



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

**NOMINEE INFORMATION**

Name of Nominee: Susan D. Reed  
 Address: 7897 Broadway St., Unit 301 City: San Antonio State: TX Zip: 78209  
 Phone #: \_\_\_\_\_ Cell #: 210-287-6788 Work #: 210-821-7041  
 E-mail: ladyda@mac.com  
 Affiliated PMO's (if any) Beethoven, Alamo Couriers

**NOMINATOR INFORMATION**

Name of Person Making Nomination: Jim Gorman  
 Address: 737 Broadway St, Suite 508 City: San Antonio State: TX Zip: 78209  
 Phone #: \_\_\_\_\_ Cell #: \_\_\_\_\_ Work #: 210-821-7041  
 E-mail: jwgormantx@sbcglobal.net

**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](mailto:michele@fiestasanantonio.org)

In 1993, El Rey Feo XLVII candidate Carlos Montemayor invited his good friends Susan and Bob Reed to assist in his campaign. Responding affirmatively to that request changed the couple from being Fiesta revelers into first becoming FSAC members and, soon after, highly active, fully committed Fiesta volunteers and supporters. Both served in Carlos' 1995 royal court with Susan responsible for counting, couriering and distributing thousands of the Ugly King's medals, coins and memorabilia to groups visited on that year's official schedule.

Knowing the joy people experienced when receiving a medal, in 1996 Susan commissioned her own personal Fiesta medal and became the first local elected official ever to do so. After several years the popularity of her medals led other office holders, notably the County Judge and San Antonio Mayor, to follow Susan's example by creating their own medals. The thousands of medals Susan issued annually represent one origin of today's medal mania.

As her husband became more involved inside the FSAC organization, Susan consistently supported and aided his work. In 2002, Bob served as FSAC President and designated Susan as First Lady of Fiesta. In 2004, when Bob was posthumously inducted into the Order of the Cascaron, Susan served in the court of El Rey Feo LVI Tom Sineni as his Director of Activities.

After Bob's death, Susan didn't step away from Fiesta but, rather, boldly stepped forward. She first served as a three-time Elected Commissioner, followed by four years on the FSAC's Executive Committee holding the offices of Presidential Appointee, Secretary, Vice President and Senior Vice President.

The range of Susan's Fiesta support has been remarkably diverse. In 2008 she worked with President John Steen, Jr. to successfully negotiate a new contract between the FSAC and the City of San Antonio. When Fiesta Carnival was relocated to the Alamodome, Susan chaired the committee to select Carnival's new operator. She has chaired the Charitable Foundation Committee established by her late husband, and, when President Charles Barrett wanted to expand Fiesta's opening ceremonies, Susan welcomed the challenge, took charge and developed "Fiesta Fiesta", chairing its inaugural event. As an enthusiastic member of Fiesta's Hospitality Committee, she has spread the "Spirit of Fiesta" among visiting officials of other U.S. civic celebrations.

I am in awe of Susan's many Fiesta involvements over more than a quarter century and am most honored to nominate her for Order of the Cascaron induction.