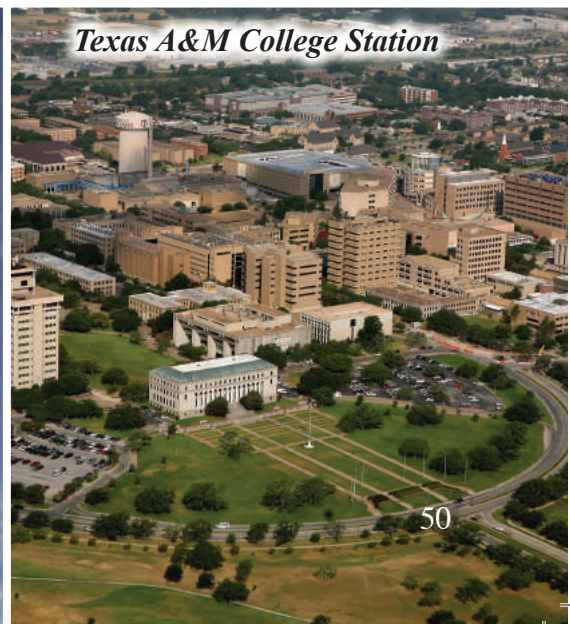
*Ana Laura Saenz*



*Incarnate Word High School*



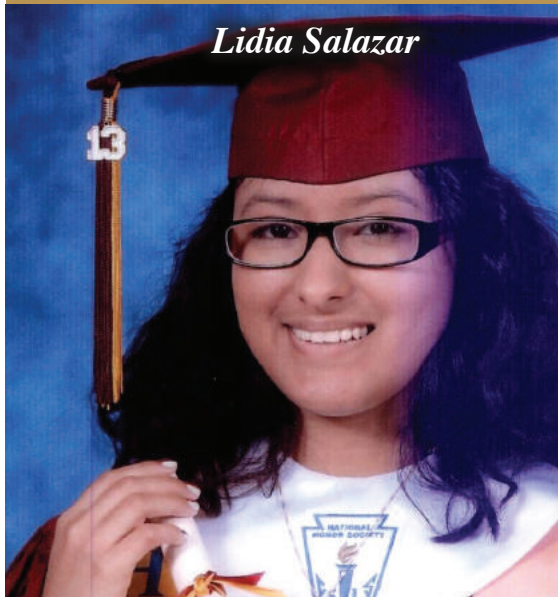
*Texas A&M College Station*



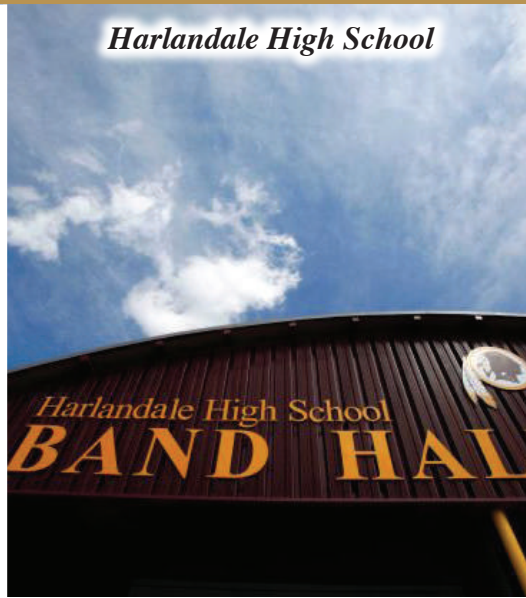
# BENSON REY FEO

## Scholarship Recipients

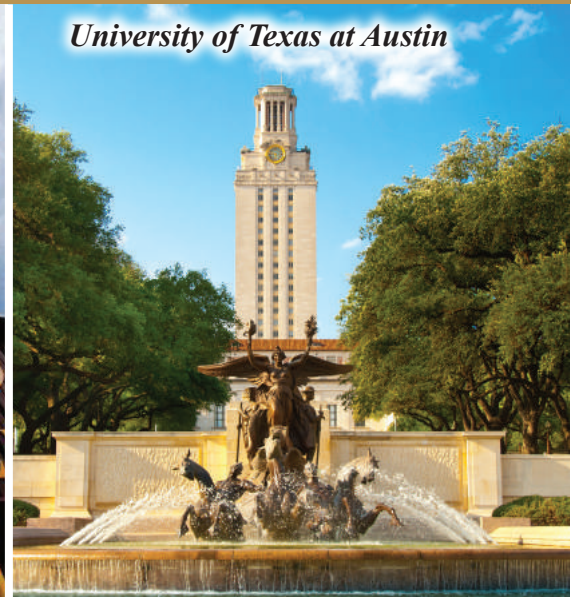
*Lidia Salazar*



*Harlandale High School*



*University of Texas at Austin*



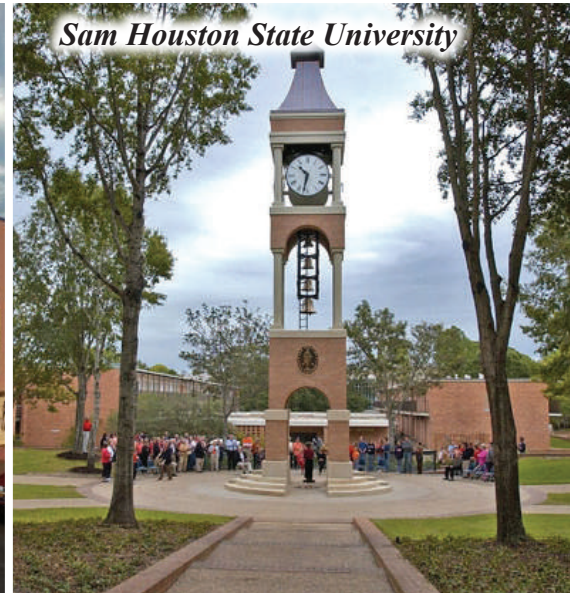
*Gloria Ashley Sanchez*



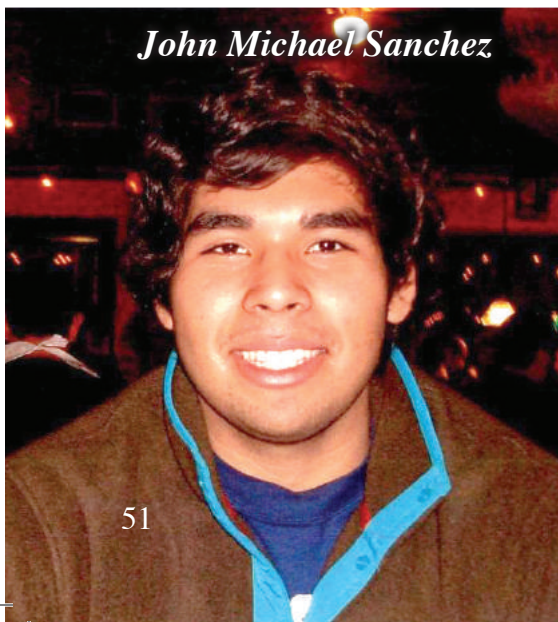
*South San Antonio High School*



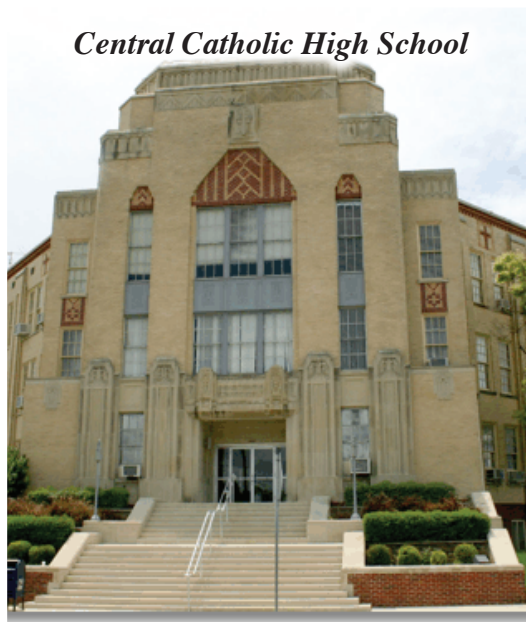
*Sam Houston State University*



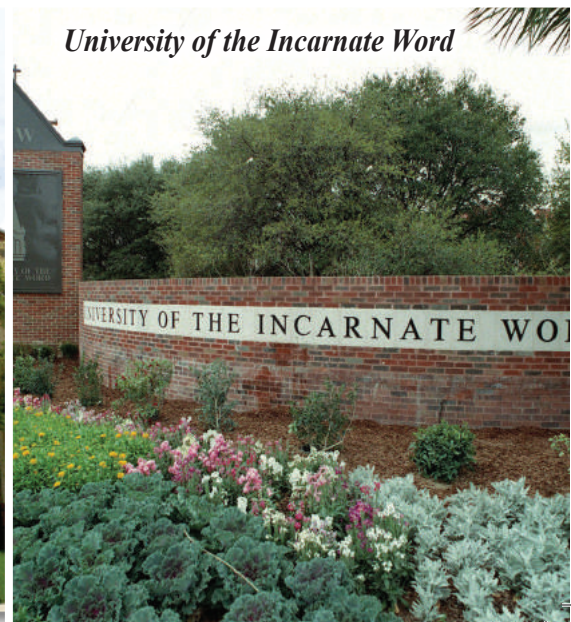
*John Michael Sanchez*



*Central Catholic High School*



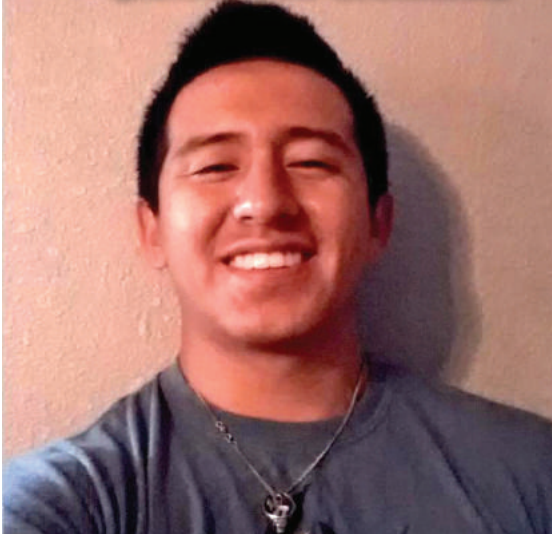
*University of the Incarnate Word*



# BENSON REY FEO

## Scholarship Recipients

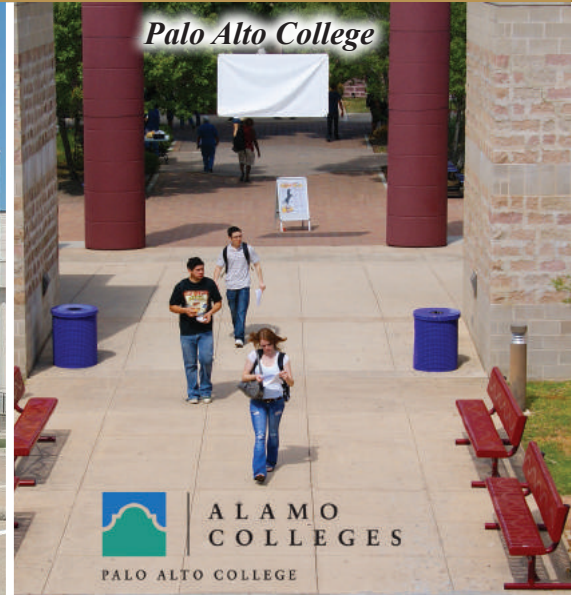
*Jose Antonio G. Sanchez*



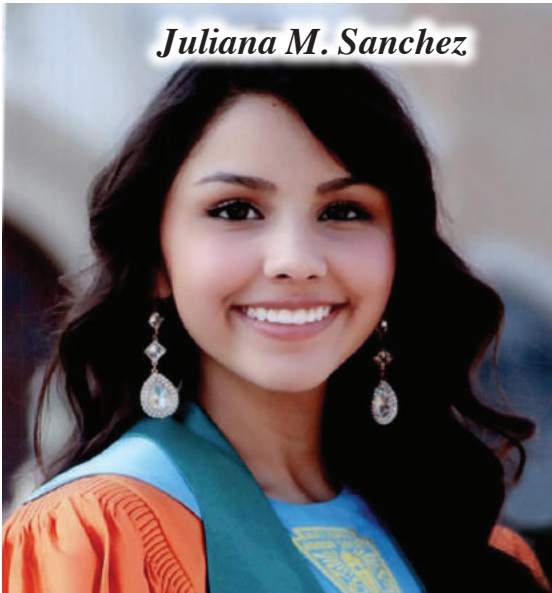
*Poteet High School*



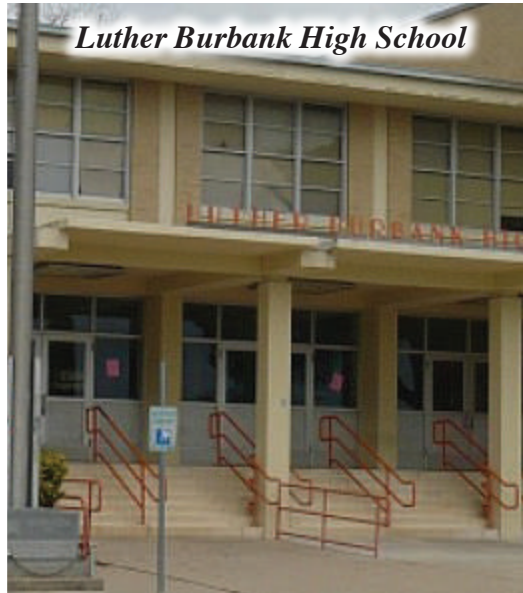
*Palo Alto College*



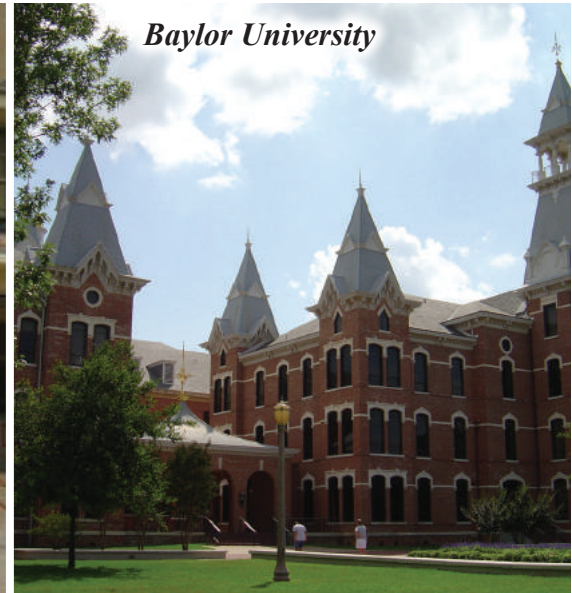
*Juliana M. Sanchez*



*Luther Burbank High School*



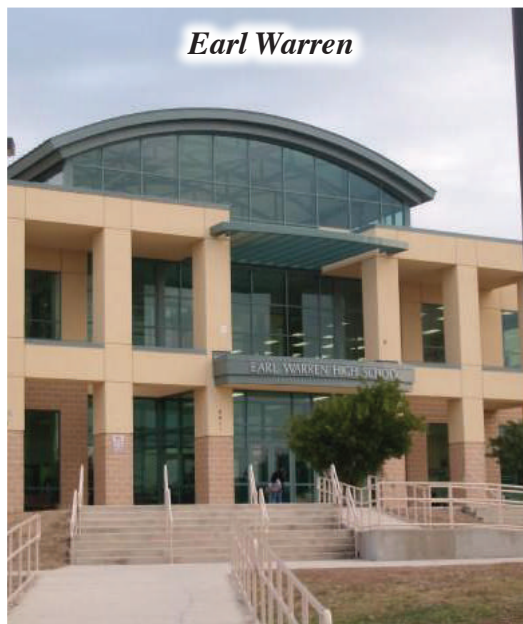
*Baylor University*



*Briana G. Sanguiliano*



*Earl Warren*



*Indiana University  
Purdue University Indianapolis*



# BENSON REY FEO

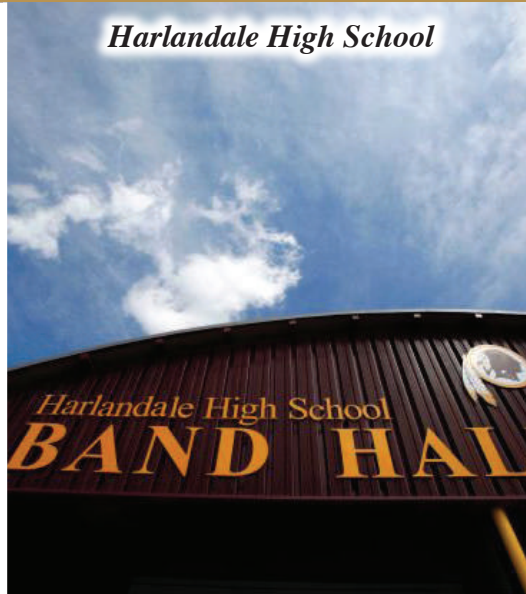


## Scholarship Recipients

*Erica Ann Saucedo*



*Harlandale High School*



*Tarleton State*

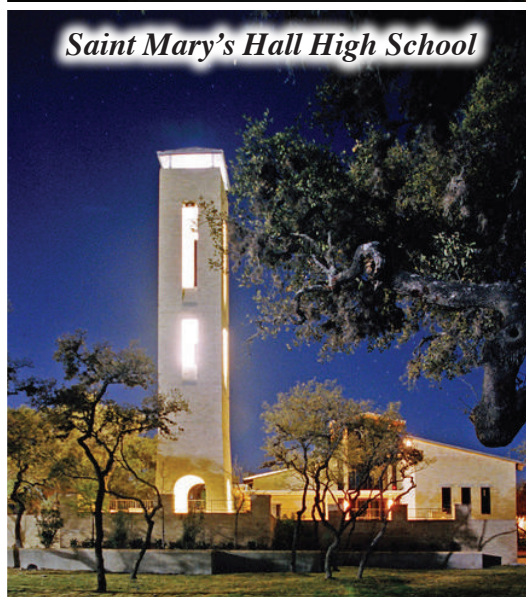


*Francesca Smith*

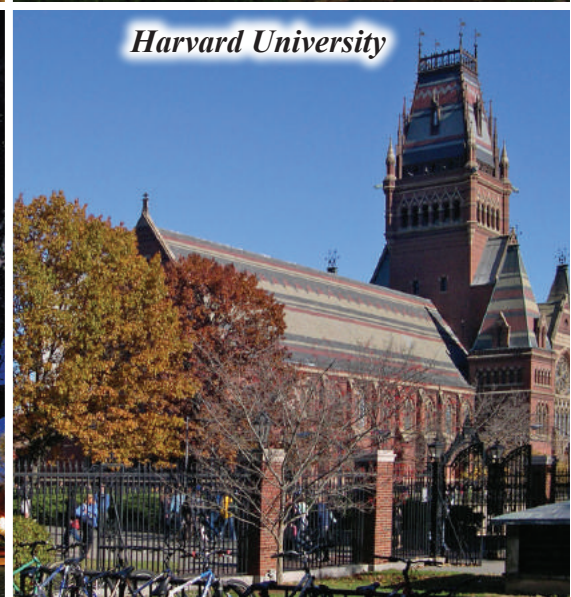


Francesca Smith 2018

*Saint Mary's Hall High School*



*Harvard University*



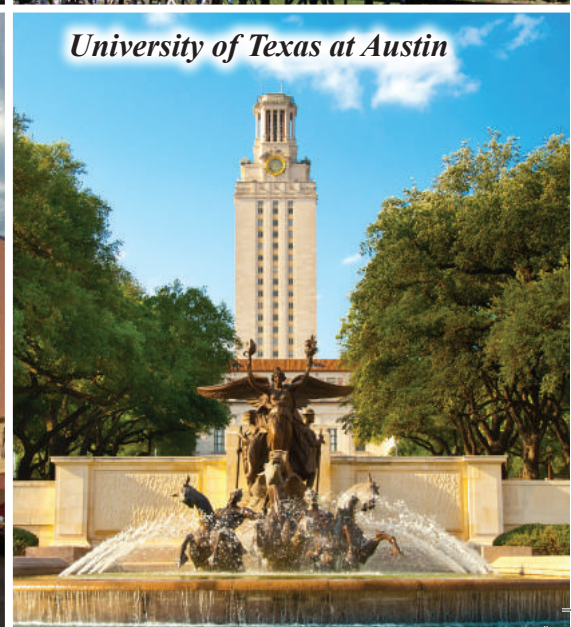
*Stephanie Solis*



*South San Antonio High School*



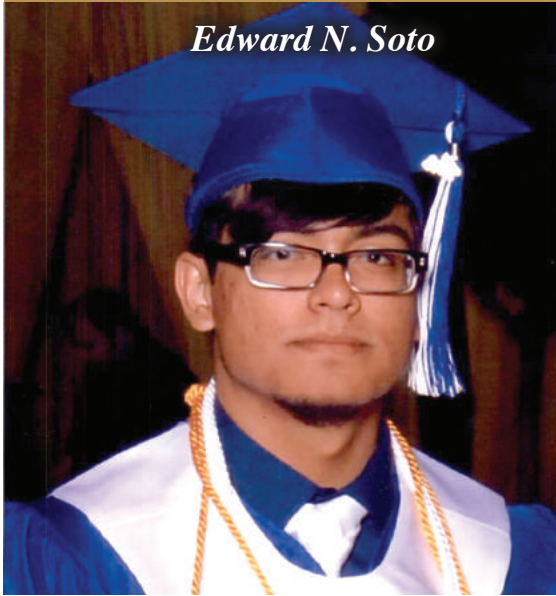
*University of Texas at Austin*



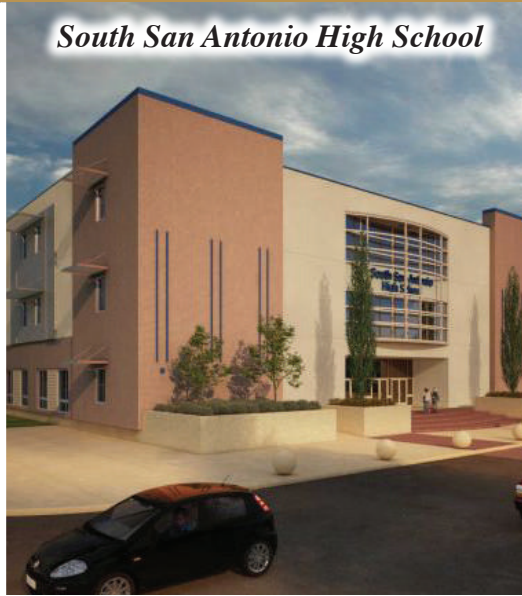
# BENSON REY FEO

## Scholarship Recipients

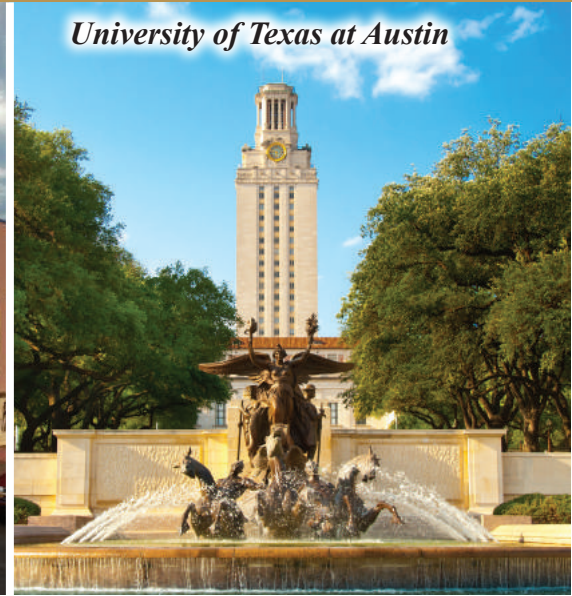
*Edward N. Soto*



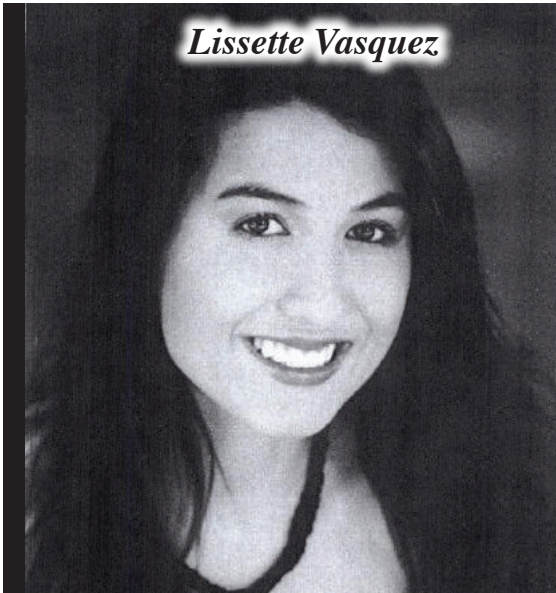
*South San Antonio High School*



*University of Texas at Austin*



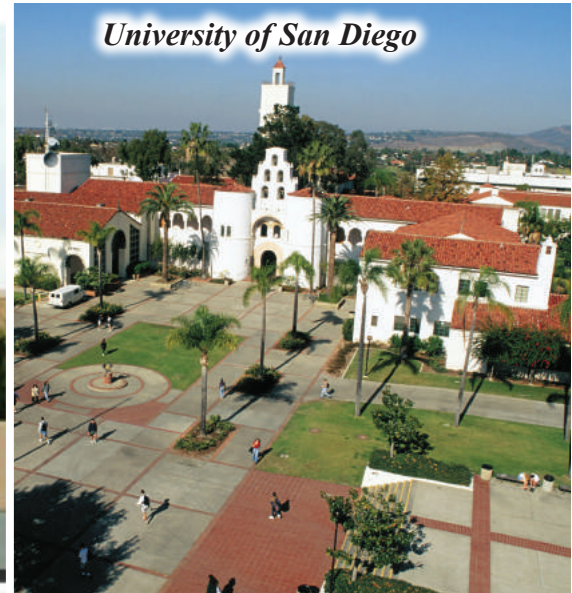
*Lisette Vasquez*



*James Madison High School*



*University of San Diego*



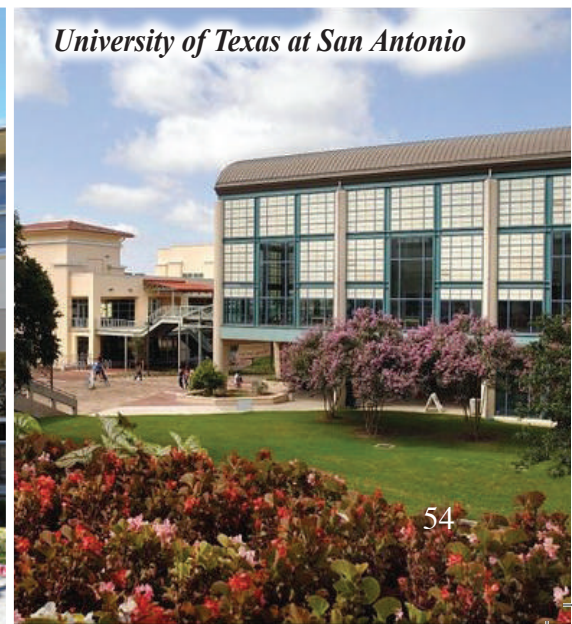
*Alejandra Verastegui*



*Providence High School*



*University of Texas at San Antonio*

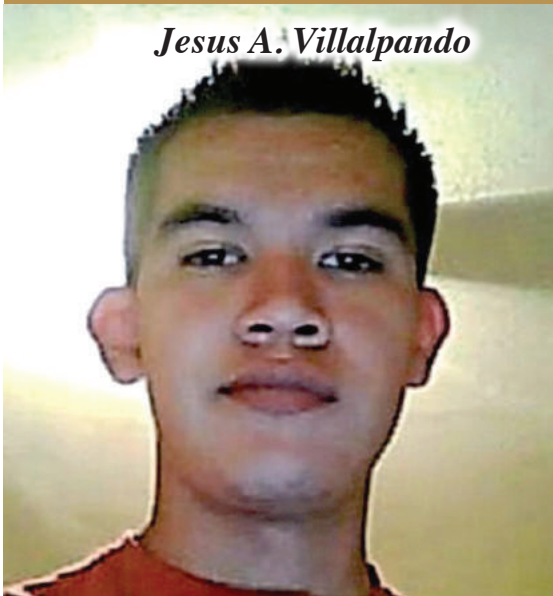


# BENSON REY FEO

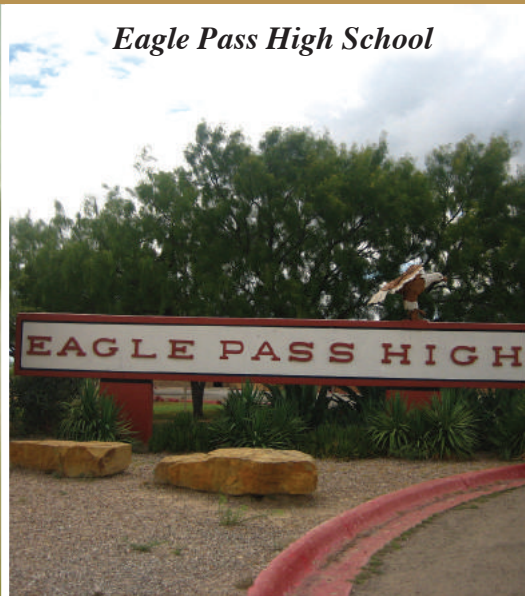


## Scholarship Recipients

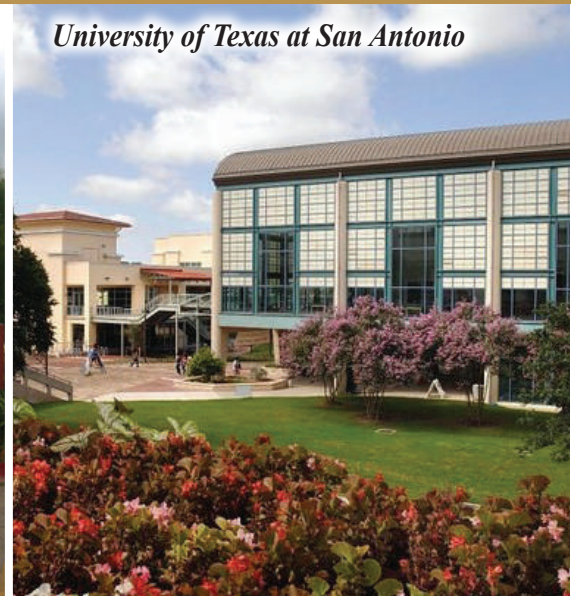
*Jesus A. Villalpando*



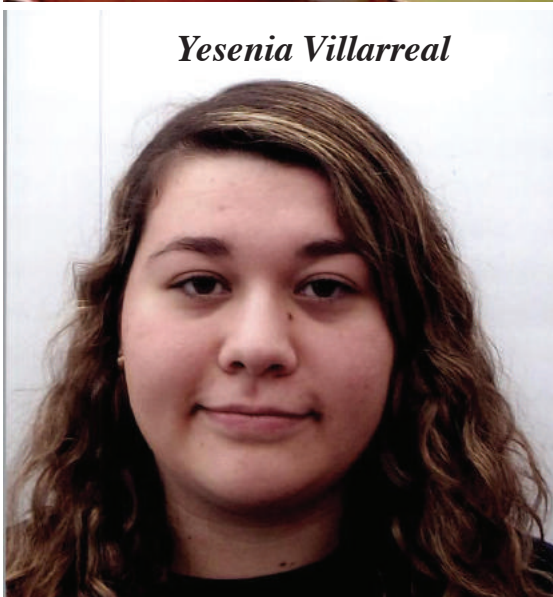
*Eagle Pass High School*



*University of Texas at San Antonio*



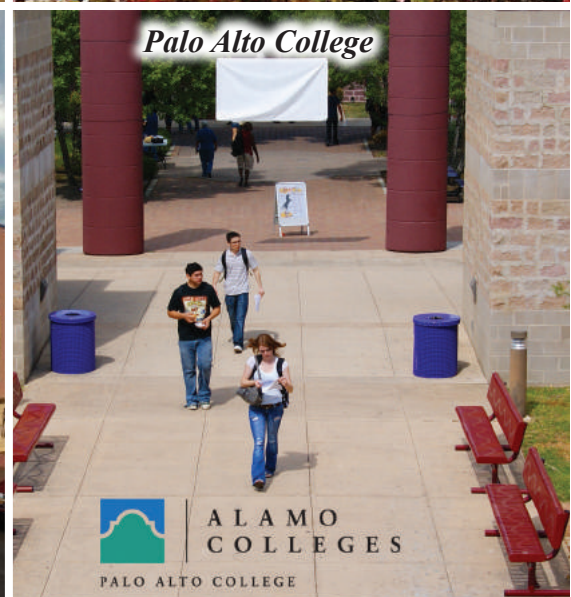
*Yesenia Villarreal*



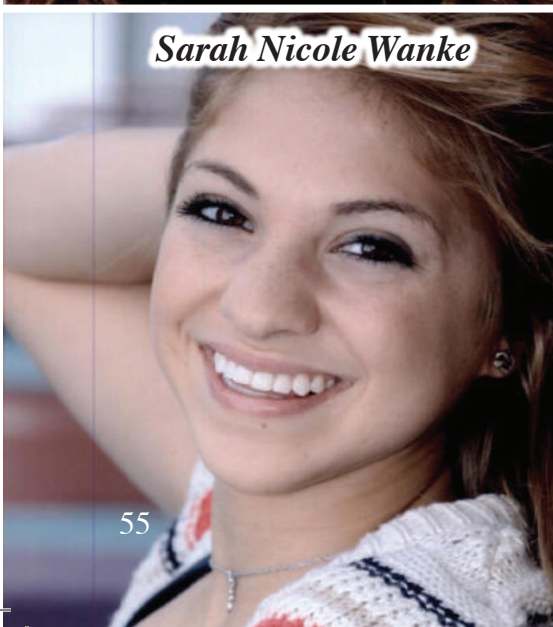
*South San Antonio High School*



*Palo Alto College*



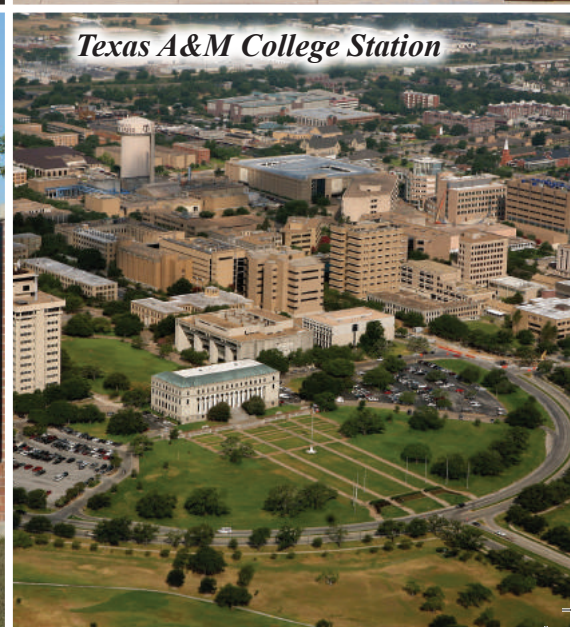
*Sarah Nicole Wanke*



*Byron P. Steele High School*



*Texas A&M College Station*



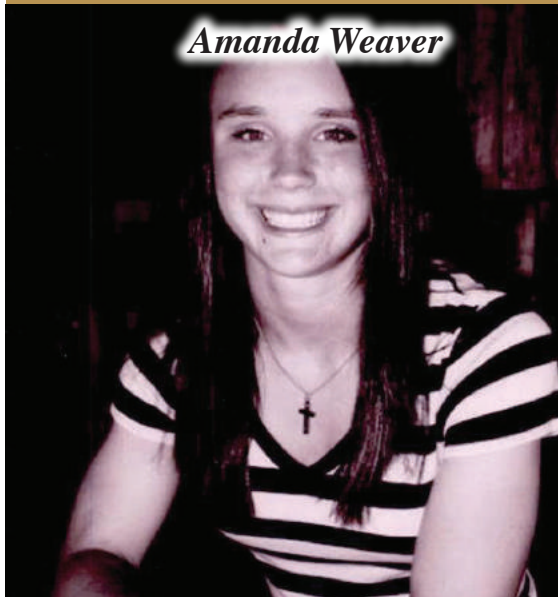


# BENSON REY FEO

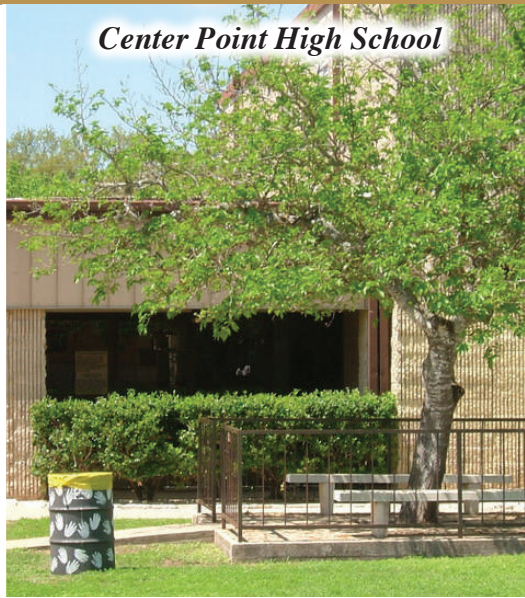


## Scholarship Recipients

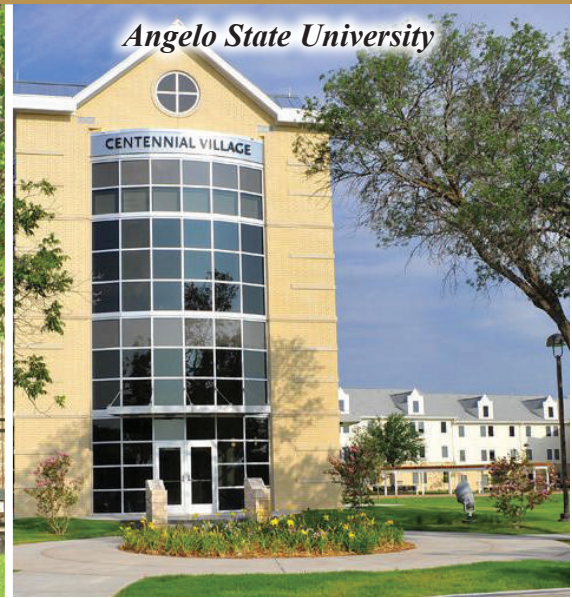
*Amanda Weaver*



*Center Point High School*



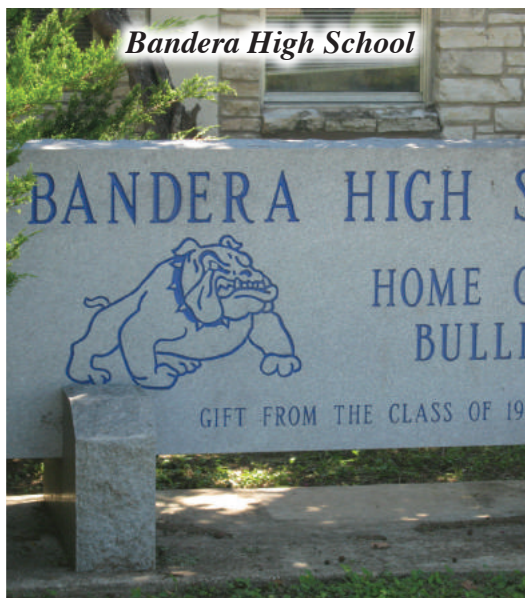
*Angelo State University*



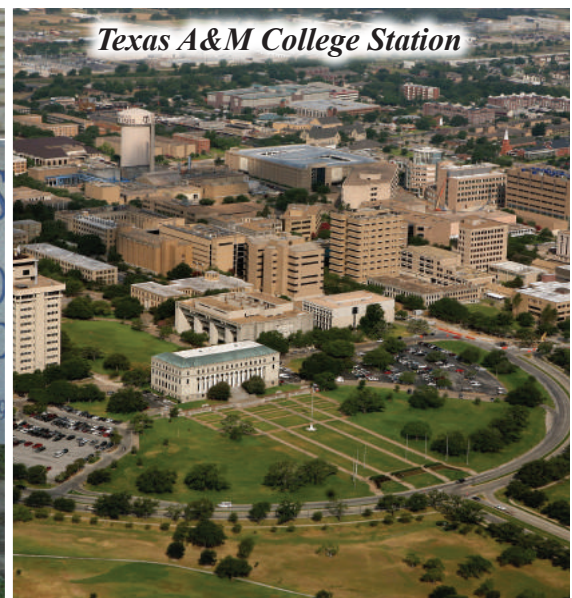
*Stacy Widner*



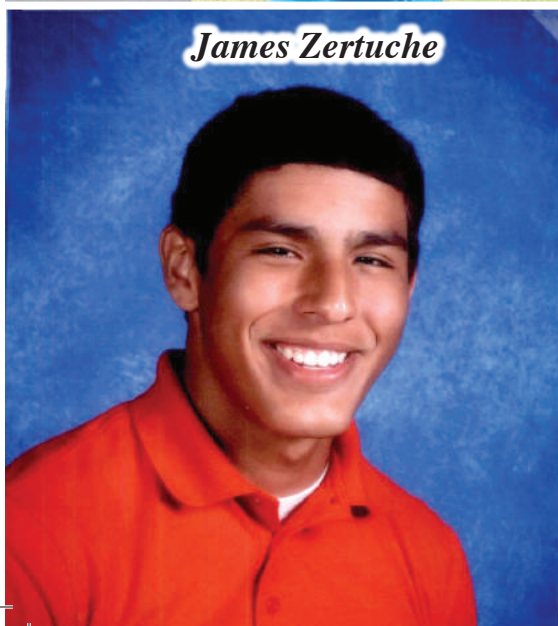
*Bandera High School*



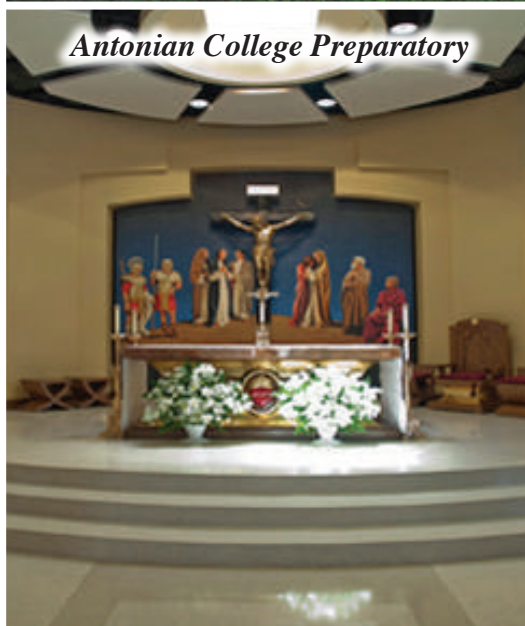
*Texas A&M College Station*



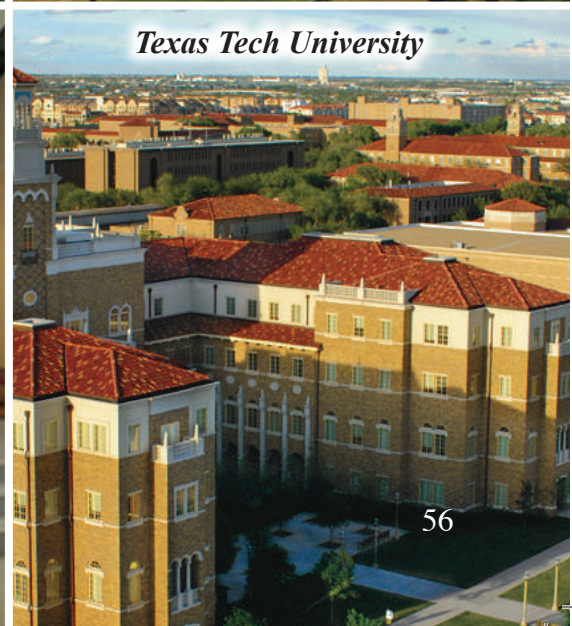
*James Zertuche*



*Antonian College Preparatory*



*Texas Tech University*



# Reina Feria *de las Flores*





# *Flores*

*Reigning Queen 2013*

# *Lauren Osterman*

*“When I grow up, I want to go to Boerne University,”*

An eight-year old, Lauren Osterman, La Reina de la Feria de las Flores 2013 candidate, solemnly informed her parents, setting her sights on a college education at a very early age. And although Boerne University is fictitious, Lauren’s creativity, faith, and dedication to pursue advanced education have been a constant in her daily life and future plans. Lauren’s parents, Roselle Cruz Osterman and Paul Osterman of San Antonio, are proud of her determination and stand ready to support her lifelong ambition.

*“When I grow up, I want to go to Boerne University,”*

Now a junior attending Antonian College Preparatory (ACP) High School, Lauren’s commitment to education is reflected in her work ethic, focus, and discipline. Her numerous academic honors include initiation into the National Junior Honor Society at Holy Spirit Catholic School and earning the Academic Excellence Award which provided a scholarship to ACP. In addition, Lauren, an Honor Roll student, continues to challenge herself by taking all Honors and AP courses while serving as a school ambassador at ACP. Her ultimate goal after college is to pursue a degree in medicine where she can combine her academic excellence with service to others.



# Feria *de las Flores*

*A Festival With A purpose 1945-2012*

## *History*



*A* 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

**4 Lauren Osterman**  
 \$41,000.00

**5 Lalique Martinez**  
 \$36,000.00

**6 Marisol Garza**  
 \$35,000.00

**7 Sevilla I. Garza**  
 \$33,390.00

**8 Natalie Lauren Tips**  
 \$32,043.50

**9 Rena Marie Cortez**  
 \$25,250.00

**10 Jaz Spring Muckleroy**  
 \$25,000.00



*Gabrielle Hargrove*



*Dana Kurth*



*Lauren Osterman*



*Lalique Martinez*



## Lauren Osterman Reina de la Feria de las Flores Farewell



Welcome everyone to this exciting night! I am absolutely jubilated to be sharing this experience with the new Reina. Tonight, before my reign officially comes to an end, I want to share a few memories and experiences from my time as La Reina.

Being a Queen and to be involved in one of the largest celebrations in the city has taught me so much. From the beginning, with months and months of fundraising, I was introduced to the idea that in reality there are no limits when you have determination and perseverance. Speaking at countless schools and events also gave me confidence in knowing I had a positive impact on others, which I hope will ring true with them for years to come. The actual week of Fiesta and the whole journey before really helped me in self-discipline, time management and organization. Fiesta also reminded me to be grateful for what little sleep I needed to still be fully functional! It really has been a blessing to be a role model for others. It has reminded me to always be appreciative for what I do have in life and to share what I can with others. Along with all of the lessons I've learned, I was able to experience Fiesta in a way that few people are able to do. It certainly helps with a police escort but I truly appreciated every Fiesta engagement we were able to attend as a Court. Fiesta is a cultural tradition celebrated throughout the whole city! The love of Fiesta is beautiful, and being able to see and feel that love from the city was breathtaking. The memories of the screaming crowds and each unique event we attended will never leave me. I genuinely have a special place in my heart for Fiesta, and love it even more now.

However, none of these heartwarming experiences would've been possible without LULAC, El Rey Feo Consejo, and all the people involved in making my reign the best one yet. I would like to thank a few of the people that made this reign so special and dear to me...

My parents, they have gone through everything to make this reign perfect for me and have done so many unseen deeds to make it easier for me. Thank you for loving and always supporting me.

Thank you, Mr. Larry Benson for supporting me and always embarrassing me. I know you mean the best and you have made this reign extremely easy and fun for me! Thank you for always having fun and being like an Uncle to me.

Thank you Ms. Laura Flores for being the BEST queen coordinator I could have ever had. You really do know your business when it comes to Fiesta! The numerous car rides we had together and memories from events will always be close to me. Thank you for being a wonderful female figure and role model to me.

Thank you to the entire court for always being there for me, and making everything so comfortable for me. You always watched out for me and took care of me. Thank you for having fun with me and sharing your lives with me, I really am going to miss your company.

Thank you to all my family members here, you have always believed in me and my dreams.

Thank you to all here who supported me through the reign and encouraged me to do my best.

Last but not least, I want to wish the new Reina good luck. I wish you the best for this year and Fiesta. If you ever need anything or help, I am only a phone call away. My advice to you is to truly soak up every moment you have and appreciate it. Also, to sleep whenever you can! I know that you will represent the La Reina so well, and I am so proud of you! **Viva Fiesta!**







# Marisol Garza

Feria de las Flores  
2013 - 2014

The day Marisol Garza was born was a beautiful fall afternoon; the day was October 24, 1995 - from that day on, this vivacious girl continues to open paths and to establish new friendships.

Her early school days started at the "3 year old program" at St. George Episcopal School. During her studies and time at St. George, Marisol joined the Girl Scout Troop 611 and for the next 8 years participated in many community events like serving at the Ronald McDonald House, Arts & Craft Fairs, delivery of Christmas Presents to the not-so-fortunate, singing at Senior Citizen Homes, Christmas Caroling on The River not to mention a top seller of the Girl Scout cookies year after year!

In lower school, Marisol really enjoyed playing soccer and basketball at St. George, played tennis for Whispering Oaks Club but her real passion was awakened when she entered Antonian College Preparatory as a freshman. Today, a junior, Marisol is defense specialist for Antonian Varsity Volleyball team under the tutelage of Coach Samantha McClure, a 3-time TAPPS state champion. The dedication and determination that Marisol shows daily on and off the court by meeting the strenuous workouts from her coach clearly mark what Marisol is made of... health and pure determination to excel.

When Marisol is not on the school volleyball court or traveling with her volleyball team during club season, you will find her at the softball dugout as the Varsity Softball Manager - this last year ending with coveted the 2012 TAPPS State Championship title under Coach Laura M. Rodriguez, her mentor.

Marisol made the Honor Roll her junior year at Antonian, she has been an office aid for the last two years and truly enjoys the African Awareness Club and Photography Club just to name a few.

Participating in her first ACTS retreat as a sophomore was a great experience, making life long relationships and strengthened her ties to the already great life in the Antonian community.

Marisol enjoys traveling... prefers warm exotic weather over the snow. So far her favorite place is Turks and Caicos, followed by Hawaii, Key West, Careyes then Deer Valley & NYC! Being the picky eater Marisol is, it is truly a joy to watch her savor the food she enjoys.

Marisol demonstrated defined character by declining a comfortable office job at Aldaco's, her family restaurant to work steadily at 'The Wash Tub', a summer job that she got on her own. It included hard work at the vacuum station (in spite of her Mother's pleas and more money offerings).

Aviation is still one of Marisol's passions, early years wishing to become an 'Air Traffic Controller' but slowly migrating to the detective/criminal law career.

Marisol is the daughter of Charlie Garza (Rey Feo LXI) and Blanca Aldaco. Adriana Garza is her older sibling, an Antonian graduate who is a freshman at Texas Tech, Marisol owns 2 miniature Pinschers Mia and Lola and recently adopted a Hamster: Hami.

Marisol looks forward to following her father's steps and her own civic role as Reina de las Flores. Her wish is to a make long lasting impression on little kids to dream big and live an educated and respectful life.

"Go confidently in the direction of your dreams. Live the life you imagined" Unknown



# 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.**



**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.*

	Theodore Benavides	Salvador A. Campos, Jr.	Jose Castaneda
JOHNNY GABRIEL <b>Council President</b>	Claudia Castoreno	Albert Cisneros, Sr.	Richard Cleghorn
	Christena D. Crawford	Noemi Cue	Robert Cuellar
PHILLIP M. REYES, JR. <b>First Vice-President</b>	Gloria De Hoyos	Irene De Hoyos	Jose De Hoyos
	Mary DeLeon	Julio Delgado	Fred E. Diaz
TOM SANDOVAL <b>President Emeritus</b>	Mary Jane Diaz	Robert Dickerson	Bill Drain
	Dr. William Elizondo	Ralph Enriquez	Laura E. Flores
THOMAS TAMEZ <b>Council Treasurer</b>	Johnny Gabriel	Ronald A. Gabriel	Rosabel I. Gabriel
	Rosalie Gabriel	Linda Geraghty	Walter Geraghty
LAURA E. FLORES <b>VP-Queen Coordinator</b>	Delfino Guajardo	Raul E. Hinojosa	John A. Leyva
	Bernard Martinez	Lalique Martinez	Sandra Ojeda Medina
FRED E. DIAZ <b>VP-Public Relations</b>	Cassandra Mora-Brown	Michael Murray	Robert Nixon
	Joe Ovalle	Edward Palacios	Charles Parish
DOLORES TAMEZ <b>VP-Fiesta Commissioner</b>	Adam Quintana	Felix Ramon	Adrian Ramos
	Dick Rascon	Phillip M. Reyes, Jr.	Lawrence G. Romo
WENDELL TOMLIN <b>VP-Military Affairs</b>	Manuel Ruiz, III	Maria Salamon	Sara Samano
	Bobbie Sandoval	Tom Sandoval	Daniel H. Saucedo
RUDY VASQUEZ, ESQ. <b>Legal Advisor</b>	Dave Sherburne	Diana Sonnen	Harold Stevens
	Dolores Tamez	Thomas Tamez	Wendell R. Tomlin
	Velia Garcia Torres	Dicky Glenn Tyler	Pedro Valdez
	Atty. Rudy Vasquez	Ralph Velasquez	James M. Wilborn
	<b><u>Past National Presidents</u></b>	<b><u>Board of Trustees</u></b>	<b><u>Honorary Members</u></b>
	M. C. Gonzalez	Walter Geraghty	Lucian Adams
	Raul Cortez	Tom Sandoval	Cleto Rodriguez
	James Tafolla	Johnny Gabriel	Henry B. Gonzalez
	Frank Valdez	Phillip M. Reyes, Jr.	

*Tom Sandoval  
Parent /Child Scholarship Program*

Alamo Community Colleges  
*One Of A Kind*



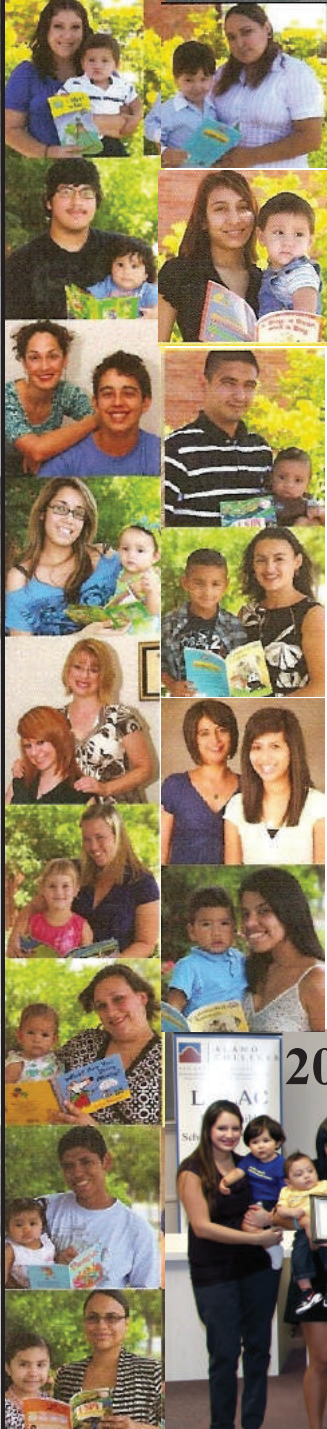
*San Antonio College Main Campus*

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.



*Northwest Lakeland College*



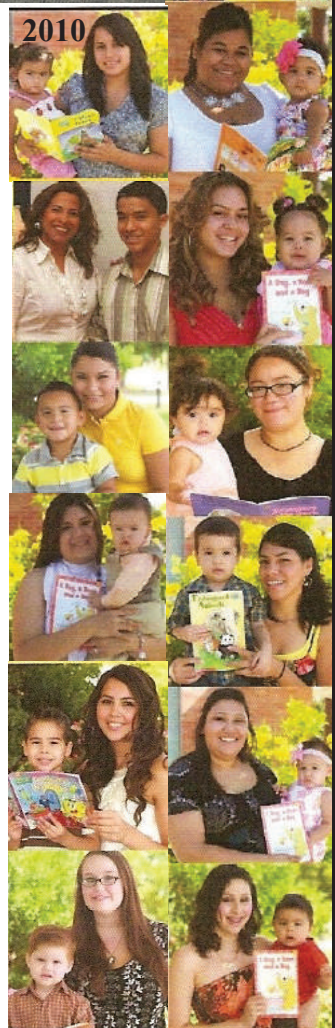
*Parent/Child Scholarship Program*

**IMPACT**

Since the program's inception, 110 parents have successfully completed their educational objective, and many more are in process of ensuring their child the dream of a college education. The first LULAC Parent/Child scholar's child claimed their scholarship in 2011.

*"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."*

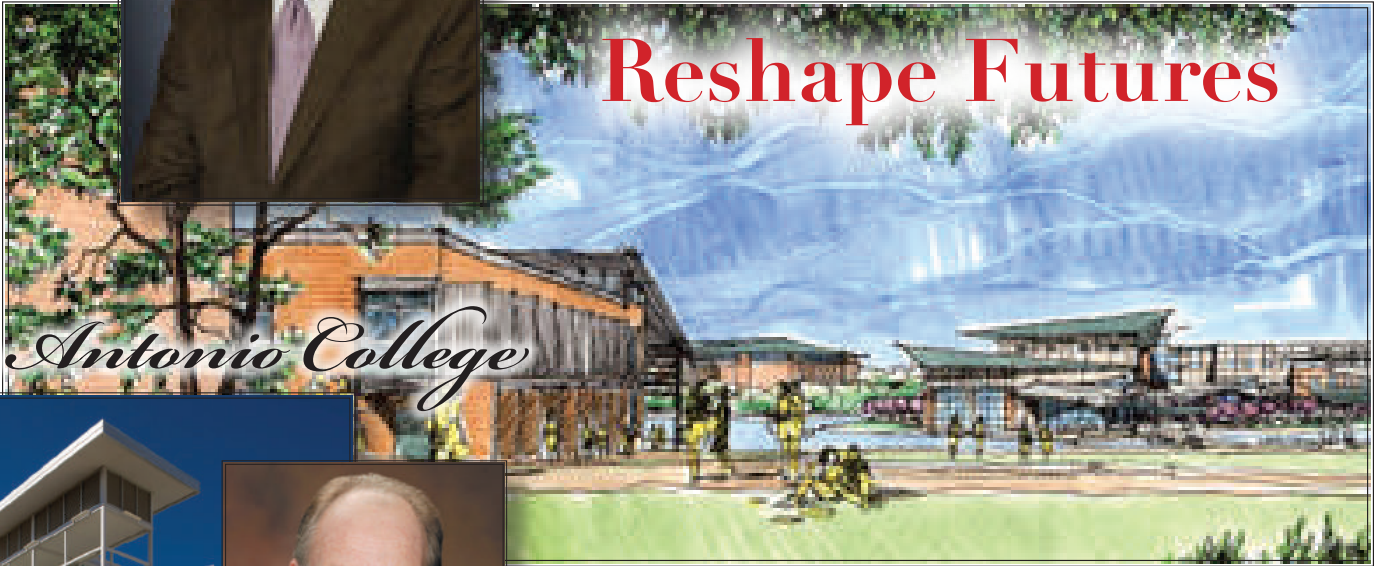
-Dr. Bruce H. Leslie, Chancellor of the Alamo Colleges



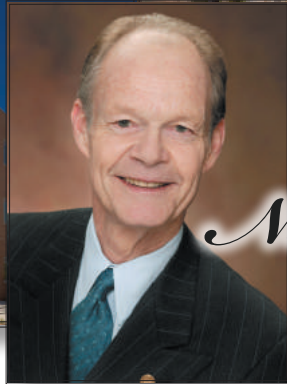
# *Alamo Colleges* Programs & Officers

*Chancellor Dr. Bruce Leslie*

The Power To  
**Reshape Futures**



*San Antonio College*



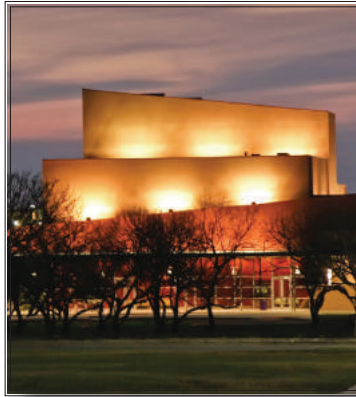
*President Dr. Robert E. Zeigler*

*Northeast Lakeriver College*



*President Eric Beno*

## Palo Alto College



*Dr. Mike Flores*



## Saint Philip's College



*President Dr. Adena Williams Loston*

## Northwest Vista College



*President Jackie Claunch*



*Rey Feo's*

# CONSEJO

*Educational Foundation*

*"Helping the next generation of Texas students."*





# About Us



*The* Rey Feo Consejo Educational Foundation is a non-profit organization founded in 1982 as El Consejo Real de Reyes Feos Anteriores by Rey Feo XXXII Logan Stewart. The original name translates to “Royal Advisers Council of Former Kings” and today is often referred to simply as the “Consejo.” It was through Logan Stewart’s efforts that Rey Feo was formally invited to be a part of Fiesta and the Consejo was officially formed. Two 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.



*2011 Crowning Coronation*



# CONSEJO

*Rey Feo*



*The* purpose of the Rey Feo

Consejo Educational Foundation is to uphold the traditions, support the fundraising efforts and promote the educational activities of the LU-LAC Rey Feo program. Some of the traditions include a fall gala, 10 days of celebration during Fiesta in the spring, and the official crowning ceremony for Rey Feo in front of San Fernando Cathedral in Main Plaza.

The Consejo's former Rey Feos provide guidance and oversight to each new reigning Rey Feo. The organization includes 17 former kings and 92 of the area's most prominent business and civic leaders. Many of those 92 are past or current members of the Rey Feo court, and several aspire to run for the title role in the future. Each year, nominations for new members are considered and voted upon by the board.

In 2010, the Consejo was awarded the contract to manage and operate the 10-day celebration called Fiesta de los Reyes at Market Square. The free event is one of Fiesta's largest, with over 100 musical acts, food and beverage booths. Now in its third year, The Rey Feo Consejo Educational Foundation is pleased to have the support of Silver Eagle Distributors, Wal-Mart, Capital One, T-Mobile, Time Warner Cable, The Texas Lottery, Spurs Sports and Entertainment and KellMuñoz as sponsors of Fiesta de los Reyes at Market Square. In addition to raising money for Rey Feo's reign, the Consejo has donated \$160,000 from the proceeds of the past three year's at Market Square.

The Regent Baltazar  
**“Walter” Serna, Jr.**

Secretary **Jose Medellin**

The Vice-Regent **Bill Drain**

Treasurer **Fernando Reyes**

Voting Member **Thomas Aguillon**

Voting Member **Frank Garza**

**Former Rey Feos:**

**Carlos Madrid XXXVI**  
**Jose Medellin XXXVIII**  
**Nick Garza XL**  
**Johnny Gabriel XLII**  
**Lionel Sosa XLIII**  
**Tony Flores LVIII**  
**Henry R. Muñoz, III L**  
**L Peter R. Martinez LI**  
**Jose E. Martinez LIII**

**Charles T. Barrett LIV**  
**Dr. Leonel Reyes LV**  
**Robert (Dick) Tips LVII**  
**Ronnie Gabriel LVIII**  
**Brian Weiner LIX**  
**Fernando Reyes LX**  
**Charlie Garza LXI**  
**Baltazar “Walter” Serna Jr., LXII**  
**Bill Drain, LXIII**  
**Richard Ojeda, LXIV**

[www.ReyFeoConsejo.org](http://www.ReyFeoConsejo.org)



# *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.



*Anita Heim*  
*President*



*Debbie Gonzaba*  
*Vice-President*



*Rosalie Gabriel*  
*Treasurer*

*Lo Bello Women's Association*

---

*Members*

Melinda Andrews  
Georgina Enhardt  
Rosalie Gabriel  
Denise Garcia  
Debbie Gonzaba  
Debbie Gonzalez  
Annie Gutierrez

Anita Heim  
Christina Martinez  
Debby Munoz  
Olga Nella Ramirez  
Lisa Ramos  
Denise Smith  
Jenny Tyson

*Honorary Members*

Olga Mendez  
Hope Scott  
Janice Ricks  
Blanca Aldaco  
Irma Flores  
Gloria Hernandez  
Michel Renfro

*Junior Members*

Nikki Roman  
Jadyn Travis  
Maddison Ullrich  
Kelly Cuiasa  
Candice Loessberg

*Our Charities*

UTSA • St. Philip's College • Palo Alto College  
Our Lady of the Lake University & Texas Diabetes Institute  
Sister's Care • Big Brothers/Big Sisters of South Texas  
Communities in School • Westside YMCA  
Positive Beginings • Leukemia and Lymphoma Society  
Bexar County Family Justice Center • San Jose Missions  
Smithsonian's Museo Alameda



**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.**

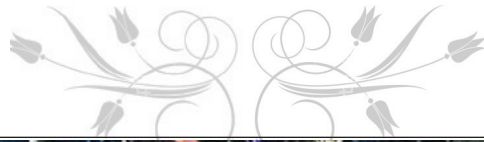


**Champagne and Diamonds Brunch:** This event occurs the first Sunday of Fiesta, As an official Fiesta PMO event we help kick off a whole week of Fiesta fun. Champagne and Diamonds is a unique event because it provides our guests with the opportunity to find a 2 carat diamond in the bottom of a champagne glass valued at \$32,000.00. And if that were not enough, we also feature a Grito Contest between Rey Feo, King Antonio and the Fiesta San Antonio Commission President. And this year we will also audience participation in their own Grito Contest. 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.



## *La Reina Linda de San Antonio de Bejar*

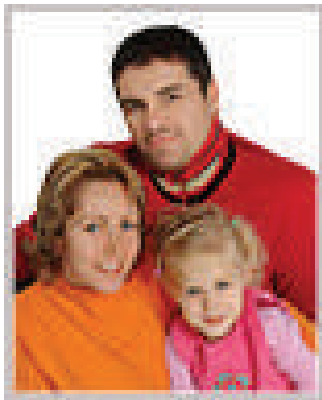
**The Third and most recent fundraising initiative is the La Reina Linda Program. Two business professional women from the community agree to compete for the title of La Reina Linda. The winner will represent Lo Bello Women's Association during the week of Fiesta. Her emphasis during the week of Fiesta will be to visit schools throughout the San Antonio area promoting education. All proceeds raised from the La Reina Linda program will benefit the Lo Bello Women's Association Scholarship Program.**







## *Testimonials*



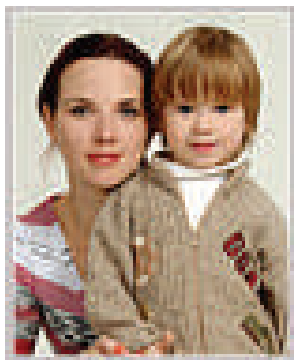
*“Thanks to Lo Bello de San Antonio, all of my goals will be accomplished. Since my EFC was zero according to FAFSA, this scholarship will provide me the support I need in order to pay for my schooling. I also want to thank you because Lo Bello de San Antonio scholarship will help me obtain an education and succeed in life.”*

**Leslie Carrizales**



*“Once again I really appreciate you for helping me reach my goals, educational as well as personal. With this scholarship I plan to pay my books and my schooling. Now I even consider you as one of my supporter helping me achieve my dremas”*

**Daysi Garcia**



*“Thanks to Lo Bello de San Antonio, all of my goals will be accomplished. Since my EFC was zero according to FAFSA, this scholarship will provide me the support I need in order to pay for my schooling. I also want to thank you because Lo Bello de San Antonio scholarship will help me obtain an education and succeed in life.”*

**Laruen Molino**

*G*

*Rosalie & Johnny Gabriel,  
The Gabriel Family  
and the 2015*

*Reina de las Flores, Gabrielle Hargrove*

*Wish to congratulate:*

**Marisol**

**Garza**

**2014**

**Reina**

**de las Flores**

*Gabriel's  
Wine & Spirits*



# ALLIED ELECTRIC & AIR CONDITIONING

11514 JONES-MALTSBERGER RD. SAN ANTONIO, TEXAS 78216-2831

(210) 545-1515 FAX (210) 545-1514

## ELECTRIC - COOLING - HEATING Competitive Rates

SERVICING  
ALL AREAS  
SINCE 1968

- Master Electrical & AC Licensed #233 & TDLR #19126
  - Installations, Maintenance, & Repairs
  - Trouble Shooting Service Repairs
  - Window & Central A/C Repairs
  - Modular & Mobile Home Wiring & Repairs
  - Outdoor Lighting & Sign Repairs to 50 Feet
  - Pole Line & High-Voltage Transformers
  - Underground Fault Location & Repairs
  - Crane Drilling & Aerial Bucket Services
  - Project Design & Job Planning
  - Infrared Heat/Load Testing/Recording
  - Competitive Coupons Honored
- <http://www.alliedelectricoftexas.com>

COMMERCIAL  
RESIDENTIAL  
INDUSTRIAL

Fast Professional  
Service

EMERGENCY  
SERVICE  
545-1515

CREDIT CARDS  
ACCEPTED



LICENSED, BONDED, & INSURED  
FOR YOUR PROTECTION

"we service your needs"



Congratulations

**Marisol**

From All  
Your Friends  
At Nicha's!

Love,  
Arthur, Felicia  
and the girls.

[www.nichas.com](http://www.nichas.com)



Congratulations Marisol!

**JBI**

John Bezdek Insurance  
CONGRATULATES

*Marisol Garza*

Reina de las Flores 2014

JBI 210-479-3333 13526 George Rd.

# J. GARZA & CO.

The Wealth Advisory Firm

Est. 2001

Jesse A. Garza  
President

4219 Grove Avenue  
Gurnee, IL 60031  
(847) 573-0645

111 Soledad, Suite 1315  
San Antonio, TX 78205  
(210) 824-5665

(800) 524-6793 • Fax (210) 824-5649  
[www.jgarzaandcompany.com](http://www.jgarzaandcompany.com)

Securities by Licensed Individuals Offered Through Investacorp, Inc.  
A Registered Broker/Dealer Member FINRA, SIPC

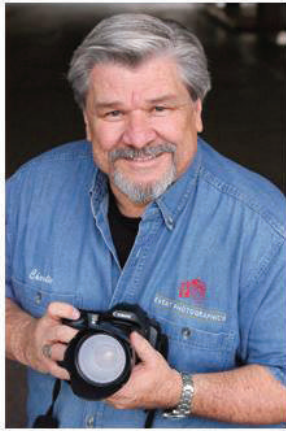
## CHASE

Martha Millette  
Vice President  
Sr. Relationship Manager  
President's Club Member

Business Banking  
TX3-7029  
1020 NE Loop 410, Floor 01  
San Antonio, TX 78209

Telephone: 210 733 1378  
Facsimile: 210 881 6520  
Cellular: 210 325 7802  
[martha.w.millette@chase.com](mailto:martha.w.millette@chase.com)

JPMorgan Chase Bank, N.A.



**CHARLIE ELIZALDE**



**CHARLIE'S  
EVENT PHOTOGRAPHICS**

6039 WHITBY ROAD #306  
SAN ANTONIO TEXAS 78240  
(210) 344-8839



Congratulations  
on a wonderful  
FIESTA 2013!

# CUSTOM MADE FIESTA MEDALS

*Let Our Staff Artists  
Design A Medal  
Just For You!*

- ◆ Lowest Prices Guaranteed
- ◆ No Die Charges
- ◆ No Art Charges
- ◆ Low Minimum Order
- ◆ Rush Service Available

## MONARCH TROPHY STUDIO

*The Recognition Leader Since 1972*

16227 SAN PEDRO (US 281N @ Thousand Oaks)  
SAN ANTONIO, TX 78232  
(210) 344-3777

● [www.MonarchTrophyStudio.com](http://www.MonarchTrophyStudio.com) ●

Congratulations Marisol  
From the Reyes Family  
and staff - Visit us soon!

# PERICOS

MEXICAN CUISINE

BECAUSE LIFE **Tastes Better** WITH SALSA.™

Bandera Rd. / IH 10 / Sonterra



4100 McCullough  
San Antonio, TX 78212  
(210) 821-5338

1705 Zarzamora  
San Antonio, TX 78207  
(210) 226-9998

[www.panchitos.net](http://www.panchitos.net)

CORPORATE\* BUSINESS\* PERSONAL

Videography  
Digital Editing  
Dublication

**MELENDREZ  
ENTERTAINMENT**  
MAKING YOUR VISION INTO A REALITY  
210 324-3773

Multi-Media Production  
Graphic Design  
Print



[WWW.MELENDREZENTERTAINMENT.COM](http://WWW.MELENDREZENTERTAINMENT.COM)



**Congratulates  
MARISOL GARZA**

**2014 Reina de las Flores**

*Call Mireles Party Ice  
for all special events. Call  
Mireles Kegs for your party needs!*

Mireles Party Ice 210-270-7502 Mireles Kegs 210-432-9534



**Congratulates  
MARISOL GARZA**

**Best wishes from  
Roger Hopkins  
Bevintel of Texas  
210-262-8882**

*“The best in BAR management”*



**Congratulations Marisol.**  
We are very proud of your accomplishments!

**Viva Fiesta 2014 - We Love You!**  
Amelia & Nick Garza + DiAnn & Hector Garza

**ALDACO'S**  
*Mexican Cuisine*  
— SINCE 1989 —



Congratulations  
Marisol!

Viva Fiesta 2014

Love, Lisa Wong  
and all your friends at:

**Rosarios**

**MEXICAN CAFÉ Y CANTINA**

[www.rosarios.com](http://www.rosarios.com)



MARISOL



La Reina de las Flores 2014

We are very proud of you and your accomplishments.  
Congratulations, WE LOVE YOU: Papi, Mami, Adriana.  
🐾 Mía, Lola, Bella and Bruno 🐾



THE FIESTA® STORE

Get Your Official  
Fiesta® San Antonio Merchandise



Visit us all year long for your Fiesta® needs

THE  
Fiesta

Mon.-Sat. 10am - 6pm

Starting in November

Sun. 1pm - 5pm

STORE® 210-227-5191 2611 Broadway

Become a member of The Fiesta® Commission  
and save 15%, visit the store for details.

Shop Online at [www.fiesta-sa.org/store](http://www.fiesta-sa.org/store)



Facebook.com/FiestaSA



Twitter.com/FiestaSA

LA FAMILIA CORTEZ  
CONGRATULATES MARISOL GARZA  
LA REINA DE LAS FLORES 2014

MI CULTURA

Mi  
Familia

MI PASIÓN



# Honoring Tradition

Over 30 years ago, Viola Barrios started a San Antonio tradition when she opened Los Barrios restaurant. Since then, her passion for serving the best Casero-style Mexican food has continued with La Hacienda de Los Barrios and now, Viola's Ventanas.

That's why the Barrios Family proudly congratulates **Marisol Garza**, our next Reina de la Feria de las Flores.



**LOS BARRIOS**  
CONTINENTAL MEXICAN CUISINE

(210) 732-6017 | 4223 Blanco Rd

**LA HACIENDA**  
de LOS BARRIOS

(210) 497-8000 | 18747 Redland Rd

**Viola's**  
VENTANAS

(210) 684-9660 | 9660 Westover Hills Blvd

[www.losbarrios1.com](http://www.losbarrios1.com)



## Viva Fiesta!

### CONGRATULATIONS MARISOL

2014 Reina de las Flores

Love, Debbie & Jorge Gonzalez



## Congratulations Reina Marisol



La Reina Dana, Erika,  
Larry & Abby Kurth



Congratulations  
**Marisol**

From All  
Your Friends  
At Nicha's!

Love,  
Arthur, Felicia  
and the girls.

[www.nichas.com](http://www.nichas.com)



Proud to be a  
La Feria sister  
with you, Marisol.

Congratulations  
and have  
a fun Fiesta!

Marisol Garza, La Reina designate 2014 and Lauren Osterman, La Reina 2013



lopez printing, inc.

*Congratulates!*



*Marisol Garza*

*2014 Feria De Las Flores*

A Marketing Solutions Company

Since 1992

[lopezprint.com](http://lopezprint.com)

# Reina Feria *de las Flores*



 **lopez printing, inc.**

"Serving our Customers Since 1992"

A Marketing Solutions Company | [www.lopezprint.com](http://www.lopezprint.com)

Graphic Layout and Design by Laliqe Martinez and Mary Helen Rangel. Printing by Lopez Printing. © 2013