



Fiesta® San Antonio Commission
THE ORDER OF THE CASCARÓN NOMINATION FORM

NOMINEE INFORMATION

Name of Nominee: Irma Duran de Rodriguez_____

Address: 6125 John Chapman City: San Antonio State: TX Zip: 78240
Phone #: 210.396.9752 Cell #: Same Work #: 210.207.4686

E-mail: sanantoniocharros@hotmail.com

Affiliated PMO's (if any) Asoc de Charros (both). Woman's Club, State Assoc. of TX. Pioneers (Irma)

NOMINATOR INFORMATION

Name of Person Making Nomination: Curtis Rodriguez

Address: 1716 S. San Marcos Ste 100 City: San Antonio State: TX Zip: 78207
Phone #: 210.241.0712 Cell #: same Work #: 210.764.1507

E-mail: Curtis@cabinetspluslimited.com

On a separate sheet:

In 400 words or less, please describe the volunteer contributions that your nominee has made to Fiesta®. Please include:

- 1) Detailed information on the volunteer role that your nominee has played in the Fiesta® celebration. Give specific details on how your nominee's efforts have had an impact on the Fiesta® celebration in a positive and long lasting way. Elaborate on specific volunteer duties and responsibilities nominee has undertaken.
- 2) The length of time that your nominee has been involved in these volunteer activities. Give specific years nominee was active in these activities.
- 3) If your nominee served in a specific leadership role during Fiesta®, i.e., Fiesta® royalty, president of a Fiesta® organization, chairman of a Fiesta® event, etc., indicate how their volunteer involvement has gone beyond the normal responsibilities of that role.

Please submit your Nomination Form and essay by noon on February 1, 2019 in person or by email to:
Fiesta® San Antonio Commission
2611 Broadway, San Antonio, Texas 78215
michele@fiestasanantonio.org

Irma Iris Duran de Rodriguez became actively involved years ago in Fiesta and with the Fiesta San Antonio Commission as Charro Queen. Despite having participated in the Battle of the Flowers Parade and the Fiesta Flambeau Night Parade as a Clark High School Rocketry, her in-depth understanding of Fiesta came at the age of 23 when she selected as incoming Queen of the Charro Association. Irma sought and found the mentorship of several PMO Commissioners to learn to best represent the Charro Association and the Fiesta Commission. Upon the conclusion of her tenure, Irma became an Elected Commissioner for the Fiesta San Antonio Commission. With the help of her popularity as her time as Charro Queen, she created a grassroots marketing campaign for the Charro organization. She decided to use her role to educate the public on the rich cultural history of Mexico and their official sport "La Charrería" and its deep-rooted ties to San Antonio. Publicity for the organization grew with her help through social media and City sponsored promotions. Irma volunteer to taking on the task of training interim queens to be positive role models, teaching them the rich history of the Charrería. During the Charros Fiesta event, the "Charrería" she is everywhere goes the call of duty. She greets quests, runs the sound system, concession stand, front gate, and announcing booth (usually simultaneously). Off site, she volunteers at various schools and organizations making presentations about the Charrería.

Irma has since joined the State Association of Texas Pioneers. She served as both secretary and Vice-president of marketing, a position added to the charter to increase awareness of the century Old Fiesta PMO. She hosts quarterly socials to increase membership, runs the social media/ web presence and writes press releases for events. Since then, she currently remains active holding various positions in several Participating Membership Organizations (PMO). The Fiesta San Antonio Commission asked her to co-create the Official Dress Guidelines for Fiesta Royalty. In addition to the decade long service to these organizations, she supports various other PMOs, participated in the Allocation committee and is currently a member of the Woman's Club. She has involved her daughters in the Conservation Society and San Antonio Lutheran Coronation. Through her involvement with Fiesta Organizations and many community organizations devoting many, many hours and talents to providing a positive leadership commitment to better the organizations she helps. The events she works with continue to provide a lasting and positive image for Fiesta and the City of San Antonio.

She has had the talent to provided leadership beyond expectations and faithfully promotes the party with a purpose year-round.