



BOB LILLY, JR.

by PETER BOYSEN | photo by TAYLOR McCABE

As a young boy, some of Bob Lilly, Jr.'s fondest memories involve mischief at the old Dallas Cowboys practice facility on Forest Lane, running around with the sons of some of the other players, making rolls of athletic tape mysteriously disappear and occasionally knocking over the odd projector. Tackling sleds were their jungle gyms, and Sunday afternoons were spent out at the Cotton Bowl, the original home of the proud franchise that now plays under one of the world's largest video screens in Arlington. Bob remembers one particularly cold Sunday, when he was four or five years old, when his mother was wrapping him up in layer after layer – even putting Saran Wrap between layers of socks to keep his feet a few degrees warmer.

Part of growing up as Bob Lilly, Jr. meant growing up around the Dallas Cowboys. Another part of it meant growing up as the son of one of the earliest supporters of the Fellow-

ship of Christian Athletes. Bob Lilly, Sr. and Tom Landry were two of the youth organization's cornerstones as far as organizing and supporting local chapters, and the spiritual lessons that Bob, Jr. learned from his father continue to carry on in his personal life and community involvement.

Living life by the "Tom Landry" rules meant that a person had three priorities, in this order: God, family, and then football. Bob Lilly, Sr. was not the only player who took this philosophy to heart; Roger Staubach is just one of many former Cowboys who have led their lives, as players and in retirement, according to those values. For Bob, Jr., though, these values have become a way of life.

When it comes to serving God, Bob, Julie and their sons Beau (7) and Brandon (5) attend Park Cities Baptist Church in Dallas, devoting time to volunteer in church and civic projects. Outside the church, though, Bob sits on the board of the Fellowship of Christian Athletes and devotes considerable time supporting chapters all over the Metroplex. The Tom Landry Open, benefiting Greater Dallas FCA, will celebrate its 34th edition on April 18, 2011, at Frisco's Stonebriar Country Club, sponsored

by the Harold Simmons Foundation. Lilly estimates that this year's tournament will raise over \$400,000 for local FCA programs, from entry fees, sponsorships, and a live and silent auction.

Family has been especially valuable for Bob and Julie, and this is reflected in their other philanthropic endeavors. Because both of their sons involved high-risk pregnancies, Children's Medical Center played a key role in their early health, and Bob and Julie have attempted to give back through volunteer work and fundraising. When Julie's niece was diagnosed with leukemia at age four, Bob and Julie got involved with local leukemia projects, serving as co-chairs for Light the Night walks for the Leukemia & Lymphoma Society. In 2011, there will be two Light the Night walks in Greater Dallas: the Campus at Legacy walk on October 22, and the Main Street Garden Park walk on October 30.

If Bob hadn't been willing to take risks,

though, he might not even have met Julie. While still single, Julie was headed to a wedding reception and needed a date. She didn't want to give any of the guys she knew at the time a sign that things might be getting serious, so she talked to a co-worker of hers at Susquehanna Radio. This co-worker knew Bob and connected the two of them. The result: love at first sight – neither one of them ever went out on a date with another person after that.

Soon after that, the third priority – business – took shape for both of them. Bob was 30 at the time and looking to transition into a new career. A contact at church pointed him in the direction of promotions, and it wasn't too long before Bob Lilly Professional Promotions took off. After twelve years, the company has provided marketing consulting and promotional solutions for such clients as the Texas Rangers, Dallas Cowboys, Match.com, Frito-Lay, Nokia, TXU Energy, and Scottish Rite Hospital. Their range of services includes developing ideas for marketing premiums and producing promotional clothing items and accessories, commercial printing, as well as handling all of the logistics on the distribution end of things.

One of the most rewarding parts of the success of Bob Lilly Professional Promotions has been the chance for the husband-and-wife team to work as business partners, as well. Julie serves as the Chief Financial Officer for the company. And their partnership is paying off – in 2008 and 2009, Bob Lilly Professional Promotions was named by *Counselor*, the premier publication of the promotional products industry, as its Best Places to Work. In 2007, the company appeared in *Inc. Magazine's* list of the 5,000 fastest-growing privately-owned companies in the United States.

This hard work paid off again when Bob was asked to serve on the Host Committee for Super Bowl XLV. Of all of the great experiences associated with working to organize the game, though, the most rewarding for Bob was the chance to work with Bill Lively, and learn different ways to communicate with all of the partners associated with a project of that size, and to prioritize and delegate tasks so that the event would come off as seamlessly as possible. Another rewarding part of the project, as Bob put it, was "seeing North Texas come together...Dallas coming together with Ft. Worth, Arlington getting closer to Dallas, and seeing all of the area mayors get along."

When it comes time to organize Super Bowl L, Bob says, "we hope that people will look at the data and see how much hosting the game really benefited the community economically."

For Lilly, though, the bottom line isn't the most important part – which is one reason why we are proud to feature Bob and his wife as our ON People.

Want to learn more? Check out <http://www.boblillypromo.com> to learn about Bob Lilly Professional Promotions, and check out <http://www.fcadallas.org> to learn how you can help support a local chapter of the Fellowship of Christian Athletes.