

# MARDI GRAS EL PASO STYLE

GLASHEEN, VALLES  
&  
INDERMAN, LLP  
INJURY LAWYERS



86<sup>th</sup> ANNUAL

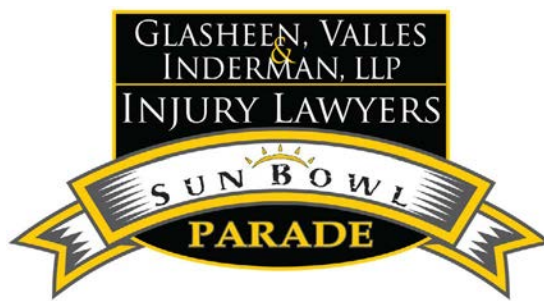
**NOVEMBER 24, 2022 • THANKSGIVING DAY • 10 AM**

**MONTANA AVE. STARTING AT OCHOA**

**Program Compliments of the East El Paso Rotary Club**







**November 24, 2022**

Happy Thanksgiving and I hope you have the opportunity to enjoy the 86th Annual Glasheen, Valles & Inderman Injury Lawyers Sun Bowl Parade, live and in person along the parade route!

First, I want to thank Glasheen, Valles & Inderman Injury Lawyers for its generous support as title sponsor of this wonderful event, the Sun Bowl Association, the El Paso community and the City of El Paso.

The Glasheen, Valles & Inderman Injury Lawyers Sun Bowl Parade is an El Paso Thanksgiving Day tradition. It is the largest even held in El Paso, with over 250,000 people attending each year. Being part of this parade and seeing the El Paso community come together for this event is truly and amazing experience.

Thanks to Bernie Olivas, the Sun Bowl staff and in particular the Parade Chairman, Jim Lawrence and the volunteers that work to make this happen. I also want to thank KTSM for being part of this parade and broadcasting for the community. The volunteers give countless hours of their own time to make sure the parade is the best it can be without any expectation of compensation or recognition. I am truly grateful to the Sun Bowl staff, volunteers and parade participants that make this such a great event. This is a great example of how great the El Paso community is and proud to call my home for over 20 years.

Finally, we had an amazing response from local businesses, groups, schools and veterans who participated in the parade this year. We are thrilled that we get to continue this wonderful event. We look forward to seeing you at the Sun Bowl game this year, December 30th at 12:00 noon. Hope to see you there!

From my family to yours, I want to wish you all a very Happy Thanksgiving.

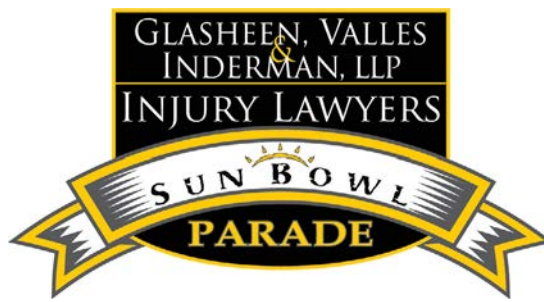
Thanks for supporting the Sun Bowl Association and the El Paso community. Enjoy the parade!

Your Friend,

Robert Dunlop  
2022 President Sun Bowl Association



*The 2022 Glasheen, Valles & Inderman Injury Lawyers Sun Bowl Parade program is a production of the Sun Bowl Association and the Rotary Club of East El Paso. The program was written, edited and designed by Eddie Morelos and Jay Pritchard with assistance from Joe Daubach. Photography by Ivan Aguirre, Jesus Rosales, Ace Acosta and Brian Kanof. Front cover design by Jay Pritchard.*



**November 24, 2022**

Hey, El Paso, get ready, because the largest attended event in El Paso is getting ready to march down Montana Street on Thanksgiving morning, November 24, at 10 a.m. (MT). The Glasheen Valles, & Inderman Injury Lawyers Sun Bowl Parade will begin on Ochoa St. and go east to Copia St. with the pageantry as colorful as ever. This year's theme is "Mardi Gras, El Paso Style," which lends itself to some very colorful and exciting floats.

While 2020 was an unforgettable year, and 2021 gave us a little rain, The Sun Bowl Association, along with the rest of the El Paso community, has bounced back and wishes to make Thanksgiving morning our most anticipated and traditional holiday happening. I predict that 2022 will be a banner year for the parade with beautiful weather and sunny skies. None of this would be possible without the partnership that the Association has with the City of El Paso. Without its support, the parade would not be possible. A great big thanks to Glasheen, Valles & Inderman Injury Lawyers, for becoming the title sponsor of El Paso's 86-year-old tradition. Thank you to KTSM and the Sun Bowl Association's Parade Committee volunteers for building and producing one of El Paso's premier events.

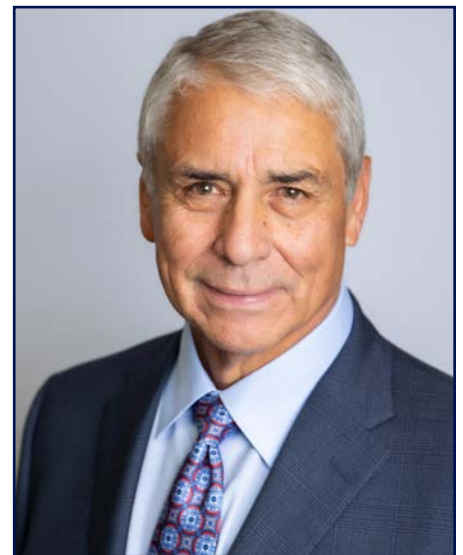
You can catch all the pageantry of the parade on KTSM-Channel 9 or on KTSM.com at 10 a.m. (MST) on Thanksgiving morning, Thursday, November 24.

The Sun Bowl Association is very grateful to be able to produce this great tradition once again for the community of El Paso!

Happy Holidays!!!!

Sincerely,

Bernie Olivas  
Executive Director  
Sun Bowl Association



# GRAND MARSHAL

## Jimmy Rogers and John Folmer

The Sun Bowl Association (SBA) has announced on Wednesday, Oct. 5, 2022 that natives of El Paso and longtime volunteers and board members, John Folmer and Jimmy Rogers Jr. will be the 2022 Grand Marshals for the 86th Annual Glasheen, Valles & Inderman Injury Lawyers Sun Bowl Parade, which will be held Thanksgiving morning, November 24 at 10 a.m. (MT) in El Paso, Texas.

Jimmy Rogers, Jr. has been involved with the Sun Bowl Association for over 60 years and has served on the Sun Bowl Association Board of Directors and is the organization's CBS liaison as well as the title sponsor liaison. He is also the chair emeritus of the Board of Directors, for which he has been a member for over 50 years. Rogers served as president of the Sun Bowl Association in 1970.

Most recently, Bowl Season inducted Rogers into the Bowl Season Leadership Hall of Fame, which recognizes individuals or groups who, through their actions have contributed significantly to College Football Bowl organizations specifically, and to the entire bowl system in general. It also commemorates the history and tradition of college football bowl games by saluting the people who devoted themselves to furthering the benefits of bowl games for the advancement of their communities and college football.

"What a tremendous honor to be even considered as the Grand Marshal of the (Sun Bowl) parade, much less selected. I am humbled," said Rogers. "The Sun Bowl Association has been near and dear to my heart for over 50 years. This means the world to me."

One of the Sun Bowl trophies awarded after each bowl game is named in honor of Rogers – the Jimmy Rogers, Jr. Most Valuable Lineman Trophy. He has participated in CBS Television negotiations throughout the 50-plus year relationship with the network and was involved in negotiations for the bowl's sponsorships with both John Hancock, Wells Fargo and Helen of Troy.

Rogers was honored with the Bud Dudley Bowl Executive Award at the All-American Football Foundation's Banquet of Champions XVIII in 1999. Rogers has served as UTEP Touchdown Club President (1968) and UTEP Athletic Advisory Committee Chairman (1972). He was formerly the chairman of the El Paso Sports Council and was named to the El Paso Sports Hall of Fame in 1989.

Chairman of the Sun Bowl Football Committee, John H. Folmer became involved with the Sun Bowl Association in 1971 and has served on the football committee for 50 consecutive years. He has been chairman of the committee since 1981 and served as the president of the Sun Bowl Association in 2006.

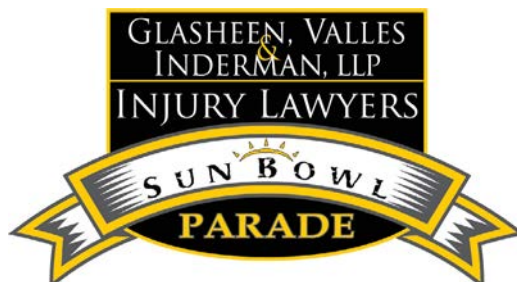
"I am honored and humbled to be named as one of the Grand Marshals of the 2022 Sun Bowl Parade. I have always enjoyed my work with the bowl because it means so much to the citizens of El Paso and has showcased our city in such a positive way to the entire country. It has also kept me involved in the game that has meant so much to me," Folmer stated.

The John Folmer Most Valuable Special Teams Player Trophy was established in his honor in 1994. The All-American Football Foundation honored Folmer with the Bud Dudley Bowl Executive Award at the Banquet of Champions in 1999. Folmer has been part of the Sun Bowl Association's basketball committee, and was one of the charter members of the College All-America Golf Classic committee.

A graduate of Ysleta High School, Folmer went on to serve as team captain for the Arizona State University football team. He was a three-year letterman for the Sun Devils (1963-64-65). Folmer was honored in El Paso sportswriter Ray Sanchez's book, "El Paso's Greatest Sports Heroes" and was inducted as a Sun Bowl Legend in 2001.

"The Sun Bowl Association itself might not be in existence without Jimmy Rogers, Jr. and John Folmer. Jimmy was very instrumental in brokering the CBS Television relationship that is now going on 54 consecutive years and also spearheaded the drive to allow the Sun Bowl football game

to receive rental car tax to help defray the costs of putting on the national game," said SBA Executive Director Bernie Olivas. "John's relationship with so many athletic directors and football coaches across the country helped secure two Power 5 conference schools to play in the game before they were Power 5 conferences. I am extremely proud to honor these two men as Grand Marshals of the Glasheen, Valles, & Inderman, Injury Lawyers Thanksgiving Day Parade."





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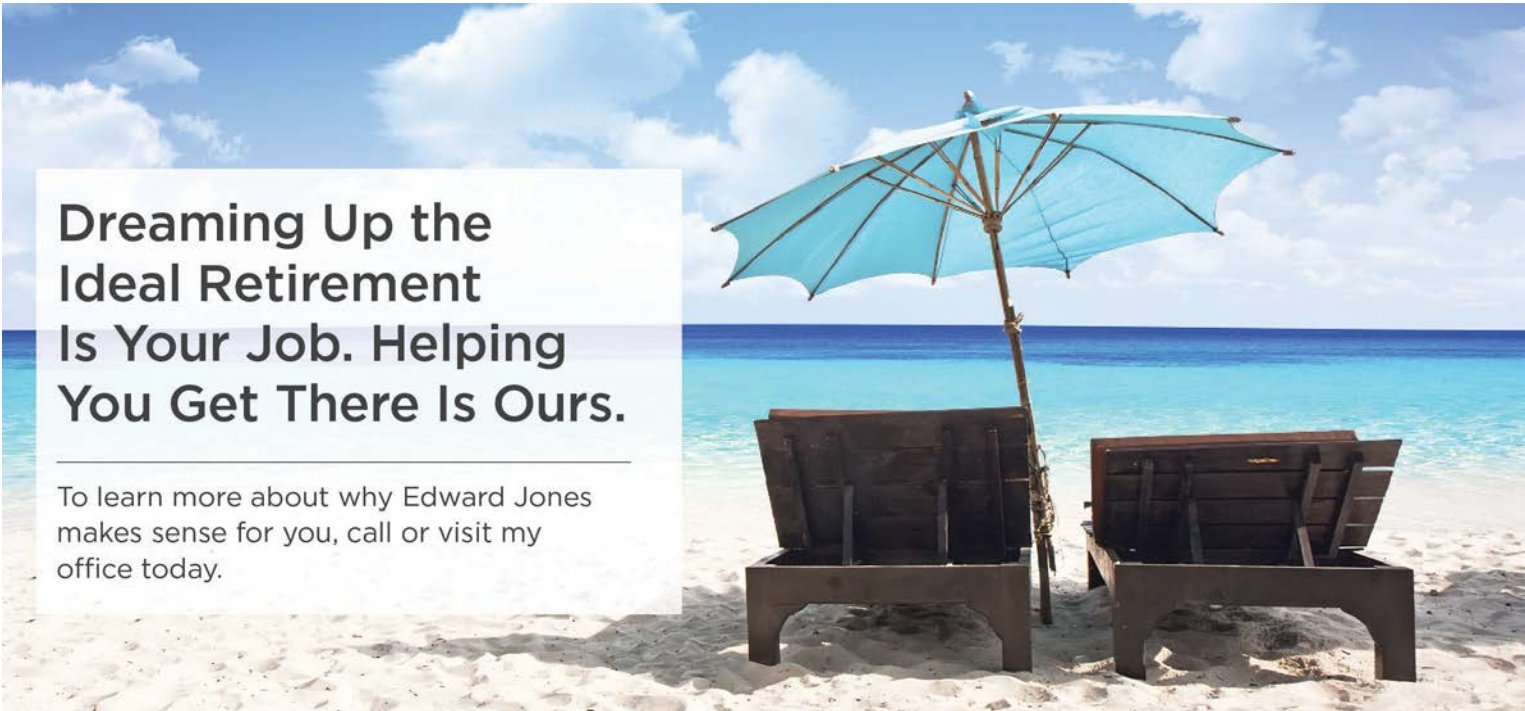


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# ORDER OF PROCESSION

**Parade Chairman:** Jim Lawrence, **Parade Coordinator:** Joe Daubach

**Starter & Final Continuity Check:** Mike Hicks, Steve Hayes & Pat Berry

**Pacers:** James Lawrence & Ellen Hughes

**Additional Coordinators:** Eddie Morelos, Monika C.V. Acosta, Amber Herrera & David Herrera

<u>Title</u>	<u>Sponsor</u>
<i>All walking banners carried by the Young Women's Leadership Academy NTHS; All Pooper Scoopers in the parade are from Texas Youth Commission</i>	

Glasheen, Valles & Inderman Injury Lawyers Sun Bowl Parade Thanksgiving Day Banner	Glasheen, Valles & Inderman Injury Lawyers
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Fort Bliss Color Guard Noncommissioned Officers with the Sergeant Audie Murphy Club .....	Fort Bliss
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1st Armored Division Army Band .....	Fort Bliss
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Flyover by Apache Helicopters.....	Fort Bliss
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Noe Valles of Glasheen, Valles & Inderman .....	presented by Glasheen, Valles & Inderman Injury Lawyers
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"Mardi Gras...Turkey Style" .....	presented by Glasheen, Valles & Inderman Injury Lawyers
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1st Armored Division & Fort Bliss Commanding General Major General James Isenhower.....	Fort Bliss
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1st Armored Division & Fort Bliss Command Sergeant Major Michael Williams .....	Fort Bliss
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Mayor Oscar Leeser .....	City of El Paso
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Military Police Escort .....	Fort Bliss
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Abrams Tank on HETT.....	Fort Bliss/ 2nd Brigade
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Bradley on HETT.....	Fort Bliss/ 2nd Brigade
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Patriot Launder .....	Fort Bliss, 11th Air Defense Artillery Brigade
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M-atv Armored Humvee.....	Fort Bliss
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Sparky with Fort Bliss Fire Truck Ladder-52 .....	Fort Bliss
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El Paso Country Sheriff's Posse Mounted Escort .....	El Paso Country Sheriff's Posse
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2022 Sun Court - "Mardi Gras...Sun Court Style" .....	Cielo Vista Mall - A Simon Property
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Grand Marshal Sun Bowl Association Legends Jimmy Rogers Jr. & John Folmer Convertible courtesy of Shamaley Ford	
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Sun Bowl Association President Robert Dunlop .....	Convertible courtesy of Group 1 Automotive
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United States Border Patrol .....	USBP
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LAT Studios .....	
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"Frosted Flakes and Gumbo" .....	presented by the Tony the Tiger Sun Bowl
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Gadsen High School NJROTC .....	Led by Mark Morrell
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Gadsen High School "Panther Pride" Marching Band .....	Led by Chris Villa
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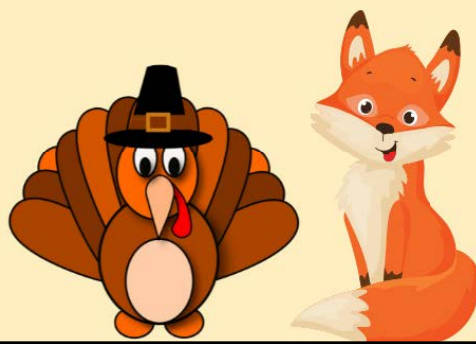


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Happy  
Thanksgiving





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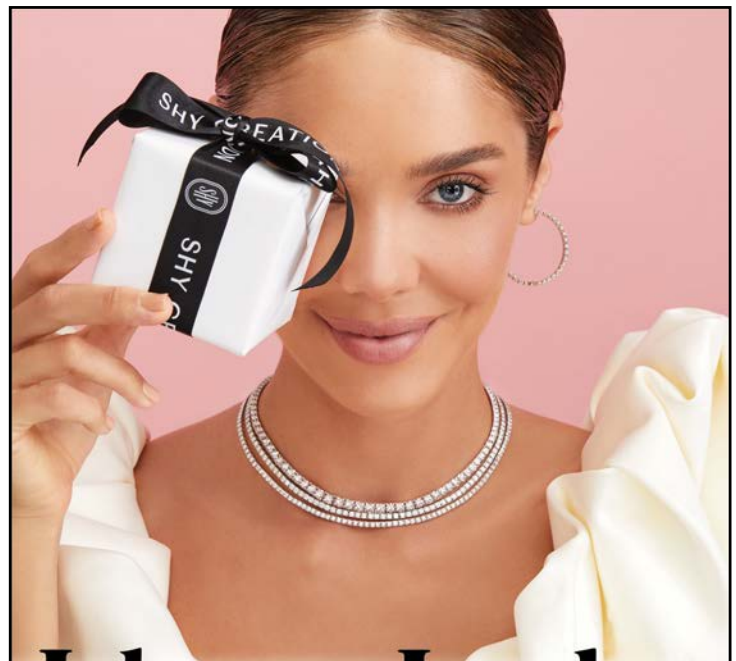
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# ORDER OF PROCESSION

<u>Title</u>	<u>Sponsor</u>
“Mardi Gras Mother Earth Style” .....	El Paso Electric Company
El Paso County Sherriff’s Office .....	
El Paso Fire Department .....	
Ysleta Del Sur Pueblo Fire Department.....	
El Paso County Constables Office Precint No. 4 .....	
AD Towing & Recovery .....	Led by Monica and Andy Dominguez
“Mardi Gras... Peter Piper Pizza Style” .....	Peter Piper Pizza
San Elizario High School Game Day Crew .....	Led by Cristina Barajas
“Together We Can Mardi Gras!” .....	presented by Downtown Lions Club
“Mardi Gras, El Paso Style” .....	presented by Downtown Lions Club
City Representatives: Alessandra Annello Peter Svarzbein, Cassandra Hernandez,.....	
All City Cheerleaders.....	Led by Wayne Thornton
El Paso ICON Amigo Man .....	presented by Visit El Paso
El Paso Animal Services .....	
“Mardi Gras Alpha Baseball Style .....	Maria Mendoza & the Alpha Insurance Agency
El Dorado High School Aztec Marching Band.....	Led by Carl Ortega
El Maida Shrine Temple, El Minya Dancers and Clowns .....	
“Southwest Baseball Mardi Gras Express” .....	Southwest Baseball League
El Paso County Constables Office Precint No. 7 .....	
El Paso Roller Derby .....	
Estilo Jazy .....	
El Paso County Judge Ricardo Samaniego .....	
County Commissioners Iliana Holguin & David Stout .....	
“Your County on a Mission” .....	County of El Paso and built by Ray & Sandra Vasquez
Irvin High School Mighty Rocket Band, Illusion Dance Team & Cheer .....	Led by Roman Lechuga
El Paso Young Marines .....	
“Honoring Our Veterans” .....	Local AT&T Family, built by SBA & US Veteran Volunteers
“Mardi Gras” Presented by Ambrosio Guillen Texas State Veterans Home	Ambrosio Guillen Texas State Veterans Home





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Vista Market Doniphan  
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Ph. (915)833-1075



Horizon Vista Market  
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Montana Vista Market  
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Vista Quality Market Piedras  
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# ORDER OF PROCESSION

<b>Title.....</b>	<b>Sponsor.....</b>
Dust Ball Rally.....	
Socorro ISD Police Department.....	
El Paso Community College Police Department.....	
Asociacion de Charro Emiliano Zapata y Escaramuza.....	
“Carnaval Mexicano Mardi Gras” .....	Teresa Castro
Young Women’s STEAM Academy Drum Line.....	Led by Mark Teran
“Mardi Gras RoboTRON Sytle” .....	Robert Barron
West Valley Fire Department .....	
Viva El Paso.....	
US Customs & Border Protection - Office of Field Operation .....	
Horizon City Fire Department & Police Department .....	
Bowie High School ROTC .....	
“Bowie Centennial Celebration” .....	Seven Crazy Friends
Bowie High School Marching Band, Cheer & Dance .....	
Montana Vista Fire Rescue .....	
El Paso Ghost Busters.....	
Texas Department of Public Safety.....	
El Paso Children’s Hospital .....	
Americas High School Marching Band & Flags .....	Led by Mandy Twomey
Region 19 Teachers of the Year Finalists (Sponsored by Raiz Federal Credit Union) ...	Transportation provided by VIBA
Pebble Hills Spartan Marching Band.....	Led by Max Sierra
Clint Fire Department .....	
State Representative Art Fierro and State Senator Cesar J. Blanco.....	
Jenetes De Las Esperanza .....	
Trolley Express .....	
“Cowboys Party Town” .....	Dallas Cowboys Fan Club of El Paso; built by Ray & Sandra Vasquez
Doctor Doolie & Blueberry .....	4-Wheeler Center
Lucky Motorsports SEMA Showcased Vehicles .....	Lucky Motorsports Garage
“Whoville Mardi Gras Celebration” .....	Junior Women’s Club



# ABOUT THE SUN BOWL PARADE

*Floats Add Color and Character to the Glasheen, Valles & Inderman Injury Lawyers Sun Bowl Parade. Each year, a number of vibrant, creative floats are featured in the Glasheen, Valles & Inderman Injury Lawyers Sun Bowl Parade. Many volunteers devote months of their time to create a unique float to add life-long memories.*



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Best High School ROTC





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@TonytheTigerSB



2019 Tony the Tiger Sun Bowl Float



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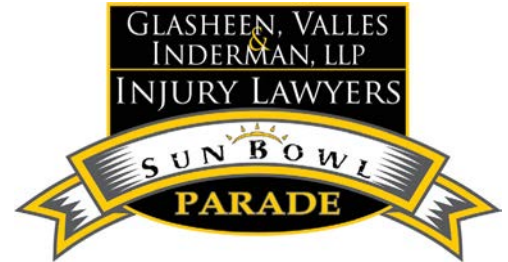
# PAST PARADE THEMES & GRAND MARSHALS

## PARADE THEME HISTORY

1936—Pageant of History  
 1937—Pageant of Beauty  
 1938—Pageant of the World  
 1939—Pageant of Legends  
 1940—Pageant of America  
 1941—Pageant of Music  
 1942—Pageant of Democracy  
 1943—1946, No theme  
 1947—Glamour of Southwest  
 1948—Pageant of Holidays  
 1949—Pageant of States  
 1950—Fairylend Fantasies  
 1951—Mythology  
 1952—The Fabulous Southwest  
 1953—Pageant of Humor  
 1954—Accent on Beauty  
 1955—Between the Book Ends  
 1956—Symphony and Song  
 1957—Land of Make Believe  
 1958—Famous Cities  
 1959—Americana  
 1960—Holiday Around the World  
 1961—Royalty Through The Ages  
 1962—Our American Heritage  
 1963—Texan Under Six Flags  
 1964—Sweethearts on Parade  
 1965—Thirty Years of Entertainment  
 1966—Old World Charm  
 1967—Splendor Under the Sun  
 1968—America The Beautiful  
 1969—Wonderful World of Walt Disney  
 1970—Wide Wide World  
 1971—Story Book Heroes  
 1972—Once Upon a Time  
 1973—Tribute to Time  
 1974—Seasonal Spectacular  
 1975—Remember When  
 1976—Bi-Sun-Tennial  
 1977—Music Magic  
 1978—Family Fun in the Sun (Jan. 2)  
 1978—Colorful Beautiful Southwest (November 23)  
 1979—Holiday in the Sun  
 1980—4 Centuries '81 – Paso del Norte  
 1981—Heroes and Legends  
 1982—Entertainment on Parade  
 1983—The Golden Years- 50 Years of Pageantry  
 1984—World of Fantasy  
 1985—Academy Award Movies  
 1986—This Is My Country  
 1987—We The People  
 1988—55 years of Academy Award Movies  
 1989—Sights of the Southwest  
 1990—Hands Across The Border  
 1991—American Pride  
 1992—Viva, El Paso  
 1993—El Paso's Heroes  
 1994—The Future Is Now  
 1995—New Horizons  
 1996—The Magic of Toys  
 1997—Travelers Through The Pass of the North  
 1998—Destination El Paso-Gateway to Excitement  
 1999—Honor our Past, Imagine our Future  
 2000—Favorite Children's Books and Fairy Tales  
 2001—The Story Behind the Song  
 2002—Nights on Broadway  
 2003—Celebrations & Festivals Around The World  
 2004—Lights...Camera...Action...  
 2005—Cartoon Crazy  
 2006—America's Decades  
 2007—Childhood Memories  
 2008—El Paso Pride  
 2009—Don't Touch That Dial  
 2010—Building a Dream  
 2011—75 Years of Fun in the Sun  
 2012—Comic Book Super Heroes and Villains  
 2013—Memorable Moments in Entertainment  
 2014—Gaming Mania – Video, Board Games and Arcade  
 2015—Extraordinary Inventions  
 2016—80 Years Around the World  
 2017—American Folklore  
 2018—Amazing Feats  
 2019—Bobbleheads on Parade  
 2020—Bobbleheads on Parade  
 2021—Happiness is ...  
 2022-- Mardi Gras! El Paso Style

## PARADE GRAND MARSHALS

1936 Capt. John R. Hughes (Texas Ranger)  
 1937 Lucille Browne (actress)  
 1938 Miss Noll Collier (actress)  
 1939 Miss Neel McKay  
 1940 Kathryn Jones  
 1941 Joe Bentonelli  
 1942 Capt. John R. Hughes  
 1943 1946 (no parade)  
 1947 Sam D. Myers (most famous saddlemaker in the Southwest)  
 1948 Anne Jagoe (1947 Sun Queen)  
 1949 Col. Ray N. Lewis  
 1950 Gen. John L. Homer  
 1951 Maj. Gen. John T. Lewis  
 1952 Dr. C.M. Hendricks  
 1953 Karl O. Wyler  
 1954 Edwin Mechem (N.M. Governor)  
 1955 Maj. Gen. Paul W. Rutledge  
 1956 Seaborn Collins  
 1957 Rev. B.M.G. Williams  
 1958 Judge R. E. Thomason  
 1959 Tom Lea, Jr.  
 1960 Gov. John Burroughs  
 1961 Conrad N. Hilton  
 1962 Richard Lopez (Boy of the Year)  
 1963 Ambassador Raymond Telles  
 1964 Col. Mildred I. Clark (Chief of Army Nurses)  
 1965 Chris P. Fox  
 1966 Gilbert Roland  
 1967 Don Haskins and Bobby Dobbs (Texas Western basketball & football coaches)  
 1968 Emmett Kelly, Jr.  
 1969 Mickey Mouse  
 1970 Lee Trevino  
 1971 Vikki Carr  
 1972 Lee Trevino  
 1973 Miguel Pedraza  
 1974 LCDR Allen Nichols (Naval POW)  
 1975 Mickey Mantle  
 1976 Maj. Gen. C.J. LeVan  
 1977 Pat Summerall and Tom Brookshier (CBS Sports)  
 1978 (January 2) General of the Army Omar N. Bradley and Will Greer  
 1978 (November 23) Mickey Mouse  
 1979 Richard C. White (U.S. Representative)  
 1980 Hon. H. Tati Santiesteban (State Senator, Dist. 29)  
 1981 Bob Crippen and Joe Engle (astronauts)  
 1982 Karen Baldwin (Miss Universe)  
 1983 Bruce Wietz (TV star of "Hill Street Blues")  
 1984 Ana Alicia (TV star of "Falcon Crest")  
 1985 Laura Martinez Herring (Miss USA)  
 1986 Dr. Bonnie Dunbar (astronaut)  
 1987 Don Maynard (NFL Hall of Fame inductee)  
 1988 Patrick Baca (actor, former El Pasoan)  
 1989 Garfield (world's best-known "fat cat")  
 1990 Don Haskins (UTEP men's basketball coach)  
 1991 Jim Meskimen (actor, Jewel Osco spokesman)  
 1992 Little Joe  
 1993 Frank Castillo and Butch Henry (MLB players/Eastwood HS graduates)  
 1994 Jack C. Vowell  
 1995 Capt. James Lovell  
 1996 Buzz and Woody of Toy Story  
 1997 Tom Lea (artist)  
 1998 Jim Burlew and Todd Brost (El Paso Buzzards owner and coach)  
 1999 No grand marshal  
 2000 Andrew Nemeth (seaman, USS Cole Survivor)  
 2001 Sam Donaldson (El Paso native and ABC News veteran)  
 2002 Tristen Gale (Olympic gold medalist, skeleton)  
 2003 SPC Shoshana Johnson and CPL Joseph Hudson (Iraqi Freedom POWs)  
 2004 Alejandro Hernandez (actor, Glory Road)  
 2005 Bugs Bunny, Tweety Bird & Sylvester the Cat  
 2006 Ron Capps (Brut Revolution funny car driver)  
 2007 Haywood Jeffries (NFL All Pro Receiver)  
 2008 Ray Mickens (Former Andress High School graduate and NFL standout)  
 2009 Dora The Explorer & Go Diego Go  
 2010 The City of El Paso for being named the 2010 All American City  
 2011 Bill Macatee - (CBS Sports Analysis)  
 2012 Spider-Man, Iron Man, and Thor  
 2013 Austin "No Doubt" Trout (former W.B.A light middleweight boxing champion)  
 2014 Nolan Richardson (Legendary UTEP men's basketball player)  
 2015 Members of the 1966 UTEP men's basketball team  
 2016 Ginger Kerrick - Flight Operations Directorate Division Chief for the Flight Integration Division at Johnson Space Center  
 2017 WWII Veterans  
 2018 WWE Superstar Sin Cara  
 2019 New York Times Best-Selling Author and Retired Detective Ron Stallworth (BlackKKKlansman)  
 2020 Aaron and Alvin Jones (A&A All the Way Foundation/NFL Football players)  
 2021 Fabiola Salayandio (HGTV, "Hogar Star" reality design show winner)  
 2022 Jimmy Rogers Junior & John Folmer (Legends of the Sun Bowl)





# PARADE HISTORY



New Year's Day 1936 was the day it all began; people from El Paso lined the streets to enjoy all of the colorful floats, bands and specialty units that comprised the original Sun Carnival Parade.



From its humble beginnings, the parade has become an unprecedented display of color, excitement and pageantry like nothing else in the region.



Along Montana Avenue, 250,000 people witness the Sun Bowl Parade, which enhances a rich tradition that is dear to the hearts of many in the borderland.



In order to attract more visitors to the Sun City, members of the Downtown Lions Club of El Paso got together in 1935 to organize and plan a parade which could be added to the Sun Bowl events already in place - the Sun Bowl football game and the coronation. But what they never imagined is that this parade would become a yearly celebration full of splendid traditions.



During its infancy, this celebration took place on the same day as the Sun Bowl football game, New Year's Day. However, the football game started being played on New Year's Eve.



For the first seven years of its existence the parade was realized year after year, but World War II forced the organizers to cancel the parade from 1943-46. However, the parade returned to El Paso.



It was not until 1978, that parade organizers decided to switch the date for this celebration, from New Year's Day to Thanksgiving Day. The main purpose was gaining national television exposure. The El Paso business community truly supported the change and the exposure it would give El Paso. Ever since, the parade has been an El Paso Thanksgiving tradition.







Andy Morgan is the Emmy Award-Winning Evening Anchor at KTSM 9 News.

Born and raised in Denver, Colorado, Andy is an outdoor enthusiast. From hiking and biking to ski and golf, he's a sucker for a weekend getaway in the mountains. Andy grew up an avid Denver Broncos, Colorado Rockies, Denver Nuggets, and Colorado Avalanche fan. He would routinely broadcast the

morning announcements in elementary school wearing a John Elway jersey.

After studying communication at Colorado State University, Andy's first job out of college was as a play-by-play announcer in Eastern Colorado. After a year of calling games for the Wray Eagles, he moved to Albuquerque, New Mexico, where he became the sports multimedia journalist at the NBC affiliate — KOB-TV.



Natassia Paloma is an award-winning journalist and evening news anchor for KTSM.

Born and raised in El Paso, Natassia's earliest memories are sitting with her father watching '60 Minutes.' It was there that her love for news began.

Her grandmother, Palmira, also inspired Natassia's love for journalism, as she would often walk around Segundo Barrio while Palmira told the stories of decades past.

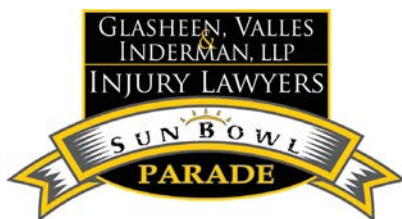


Monica Cortez is the Chief Meteorologist for KTSM 9 News.

Cortez was born and raised in the Sun City, and grew up wanting nothing more than to be part of the journalism field. From writing stories that involve the community to sharing her passion for meteorology with the rest of the community, Cortez found her niche in the KTSM 9 News Family. After graduating from El Dorado High School, she pursued her dreams of being a journalist a few miles away from home, New Mexico State University.

During college, she studied broadcasting and completed internships with television stations in El Paso. She graduated from NMSU with a Bachelor of Liberal Arts.

Top-left: Andy Morgan  
Top-Right: Natassia Paloma  
Right: Monica Cortez



Sun Bowl Association Executive Director, Bernie Olivas on the broadcast with Natassia Paloma of KTSM TV during the 2019 Sun Bowl Parade. (below)





89<sup>TH</sup> ANNUAL  
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# 2021 AWARDS



2021 Sweepstakes Award  
**"Happiness is...Going to the Zoo"**  
 Presented by Zoo Society



2021 Queen's Award  
**"Happiness is...Spending Thanksgiving Together"**  
 Presented by Glasheen, Valles & Inderman  
 Injury Lawyers



2021 Grand Marshal's Award  
**"Happiness is...Animals"**  
 Presented by Edison Hope Leadership  
 Christian Academy



2021 General's Award  
**"Happiness is...Our Heroes"**  
 Presented by the Downtown Lions Club



2021 President's Award  
**"Happiness is...Sweet"**  
 Presented by Kaleidoscope Art Market



2021 Princess Award  
**"Happiness is...Memories of Baseball Cards"**  
 Presented by the Southwest Baseball League



2021 Princess Award  
**"Happiness is...The Lions Club"**  
 Presented by the Downtown Lions Club



2021 Governor's Award  
**"Happiness is...At Ascarate Park"**  
 Presented by the County of El Paso



2021 Judge's Award  
**"Happiness is...Football & Pizza"**  
 Sponsored by Peter Piper Pizza



2021 Honorable Mention  
**"Happiness is...120 Years of Powering Generations"**  
 Presented by the El Paso Electric Company



2021 Honorable Mention  
**"Happiness is...A Day at the Ballpark"**  
 Presented by Maria Mendoza



2021 Honorable Mention  
**"Happiness is...Being a Sun Bowl Association Ambassador"**  
 Presented by Cielo Vista Mall



2021 Honorable Mention  
**"Happiness is...Diversity in Our Society"**  
 Presented by Estine Davis Fashion Models



2021 Honorable Mention  
**"Happiness is...Grinchie"**  
 Presented by Western Tech



2021 Honorable Mention  
**"Happiness is...TBird Cheer"**  
 Presented by Southeast TBird Cheer



2021 Honorable Mention  
**"Happiness is...Untamed"**  
 Presented by Teresa Castro



2021 Marching Band Award Winner  
**Franklin High School "Star of the West" Marching Band**



2021 ROTC Award Winner  
**Gadsden High School NJROTC**



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**Budweiser Clydesdales**  
 Presented by L&F Distributors



**Glasheen, Valles & Inderman Injury Lawyers Sun Bowl Parade**  
 Sponsor Partner Noe Valles



**Grand Marshal**  
 Fabiola Salayandia & family



**Sun Bowl Association President**  
 Natalia Flores Zesati & family



**2021 Sun Bowl Queen**  
 Jaylene Placencia & Court



# Sun Bowl Parade Title Sponsor

The Sun Bowl Association (SBA) announced a three-year exclusive title sponsorship for the Annual Sun Bowl Parade with Glasheen, Valles & Inderman Injury Lawyers in 2021.

"We are extremely excited to have a new relationship and new title sponsor for this great event and great El Paso tradition," said Executive Director Bernie Olivas. "We hope to make this a long-lasting relationship so that we may be able to host the Glasheen, Valles & Inderman Injury Lawyers Sun Bowl Parade for many many years."

This year marks the 86th edition of the annual parade, which is held on Montana Ave. from Ochoa to Copia and will be televised on KTSM News Channel 9 once again.

"Our law firm is proud to have the ability to not only serve the community of El Paso, but to participate in such a long standing and revered tradition. We are incredibly excited for the opportunity to be the title sponsors of the Sun Bowl Parade, and we look forward to providing the resources to ensure this tradition continues for future generations," said Noe Valles, Partner of Glasheen, Valles & Inderman Injury Lawyers. "We want to extend our thanks to the Sun Bowl Association and we hope to continue our relationship for many years to come."

Glasheen, Valles & Inderman Injury Lawyers' sponsorship provides the resources necessary to put together this amazing 80-plus-year-community event. Glasheen, Valles & Inderman Injury Lawyers will also work with the SBA to secure a Grand Marshal of the parade each year.

Past Grand Marshals include Aaron and Alvin Jones who played in the NFL and have the A&A All the Way Foundation (2020), WWII Veterans (2017), former W.B.A. light middleweight Boxing Champion Austin "No Doubt" Trout (2013), legendary UTEP men's basketball player Nolan Richardson (2014), former UTEP men's basketball coach Don Haskins, former PGA player Lee Trevino and the 1966 NCAA Champion-UTEP men's basketball team (2015).

The Sun Bowl parade started its humble beginnings on New Year's Day in 1936 and has stood the test of time as an annual tradition here in El Paso. The Sun Bowl Association made the switch to a Thanksgiving Day celebration in 1978 and has been the tradition since.

On behalf of the Sun Bowl Association, we are excited to have Glasheen, Valles, & Inderman Injury Lawyers as the new parade sponsors," said Sun Bowl President Natalia Flores. "We look forward to a long-lasting partnership for years to come."

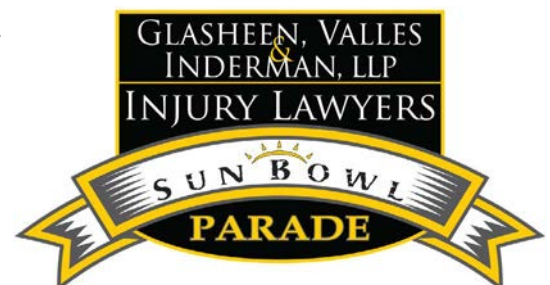
"To have Glasheen, Valles & Inderman Injury Lawyers rise to this occasion and ensure that this 85-year-old El Paso-city parade remain part of our lives is incredible. I can't thank them enough," said Joe Daubach, Special Events Director.

"We are happy to be working with a local company that recognizes the great history of El Paso. The Sun Bowl Parade is a tradition that has entertained families for 85 years. We look forward to seeing all of you on the parade route on Thanksgiving morning," said Sun Bowl Parade Chairman Jim Lawrence who has been leading the parade committee for over 50 years.

## ABOUT GLASHEEN, VALLES & INDERMAN INJURY LAWYERS

Glasheen, Valles & Inderman Injury Lawyers was recently voted the Best Law Firm in El Paso by The City Magazine readers. The injury attorneys in El Paso are here to protect your rights and get justice for those injured in El Paso and the surrounding areas. Glasheen, Valles & Inderman Injury Lawyers have worked for years and gained the expertise, network, and resources to properly and effectively represent our clients who have been injured in an accident. The injury attorneys in El Paso work tirelessly for those they represent. Plus, throughout the legal process, the client will never pay one penny unless the case is settled, and the client gets the money deserved. Glasheen, Valles & Inderman Injury Lawyers understand that every case is different; that is why the firm provides free consultations, so the injury lawyers can hear the client's story and evaluate the case to see if Glasheen, Valles & Inderman Injury Lawyers would be the right option to represent you. The injury and accident lawyers in El Paso, as well as the staff members, will lead clients through the legal process and work tirelessly to get justice.

If an injury has affected the lives of you or a loved one, no matter where you live, our accident lawyers in El Paso will gladly provide you with a free consultation and hear your story, so we can evaluate your case. For immediate contact, call Glasheen, Valles & Inderman Injury Lawyers directly, 915-301-9441 or go to [GVILAW.COM](http://GVILAW.COM)



# SUN BOWL ASSOCIATION



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Executive Director



**Monica Acosta**  
Executive Assistant



**Pam Carter**  
Financial Manager



**Joe Daubach**  
Special Events Director



**Ellen Hughes**  
Ticket Manager



**Eddie Morelos**  
Media Relations Director



**Jay Pritchard**  
Marketing Director



**Jim Lawrence**  
Parade Chairman

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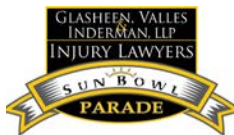
# HOLIDAY HOURS

**Thanksgiving Day**  
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**Black Friday**  
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*The Sun Bowl Association would like to thank the following for their support of the  
86th Annual Glasheen, Valles & Inderman Injury Lawyers Sun Bowl Parade*

*(We apologize for any omissions or misspelled names.)*

**Special Thanks:**

**Glasheen, Valles & Inderman Injury Lawyers**  
**City of El Paso**  
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**El Paso Independent School District**  
**El Paso Police Department**  
**KTSM TV**  
**The Church of Jesus Christ of Latter Day Saints**  
**Union Pacific Railroad**  
**Vista Markets**

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VIBA  
Vista Hills Optimist Club  
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Megany Guerrero  
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Mike Hicks  
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Patsy Achim  
Ray Olivas  
Raul Placencia  
Richard Glass  
Robin Kobren  
Robert Jeskey  
Ruben, Frances Arias & Family  
Sharon Ponce  
Sissy Byrd  
Stephanie Vargas  
Steve, Nancy, Stephen, Kyra &  
Sarah Hayes  
Susan Custer  
Virginia Reza  
Yuky & Naomi Macias  
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Socorro High School NTHS  
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Skyline Optimist Club  
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Advisory Board  
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Traffic Control Specialists  
Trail Life Troop TX-0915 &  
American Heritage Girls 915

**Band Judges:**

Alvin Garcia  
Charles Angerstein  
Linda Lawson  
Nellie Ponikvar

**Float Judges:**

Ricardo Barraza  
Mary Alice Shashy  
Rebekah Lisette Wiersen  
Sharon Vass – Judge Chair

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Bruce, Crystal, Lily & Alex De La Paz  
Bryan Frazier  
Carol Mendoza  
Carolyn Lawrence  
Charles Vass  
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Daniel Ornelas  
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Gina Chacon  
Ismael Legarreta  
Jaime Alvarez  
James and Christina Allen  
James & Keith Camacho  
Jayden Pritchard  
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Moni Acosta – Executive Assistant  
Eddie Morelos – Media Relations Director  
Ellen Hughes – Ticket Manager  
Jay Pritchard – Marketing Director  
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