



Anthony Burks '97

PRESIDENT
VENDIGM, INC.
HOST COMMITTEE
MEMBER

As a host committee member, the former TCU basketball guard and team captain under Billy Tubbs assists in fund-raising and networking through his contacts in the construction and development industries.



Angie Christie Bulaich '01

COMMUNITY OUTREACH MANAGER
NORTH TEXAS SUPER BOWL XLV
HOST COMMITTEE STAFF

Daughter-in-law of TCU great Norm Bulaich '70, she manages the Committee's community affairs out of the Fort Worth office. She also supervises the SLANT 45 youth initiative and is the liaison for the NFL's Community Outreach Department and charities in the North Texas region.

Todd Overton '88

SCA PROMOTIONS

Remember those crazy contests in which a fan can win a million bucks if he kicks a 35-yard field goal? Well, someone has to come up with those ideas, convince companies to go for them and insure the potential winnings. That's where Overton and SCA Promotions come in. For this year's game, he's lined up the Doritos and Pepsi Max "Crash the Super Bowl" contest again, in which a fan-created 30-second commercial could win big money if it tops the *USA Today* Ad Meter. He'll also be keeping a close eye on the opening kickoff of the game, because if it is returned for a touchdown, fans and consumers alike will win money in regional promotions that add up to millions.



Everything's bigger in Texas, they say. A boastful cliché, perhaps, to anyone outside the Lone Star state. But as the claim relates to wooing, winning, planning and pulling off a Super Bowl, the assertion is pretty much on the money.

When the 45th — er, make that XLVth — installment of the National Football League's grandest game is played at Cowboys Stadium in February, it will break every record associated with the spectacle: An estimated quarter of a million visitors descending on the Metroplex, a projected \$611 million financial impact for North Texas, approximately 110 million people watching on television.

It's not just a game, or even a world championship. It's an economic engine whose anticipated stimulus is expected to compare to the opening of Dallas-Fort Worth International Airport in the 1970s. In the often contentious and competing politics between cities, the Super Bowl is Super Glue, uniting leaders and municipalities for a common good.

No pressure, right?

Not for these Horned Frogs. Since the regional effort began in 2007, they've been in the middle of it all — the glad-handing, the fundraising, the negotiating, the strategizing — and they're about to see it all pay off. 🦊

Read short profiles about these Frogs at magazine.tcu.edu.
Comment at tcumagazine@tcu.edu.



Bob Lilly Jr. '86

BOB LILLY PROFESSIONAL
PROMOTIONS
HOST COMMITTEE
MEMBER

The former TCU linebacker's company is the official uniform provider for 9,500 Super Bowl volunteers. From hats and shirts to souvenirs and swag, Lilly's outfit keeps the helping hands equipped and looking good.

By **Rick Waters '95**
PHOTOGRAPHY BY
Carolyn Cruz

ARLINGTON POLICE DEPARTMENT

[PICTURED LEFT TO RIGHT]

- Officer August Klinkenberg '90**
- Officer Nathan Deary '99**
- Officer Brad Norman '89**
- Dept. Chief Jaime Ayala '04 MS**
- Officer Nikki Newton '05**
- Sgt. Cable Johnson '95**
- Sgt. Matt Pedersen '97**
- Lt. Craig Taylor '08 MS**
- Officer Larry Barclay '79**
- Dept. Chief Jennifer White '94**
- Dept. Chief Blake Miller '84**

Twenty-seven of Arlington's finest are TCU alums and will be assigned duties on game day ranging from traffic management to liaisioning with Homeland Security to covering other beats around the city to free up officers. These cops are led by Arlington's second in command, Asst. Chief Will Johnson '00 MLA, (not pictured) who sits on the Regional Public Safety Committee and is the architect of the Super Bowl's overarching logistics plan. (See the online version for a listing of all the officers.)

Mike Pavell '93
(MBA '99)

MARKET PRESIDENT
TARRANT COUNTY
BANK OF AMERICA

Bank of America is the primary corporate sponsor of SLANT 45, the host committee's Service Learning Adventures in North Texas program, which enlisted 44,000-plus elementary school kids to perform more than 400,000 hours of community service projects throughout the region in the 12 months leading up to the game. Pavell served on the Slant 45 Action Team, as well as the host committee's Sponsorship Development Team.



Gina Puente '90

CHIEF EXECUTIVE OFFICER
PUENTE ENTERPRISES
NORTH TEXAS SUPER BOWL XLV
HOST COMMITTEE MEMBER

Puente, with Dallas Cowboys great Emmitt Smith, co-chairs the NFL Emerging Business Program, which provides opportunities for area minority- and women-owned businesses to win Super Bowl-related contracts. An entrepreneur herself, Puente helped identify and certify more than 80 small businesses, from caterers to equipment providers to waste management.



Brian Greenway '95

DIRECTOR OF BUSINESS
DEVELOPMENT
CORPORATE MAGIC

When the host committee needs planning and creative help for the myriad events, parties, concerts and meetings connected with Super Bowl XLV, they call Corporate Magic, which is also a \$1 million sponsor. Greenway taps into his network of people and resources to make sure everything from a Tim McGraw benefit concert to a press conference goes off without a hitch.

Mike Berry '82 MBA

PRESIDENT
HILLWOOD PROPERTIES
NORTH TEXAS SUPER BOWL XLV
HOST COMMITTEE MEMBER

Serving on the Host Committee Board of Directors, Berry chairs the Sponsorship Development action team, which has successfully partnered with more than 50 companies and organizations for Super Bowl XLV.





Larry McCoy '91
 CHIEF CHIEF FINANCIAL OFFICER
 NORTH TEXAS SUPER BOWL XLV HOST COMMITTEE STAFF

McCoy oversees the committee's private, not-for-profit, 501(c)(6) organization and manages its \$40 million budget. He tracks its accounting practices, including preparing budgets, financial reports, tax and audit functions. He also directs financial strategy, planning and forecasts. When the game is over, he'll reconcile the accounts, sell off its assets and dissolve the corporation — unless it becomes a permanent regional sports commission.

Todd Blouin '91 and Sabrina Williams '09
 GENESCO SPORTS ENTERPRISES

Acting as representatives for some of the major corporate sponsors and hottest celebrities — think Frito-Lay and Troy Aikman — Blouin and Williams help ensure their clients get the maximum out of their association with the NFL and Super Bowl. From product placement and marketing to appearances and programming, these Frogs help the league throw a classy event and ensure their clients stand out.



Chelsea Stevens '08
 COMMUNITY OUTREACH INTERN
 NORTH TEXAS SUPER BOWL XLV HOST COMMITTEE STAFF

Stevens works with the SLANT 45 program, additional host committee community outreach efforts and schedules and organizes speaking engagements through the committee's speakers bureau program.

Lesli Little '09
 OPERATIONS INTERN
 NORTH TEXAS SUPER BOWL XLV HOST COMMITTEE STAFF

Little assists the operations department in the areas of aviation, accommodations, city décor, practice sites, public safety, stadium, transportation and volunteers in the North Texas region leading up to Super Bowl XLV.

Kristen Berry '10
 EXECUTIVE SERVICES INTERN
 NORTH TEXAS SUPER BOWL XLV HOST COMMITTEE STAFF

Berry helps in the coordination of all executive correspondence between the host committee and its board of directors.



Larry Brown '90
 FOUNDER
 METROPLEX SELECT YOUTH FOUNDATION

Brown is still asked about, and is happily to recount, the two interceptions he had for the Dallas Cowboys in Super Bowl XXX, which garnered him the game's Most Valuable Player honors. He makes appearances as part of the host committee's "Legends" series and helps promote his own non-profit youth league and other charities associated with the Super Bowl.

Chris Curtis '83
 PRESIDENT
 GOVISION
 NORTH TEXAS SUPER BOWL XLV HOST COMMITTEE MEMBER

The enthusiastic Curtis is a key fundraiser and rallier for the host committee. His company GoVision has also provided its mobile advertising and promotions vehicles at Super Bowl events.

