

## Hill Country Fooding: Broke Our Hearts, Showed Texas Spirit



The 4th of July weekend in the Texas Hill Country caused devastating heartbreak with the deaths of a reported 108 children and adults from the Guadalupe River floods, with another 27 a little farther away.

As Texans, we have a “can-do” spirit, which was quickly revealed by companies and organizations that immediately responded to the crisis to help serve flood victims, families, and volunteers.

**MSN.com** reports that more than \$80 million had been raised by the end of last Friday. The State of Texas responded quickly, as did swift water rescue resources from other states. The A+ rating for companies included:

- **H-E-B Grocery**, the legendary retailer founded in Kerrville 120 years ago, immediately sent a convoy of trucks filled with food and supplies to the area
- **H-E-B Foundation (The Foundation is based in Kerrville)**: \$5 million
- **The Austin City Limits Music Festival and Live Nation venues** in Texas: \$1 million
- **The Texas Rangers Baseball Club**: \$1 million
- **The Houston Astros Baseball Club**: \$1 million
- **The NFL Foundation, combined with the Dallas Cowboys and Houston Texans**: \$1.5 million
- **James Avery Jewelers** (based in Kerrville): \$1 million
- **Raising Cane's**: \$1 million
- **Major League Soccer** teams in Dallas, Austin, and Houston: \$500,000
- **Bucc-ee's** is helping underwrite an August 28 “Applause for the Cause” concert with Robert Earl Keen and guests in New Braunfels
- **Fort Worth's Pat Green**, who lost four family members in the flood, created the Central Texas Flood Relief Livestream to raise money for flood victims
- **Whataburger** trailers served food around the clock to volunteers

**Local Hurst Italian restaurant, Le Bistro**, raised over \$40,000 by donating 100% of sales (not profits, but SALES) from July 7 through 10 for flood relief.

In the communications arena, **AT&T** contributed to the Community Foundation of the Texas Hill Country's flood relief efforts, while also deploying mobile cell sites to support first responders.

**T-Mobile** opened up its D2D satellite service to users from other operators, and **Spectrum** opened up 180 Spectrum WiFi Access Points within a 30-mile radius of Kerrville.

## Media in the News: Coldplay, Happy Gilmore

Entertainment has made headlines more frequently than usual. The hottest stories include:

- The **Coldplay** concert, where the **KissCam** showcased the then-CEO and then-HR Director from **Astronomer**. Their surprise revelation to the world cost each of them their job and led to ridicule on late-night TV and across social media. Then, just when nobody thought it could get any worse, on Friday, **Coldplay's frontman Chris Martin's ex-wife, Gwyneth Paltrow, began her limited-time position** as the spokesperson for Astronomer. Risky, but clever!
- Check out how the **Savannah Bananas baseball team made fun of the moment** just one day later. Hilarious!
- "**Happy Gilmore 2**" launched on Netflix on Saturday, and **Y! Entertainment calls it a lot of laughs** as it brings back the fun vibe from the 1996 original. It's filled with more cameo appearances than you can imagine!



## Food in the News: Burgers, Pizza, Chicken, Soft Drinks!

Food and beverages are definitely making big news this month. Here are my favorites:

- [SILive.com reports](#) that **Costco** has replaced Pepsi with **Coca-Cola** at its food courts nationwide, and it appears that the \$1.50 "Dog and Drink" offer is likely to become the "Dog and Coke" offer.
- **Chicken time:** Celebrate today (July 29) as **National Chicken Wing Day!**
  1. **Applebee's:** Get a **BOGO** free order of bone-in or boneless wings **TODAY ONLY**
  2. **Buffalo Wild Wings: TODAY ONLY** – Get **six** free bone-in or boneless wings with any \$10 purchase
  3. **Popeyes: TODAY through August 3**, get six free bone-in wings when you buy a six-piece bone-in wings
  4. **Whataburger: BOGO TODAY ONLY** – Get a **free 9-piece** WhataWings (BONELESS WINGS)
  5. **Raising Cane's:** You're too late! They celebrated National Chicken Finger Day with a free extra chicken finger with every box combo ordered
- OK, this *is* Chicken news, but not about wings: [Fox Business reports that KFC has launched](#) a limited-time offer of "**Free Bucket on Us**" to customers purchasing \$15 worth of food through its website or app. You must be a member of the KFC Rewards program and place your order through the website or app.
- [Fox Business shares that McDonald's has relaunched](#) its beloved **Snack Wrap** chicken following a nine-year hiatus. It comes with spicy and ranch flavors featuring McCrispy strips in a tortilla.
- [The Star-Telegram shares that TODAY](#) (July 29) is the FINAL DAY for you to receive the \$2 Personal Pan Pizzas at Pizza Hut. The offer is for carry-outs with a limit of four per customer.
- [USA Today reports that Whataburger](#) is celebrating its 75th anniversary on August 8 by offering 75¢ hamburgers. To qualify, order through the app for the #1 Classic Hamburger from 11:00 a.m. to 800 p.m. Limit one burger per customer with a Whataburger rewards account.
- Soft drink news that both elated and broke my heart: **Dr Pepper Creamy Coconut**. Many publications, including [Southern Living, report](#) that the May through July promotion offered this doubly sweet concoction in the North Texas area. To my dismay, a call to Dr Pepper confirmed the product is available in Utah, Idaho, and a couple of other states **not named Texas**.

**My solution: I visited Tastee Ice Snow Cones in Arlington and ordered a large snow cone with the flavors of Dr Pepper and White Coconut. Heavenly!!!**





## Podcast Rocks and Rolls: 15 on Fridays with Fletch

My podcast has launched and is available on **Apple Podcasts** (use the app) and **Spotify**. Please click on the links to watch each 15-minute episode.

- July 11: [Doug Renfro, President of Renfro Foods](#) – the #1 seller of gourmet salsas in America, whose products (salsa and non-salsa condiments) you find in some of your favorite restaurants and as other brands on grocery store shelves
- July 18: [Steve Durr, owner of Steven Durr Design in Nashville](#) – who has built and managed audio facilities across the U.S. that include Austin City Limits, the Library of Congress, nine NASCAR tracks, and the Indy 500
- July 25: [Jason McCann, CEO of Vari](#) (the electric variable height VariDesk) and **VariSpace**, who was named **co-Entrepreneur of the Year by Ernst & Young** – Vari has 98% penetration in the Fortune 500, shares his “Aha Moment”

### Future guests will include:

- **Tyler Cox:** Former radio program director at KFBK in Sacramento, where he helped **Rush Limbaugh** move from a local talk show host to national syndication, and helped lead **WBAP with Hal Jay and Mark Davis** to high ratings.
- **Squire Rushnell:** Creator of [Godwinks.com](#), author of “When God Winks at You,” and producer of the top-rated “Godwinks Christmas” movies on the Hallmark Channel
- **Emily Cole:** Co-owner of the **Savannah Bananas** baseball team that is transforming entertainment, who will share her passion for foster families through the team’s [“Bananas Foster”](#) program
- **Alton Jones,** [2008 Bassmaster Classic Champion](#) (the #1 bass fisherman in the world)



## Innovative Collaboration: Tecovas and Chili's

Cowboys and cowgirls are finicky about their boots, and diners have their favorite restaurants, too. Now, these two Texas-based brands have collaborated to create the ultimate leather boots, as **Austin-based Tecovas Boots** will create a limited edition of boots converted from recycled restaurant booths from **Dallas-based Chili's**.

[MSN.com reports](#) that diners can further enjoy their Southwestern Egg Rolls and Chicken Crispers as they wear their stylish Chilis-themed boots starting today – July 29, while supplies last. Kudos to Chili's and Tecovas for launching a smart co-promotion that will help introduce their products through brilliant collaborators. And be sure to check out the matching Booth Belt!





## Tiebreaker: How Scott Became "Banana Claus" at a Bananas Game

**Would you be the GIVER of gifts on your birthday instead of the recipient?** Savannah Bananas owner Jesse Cole shares about a fan named Scott who celebrated his birthday by buying hundreds of dollars' worth of plush Savannah Bananas toys and then throwing them into the crowd of children at the team's game at the Washington Nationals' stadium.

Scott proved the truth from Acts 20:35: "It is more blessed to give than to receive."

Check out how 2025 College Football Heisman Trophy Winner Travis Hunter became an honorary Savannah Banana recently!

