



#### **Board of Trustees**

James B. Fryfogle, Interim Chair
Dave Anderson
Les Cave
Pastor Anthony Chatman
Pastor Victor C. Chatman
James Colbert, Jr.

Rev. Dr. Marty Dunbar Dr. LaTonya M. Goffney Denese Hammon Stanley Horton Carl T. Little Dr. Jenny McGown Shannon N. Mosher Dr. Gerald F. Napoles Garland R. Shaw Afton Sterling Kristine Sullivan Michael D. Watford

#### **Endowment Fund Board**

Dr. Joe Fowler, Chair
Dave Anderson
Brian Carr
Daniel Anders
Les Cave
Scott B. Chenoweth

Dr. Mack Elbert Coker Rick Crump Charles Dunagan Tom Fuller Denese Hammon Dana Hines

Pam Hughes
Nolan Lehmann
Steve Miller
Dr. Russell (Rusty) H. Schlattman
Bob Shirley
Lauren Temple

#### Jeans & Jewels Committee

Pauline Adams
Samantha Anchia
Brenda Anderson
Richelle Birdsall
Denise Bolt
Susan Byram
Kristie Campbell
Brian Carr
Kathy Carson
Cindy Chenoweth
Carol Cobb
Susan Cofran
Peggy Jo Coker
Courtney Cook
Patty Cooley

Pete Cooley
Virginia Crawford
Margie Crump
Susan Diehl
Cynthia Foley
Linda Fowler
Darlis Fuller
Andrea Garrity
Amy Gonzalez
Nancy Grayson
Dana Hines
Pam Hughes
Valerie Lang
Jeannie Lehmann
Nolan Lehmann

Pam Liles
Sandra Loyd
Thelma Marsh
Emily McElroy
Reneé Rea
Jackie Riley
Irene Skor
Louise Slater
Kathy Stevens
Sue Stewart
Lauren Temple
Barbara Watson
Gina Wolford
Annette Young

# JEANS JEANS Lewels ...A Texas Size Party 2022

A Salute to Texas Dance Halls

# JEANS & JEWELS HISTORY

"Jeans & Jewels...A Texas Size Party" was created in 1999 by a group of strong leaders. Margie Crump, a former NAM board member and long-time supporter led the charge to make a difference in the community by fundraising through special events. Since its inception, Jeans & Jewels has raised \$10.7M for NAM's programs and services. Each year a theme is chosen for NAM's annual Jeans & Jewels Gala. The theme for the 2022 Gala is "A Salute to Texas Dance Halls."



# WHAT IS NAM?

Northwest Assistance Ministries (NAM) is a non-profit, community-based social service agency that strives to meet basic human needs through Neighbors Helping Neighbors. NAM provides assistance in areas such as food, shelter, health, education and domestic violence awareness and intervention. During its last fiscal year, NAM touched the lives of more than 136,000 people through its



# Northwest Assistance Ministries Presents



#### A SALUTE TO TEXAS DANCE HALLS

FRIDAY, OCTOBER 28, 2022 6:00 p.m.

VIP Reception (exclusive access based on sponsorship level)

7:00 P.M. TO 11:00 P.M.

Gala, Casino, Entertainment, Dancing, Food & Bar

#### SHIRLEY ACRES

Garden Room | Pavilion | Courtyard 217 Woerner Road | Houston, Texas 77090

Complimentary Valet Parking Boots, Buckles & Bling Attire

## ENTERTAINMENT

#### JEFF & RHIANNON DUELING PIANOS



#### GENEVIEVE ALLEN



# 2022 JEANS & JEWELS

#### Gala Sponsorship Opportunities

Approximately \$.85 to \$.90 of every \$1.00 raised goes directly into community services.



\$100,000	<b>GRUENE HALL (TITLE SPONSOR)</b> - Name/Logo as Part of All Event Signage and Promotions, Gala Passes for up to (25), (4) Drink Tickets per person, VIP Reception Passes for (10), (8) Passes to LONESTAR Concert on October 8, 2022, Photos with Talent at Jeans & Jewels Gala
\$50,000	<b>LUCKENBACH (PRESENTING SPONSOR)</b> - Name/Logo Listed as Presenting Sponsor "Event Presented By," Gala Passes for up to (20), (4) Drink Tickets per person, VIP Reception Passes for (10), (4) Passes to LONESTAR Concert on October 8, 2022, Photos with Talent at Jeans & Jewels Gala
\$25,000	JOHN T. FLOORE'S COUNTRY STORE - Naming Opportunities (Garden Room, J&J Lounge, Dueling Pianos, Casino, Pavilion) Maximum 2 names per opportunity, Gala Passes for up to (10), (4) Drink Tickets per person, VIP Reception Passes for (4), (4) Passes to LONESTAR Concert on October 8, 2022
\$20,000	<b>BROKEN SPOKE</b> - Same benefits as \$15,000 level with 80% of your donation going straight to NAM's programs and services. This is an <b>ENHANCED SPONSORSHIP</b> and makes a deeper impact for neighbors in need!
\$15,000	<b>BILLY BOB'S</b> - Naming Opportunities (Decor, Valet, Catering, Bar, Courtyard) Maximum 2 names per opportunity, Gala Passes for up to (10), (3) Drink Tickets per person, VIP Reception Passes for (4), (2) Passes to LONESTAR Concert on October 8, 2022
\$10,000	<b>ALBERT DANCE HALL</b> - Same benefits as \$7,000 level with 80% of your donation going straight to NAM's programs and services. This is an <b>ENHANCED SPONSORSHIP</b> and makes a deeper impact for neighbors in need!
\$7,000	COUPLAND DANCE HALL - Several Naming Opportunities Available (Valet, Production, Program, etc), Gala Passes for up to (10), (3) Drink Tickets per person, VIP Reception Passes for (2), (2) Passes to LONESTAR Concert on October 8, 2022
\$5,000	<b>TWIN SISTERS</b> - Same benefits as \$3,500 level with 80% of your donation going straight to NAM's programs and services. This is an <b>ENHANCED SPONSORSHIP</b> and makes a deeper impact for neighbors in need!
\$3,5000	<b>KENDALIA HALLE</b> - Gala Passes for up to (10), VIP Reception Passes for (2), (2) Drink Tickets per person
\$3,000	GILLEY'S FIRST RESPONDER SPONSOR - NAM will invite (10) First Responders to attend
\$2,500	<b>SCHROEDER HALL (for first-time sponsors only)</b> - Gala Passes for up to (8), (1) Drink Ticket per person. We invite those who have never been to Jeans & Jewels to enjoy this year (only) at an introductory rate!
\$250	INDIVIDUAL PASS - (1) Gala Pass and (2) Drink Tickets

If you're interested in supporting a specific program at NAM, contact Samantha Anchia to customize your sponsorship and benefits!

# 2022 JEANS & JEWELS

#### Gala Sponsorship Opportunities

Approximately \$.85 to \$.90 of every \$1.00 raised goes directly into community services.

	\$100,000 GRUENE HALL (TITLE SPONSOR)		PONSOR)	\$7	7,000	COUPLAND DANCE HALL			
	1 \$50,000 LUCKENBACH (PRESENTING SPONSOR)		TING SPONSOR) □	\$5	5,000	TWIN SISTERS			
	\$25,000 JOHN T. FLOORE'S COUNTRY STORE		NTRY STORE	l <b>\$</b> 3	3,500	KENDALIA HALLE			
	\$20,000 BROKEN SPOKE			l <b>\$</b> 3	3,000	GILLEY'S FIRST RESPONDER SPONSOR			
	\$15,000 BILLY BOB'S			\$2	2,500	SCHROEDER HALL			
	\$10,000 ALBERT DANCE HALL			\$2	250 INDIVID	OUAL PASS(QTY)			
☐ I am unable to attend but I would like to make a contribution of \$									
☐ I would like my name to appear in event publications.									
*All information below is required.									
Donor's Name:									
(as you wish it to appear in printed materials)									
Mailing Address:									
Email Address:									
Method of Payment Checks Preferred Name as it appears on card:									
□ CHECK ENCLOSED (Payable to NAM) Card Number:									
□ II	NVOICE ME		Expiration (mm/year): CVV#:						
	REDIT CARD  AMEX Visa	MasterCard Discover	Signature:						
			Total Amount: \$						

For more information, contact Samantha Anchia at (281) 885-4609 or sanchia@namonline.org

Tear out this page and mail/email with payment, or pay online with the QR Code!



#### GRUENE HALL

Gruene, Texas

Gruene Hall, built in 1878, is Texas' oldest continually operating and most famous dance hall. By design, not much has physically changed since the Hall was first built. The 6,000 square foot dance hall with a high-pitched tin roof still has the original layout with side flaps for open air dancing, a bar in the front, a small lighted stage in the back and a huge outdoor garden.

G R U E

In the 1800s, Gruene Hall held weekly dances and played host to everything from traveling salesmen to high school graduations to badger fights. In more recent years, Gruene Hall has become internationally recognized as a destination tourist attraction and major venue for up-and-coming as well as established artists.

Since 1975, the Hall has played host to hundreds of celebrities whose pictures adorn the walls. The owner's focus on booking singer-songwriters and artists who play original material has provided a fertile proving ground for many former "new talents" such as George Strait, Hal Ketchum, and Lyle Lovett. Today, the Hall continues to be a center for the Gruene and Central Texas social and entertainment scene.

# LUCKENBACH

The tiny hill country hamlet where "Everybody's Somebody" was established as a Trading Post in 1849 making it one of the oldest settlements in Gillespie County. The Post Office/General Store/Beer Joint was first opened in 1886 by August Engel, a traveling preacher from Germany. In 1970 Luckenbach, which remained in the hands of the Engel family the whole time, fell into eclipse. Benno Engel retired as postmaster and placed an ad in the local paper: "TOWN FOR SALE" – lock, stock and dancehall.

Luckenbach, Texas

Luckenbach was purchased by Hondo Crouch and the town's second life began. Hondo imagined the town to be an old west fairy-tale-like principality and used the nearly-abandoned buildings as a backdrop for anything that smacked of mirth and diversion, and generally giving grown-ups permission to get in touch with the child within.

In the 1990s, Luckenbach became something of a cottage industry, a trademark-registered slice of old-time Texas. After some long-overdue renovations, the dancehall and general store were ready to two-step into the 21st century.

Today, Luckenbach reflects an eclectic mix of its early history and an unrivaled legacy of great music that promotes the feeling that everybody is indeed somebody in Luckenbach.

## JOHN T. FLOORE'S COUNTRY STORE

Helotes, Texas

Opened in 1942, John T. Floore's Country Store was not a store at all, but a unique Texas Dance Hall and Cafe. Floore's, long renowned for its world-famous tamales and homemade bread, offers a full menu of great "Texas Cafe" style food, ice cold beer and a truly unique "Texacentric" atmosphere.

For 75 years, John T. Floore's Country Store has hosted Texas and American music legends alike. The quintessential Texas Honky Tonk has hosted such legendary performers as Willie Nelson, Bob Wills, Ernest Tubb, Patsy Cline, Hank Williams, Elvis Presley, Bob Dylan, Jerry Lee Lewis, Merle Haggard, Ray Price, George Jones, Waylon Jennings, Dwight Yoakam, Lyle Lovett, Robert Earl Keen, B.B. King, Little Richard and many more. Known by many as the musical "birthplace" of Willie Nelson, Willie immortalized John T. Floore in his hit recording "Shotgun Willie," and John T. Floore and Wille Nelson were partners in the original Willie Nelson Music Company. Texas Monthly has listed John T. Floore Country Store as one of the "50 Things Every Texan Should Do."



# DECLERATE COLUMN

### BROKEN SPOKE

#### Austin, Texas

The Broken Spoke, established by James White, opened for business as a cafe on November 10, 1964. The name was inspired by the owner's memories of a movie (starring James Stewart) called Broken Arrow, along with his fondness for wagon wheels. When customers started dancing to music from the jukebox, White moved the pool tables and added more room. People were still dancing anywhere they could, including out on the dirt parking lot underneath the big oak tree. Other customers played a few of the songs they had written. Never one to pass up an opportunity, White expanded the Broken Spoke to its current size in 1966, when he added a dance floor.

Local groups started performing at the Spoke as early as 1964. White was later able to book more well-known acts, including Bob Wills and His Texas Playboys, Roy Acuff, Tex Ritter, Ray Price, Floyd Tillman, and Ernest Tubb. In the 1970s, he booked the "outlaw" bands that had gained notoriety by rebelling against Nashville's more mainstream sound. Leading this brigade were Kris Kristofferson and Willie Nelson. Such Texas favorites as the Dixie Chicks and George Strait also played the Broken Spoke when they were just starting out.

The Broken Spoke, inducted into the Texas Western Swing Hall of Fame in 2010, claims to be the "last of the true Texas dance halls," and is a bastion for traditional country music. Its standard honky-tonk decor—red-checkered tablecloths, low ceilings, pool tables, and neon lights—appeals to city folk as well as those from the country.

# HOW NAM HELPS



NAM exists to help Neighbors in Need deal with the difficulties they face. For many families, that means getting a second chance at life. Clients seeking services at Northwest Assistance Ministries (NAM) often receive more than one service and participate in more than one of our nine program areas.

The Client Services program, Joanne Watford Nutrition Center and Meals on Wheels provide services to residents within specific ZIP codes. All other programs are open regardless of where a person lives.



#### CLIENT SERVICES

#### **EMERGENCY BASIC NEEDS**

During FY 2020-2021 Client Services aided 28,410 individuals with emergency assistance or referrals for an array of services such as: food, clothing, housewares, rent and mortgage payments, utility payments, transportation, prescription medications, school supplies and holiday food and toys.

In addition, The Back-to-School Project partnered with local school districts within our service area to provide 443 children with school supplies. Thanks to community support, congregations and volunteers, NAM's Holiday Project collected and distributed 17,500 toys to 5,500 children.

#### Housing Services

Housing Services, funded by government grants, is a comprehensive program to help families who are homeless or at risk of becoming homeless, and put them on a path toward self-sufficiency. Services include financial assistance with rent or mortgage, help finding affordable housing and case management in addition to other supportive services. In the last fiscal year, 178 clients received housing services, many of which were first-time clients.

#### JOANNE WATFORD NUTRITION CENTER

The Joanne Watford Nutrition Center provided food for 31,307 individuals and 10,076 families. As part of the Senior Food Program, 722 low income seniors received monthly supplemental groceries. More than 2,284 families received Thanksgiving meals and Holiday meals. NAM, in partnership with the Houston Food Bank and Spring ISD, hosted a series of Super Site Food Distributions. Through these distributions 10,256 families received healthy food.



#### ALBERT DANCE HALL

Stonewall, Texas

In 1892, when Albert and Minnie Luckenbach sold their store in Luckenbach and moved 20 miles east to Martinsburg, the little town of Martinsburg was renamed "Albert". The first local school was established in 1891, and in 1897, then Postmaster Otto Schumann opened the town's first general store. By 1900, a new school building was erected that the young LBJ would attend.

The Albert Dance Hall was built in 1922 by Max Beckman, and provided the community a place for Saturday night dances and social gatherings. It featured German brass bands rotating between the Luckenbach, Hye and Weinheimer Dance Halls of the time.

While many Texas dance halls began as a means of other sorts, this one has always just been that: a place for entertainment and dancing. The icehouse is still open every day of the week, and there is live music most nights.

# BILLY BOB'S

#### Fort Worth, Texas

The building now known as Billy Bob's Texas was built in 1910 and was once an open-air barn used to house prize cattle for the Fort Worth Stock Show. In 1936, as a Texas Centennial Project, the building was enclosed by the City of Fort Worth at a cost of \$183,500 and the tower over the main entrance was added. The "new" structure contained livestock stalls, and an auction ring that is now the Billy Bob's Bull Riding arena. Livestock events were held here until the stock show moved to the Will Rogers Memorial Complex, in 1943. During World War II, the building was used as an airplane factory, and in the 1950s the building became a department store so large that the stock boys wore roller skates to make their jobs easier.

Billy Bob's Texas opened April 1, 1981, with national attention featuring with its 100,000 square feet entertainment center, more than 30 bar stations, country music's biggest stars, real Pro Bull Riding, and a Texas size dance floor. It became known as "The World's Largest Honky Tonk," where more than 6,000 fun loving folks of all ages could enjoy entertainment every day and night.

For over 41 years, Billy Bob's has hosted the biggest stars in country music and classic rock from Alabama to ZZ Top. Billy Bob's has been named "Country Music Club of the Year" 12 times by the Academy of Country Music and the Country Music Association.

# HOW NAM HELPS

#### WEALS ON WHEELS

Meals on Wheels provided 244,714 nutritious meals to 1,416 homebound seniors and disabled individuals in 24 zip code areas. In addition, 300 individuals received Saturday frozen meals and monthly grocery deliveries. Through the Common Market partnership, fresh vegetables and fruits were also made available. As prescribed by their physicians, 20 seniors received weekly nutritional supplements and through partnership with the Houston Humane Society, the homebound seniors' pets received food.

#### YOUNG AT HEART SENIOR CENTER

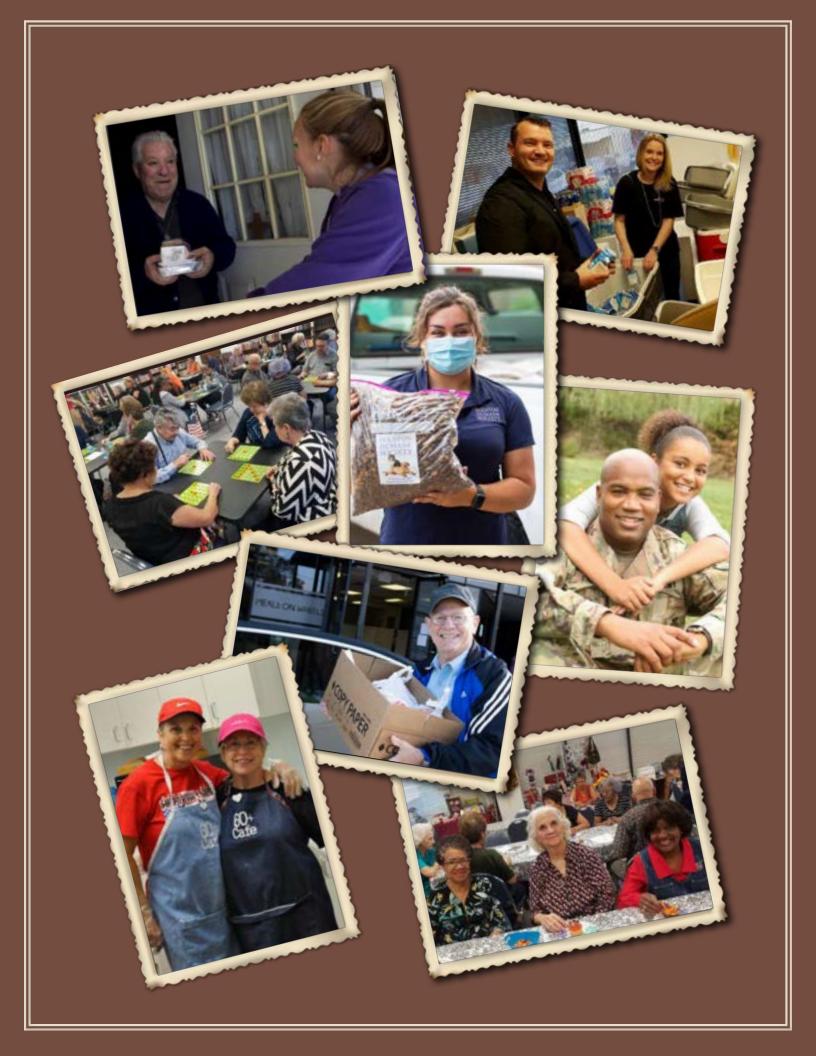
The Young at Heart Senior Center served 184 seniors who participated in virtual activities such as physical fitness, dance, French and general well-being classes totaling 1,242 activities for the whole year. Approximately, 97 daily telephone reassurance calls were made. The 60+ Café congregate meal program served 8,040 meals and provided 209 rides to the Senior Center. Through the congregate meal program, 6,742 frozen and shelf-stable meals were delivered by NAM's Meals on Wheels.

#### BEHAVIORAL HEALTH SERVICES

Behavioral Health Services was launched on June 3, 2021. Through referrals from all of NAM's programs as well as direct client requests, NAM served 52 clients and provided 184 hours of direct therapy services in the form of child, adolescent, adult and family counseling.

#### VETERAN SERVICES

Veteran Services is a new program that provides veterans assistance with food, rent and mortgage payments, utilities, transportation, child or adult care and assistive technologies such as walkers, wheel chairs and crutches.



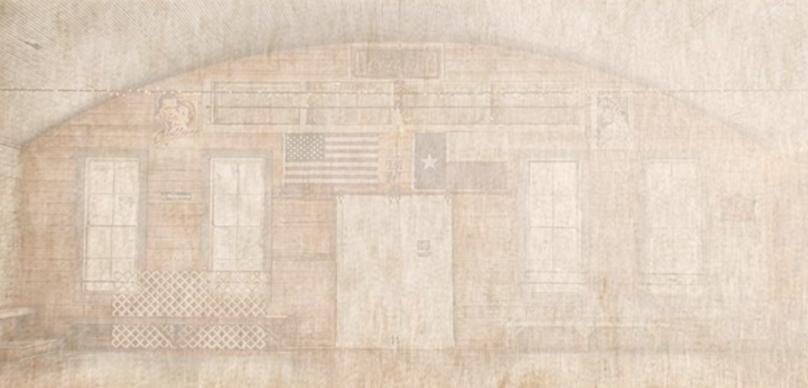
### TWIN SISTERS

#### Blanco, Texas

When German immigrant Max Krueger moved to the Texas Hill Country west of New Braunfels, he built a structure and a tradition that remains active to this day over 140 years later. Krueger's Twin Sisters Dance Hall, originally named the Twin Sisters Hallen Verein, dates from the 1870s. He held regular dances and events and imported beer from St. Louis to sell to his thirsty patrons. Krueger's dancehall gained notoriety during his lifetime and built a tradition that has lasted for generations. (Krueger also built a traditional bowling alley adjacent to the dancehall, which burned down in 1967).

The name "Twin Sisters" originated from the two identical peaks located in the nearby hills. When Krueger moved to the sparsely settled region, he established his ranch, a warehouse, a gristmill, cotton gin and other structures to help build the small Twin Sisters community.

Today, the Twin Sisters Dance Hall is owned and operated by the Twin Sisters Hall Club, a non-profit corporation. Since the 1900s, Twin Sisters Dance Hall has maintained a tradition of families coming together to enjoy music and dance. This community gathering place provides a focus on cultural education, historic preservation and a way of life in the Texas Hill Country.





# COUPLAND DANCE HALL

#### Coupland, Texas

A stately brick structure originally built in 1904, it once housed various drug stores and a medical practice, and adjoins a similar building erected in 1910 as the Coupland Tavern, which later accommodated a hardware shop, a newspaper and a grocery store. In the early 1990s, the owners converted the space again, renaming it the Coupland Dance Hall & Tavern, constructing a 7,000-square-foot dance hall and reigniting the classic barbecue enterprise that once drew throngs of Texans to Coupland.

The 7,000-plus-square-foot room now serves as a dance hall and bar. In the other room is a restaurant, with rooms for lodging on the second floor (usually just for weekend guests of the dances). With ample space, the Texas-relic-bedecked dance hall never feels crowded. The giant decades-old oak dance floor has some kind of magical allure that charms patrons into dancing the night away.

Coupland Dance Hall has been the backdrop for music videos for Stevie Ray Vaughan, Kevin Fowler and Jerry Jeff Walker and more recently a Spotify release of a George Strait single, "Every Little Honky Tonk Bar." It has also played host to TV and movie productions, including A Perfect World, Home Fries and the quintessential Texas opus, Lonesome Dove.

# HOW NAM HELPS

#### FAMILY VIOLENCE CENTER

The Family Violence Center provided assistance to 256 survivors which lead to 56,950 services such as case management, crisis intervention, shelter referrals, and legal advocacy. The FVC Hotline received 4,510 calls from victims in crisis or individuals seeking assistance. Teen education presentations or awareness events were presented to 4,658 individuals. Many of these events were held in virtual environments. Approximately 4,766 clients and callers reported human trafficking and stalking. Through the economic stability funding (\$95K), the FVC helped 79 clients with rent, utilities, deposits, car repairs, childcare and other needs.

#### LEARNING & VOCATIONAL TRAINING CENTER

The Learning and Vocational Training Center provided 284 adults with financial education and coaching. NAM in collaboration with Harris County Department of Education, served 1,242 students through orientation attendance and/or enrollment into GED and ESL classes. NAM's THRIVE program provided 88 vocational scholarships, with 95 jobs obtained. The Workforce Connector Program served 386 clients with vocational training, financial literacy, job search, and assistance referrals.







## GILLEY'S

#### Pasadena, Texas

In 1970, Sherwood Cryer, a club owner in Pasadena, teamed up with country singer Mickey Gilley, and decided to reopen a club he previously owned that had been named Shelley's. The club was almost immediately successful, and grew in popularity, as did Mickey Gilley's music, over the next few years. The huge honkytonk drew crowds of people throughout the week, becoming a home away from home for many of the area's residents who worked in nearby refineries and at other jobs before heading to Gilley's Club to dance, drink, and try to find love, or a reasonable approximation of it, somewhere across the vast expanse of the club's concrete floor.

Gilley's Club's reputation as an enormous rough and tumble honky-tonk eventually got Hollywood's attention, and in 1979 a big budget movie production rolled into Pasadena to make a film heavily featuring the night club, and starring John Travolta and Debra Winger. The film was a big deal, made tens of millions and turned Gilley's into a celebrity hot spot and major tourist destination.



#### KENDALIA HALLE

#### Kendalia, Texas

As a tribute to the small community of Kendalia, the fun-loving folks of the area headed by the Nicholas Syring Musical Group, erected Kendalia Halle in 1903 for entertainment, plays, family gatherings and of course, dancing.

Since folks had to travel great distances by wagon, it was a weekend event. The children slept on the benches surrounding the dance floor, food was brought by everyone to share, and of course drinks were served. If a person became too rowdy, he was chained the tree outside the hall until he sobered.

Built of red fir lumber, which was shipped from Oregon by train to Boerne, then hauled to Kendalia on horse-drawn wagons, Kendalia Halle is a testament to these turn-of-the-century buildings that stand today. Once or twice a month, the hall springs back to life with energy provided by country bands and enthusiastic fans.

#### SCHROEDER HALL

#### Goliad, Texas

Schroeder Hall is believed to have originated as far back as the 1880s when a combination store and hall was built. Remnants of the original store structure are still present. The current establishment was built in 1935 and consists of a total of 14,000 square feet, including a 6,000-square-foot oak dance floor. The oak was shipped from a mill in Fort Smith, Arkansas.

Longtime owners Byron and Helen Hoff purchased the hall from F. F. Post in 1950. At that time, men paid an admission fee of fifty cents, and women and children received free admission. The dance hall and bar were separate structures. Patrons who wanted to drink beer and watch the dance for free were restricted behind a chicken wire fence separating the hall from their drinking section. Benches lined the dance floor, and a wood stove provided heating.

The venue has hosted a large roster of country music talent, including Willie Nelson, Tammy Wynette, and George Jones. At that time chicken wire surrounded the bandstand to protect the band from the result of any rowdy behavior. Polka bands also have a long history at Schroeder Hall.

Gradual changes and improvements to the establishment occurred through the years. The Hoffs allowed beer inside the dance hall in 1960; that same year they added tables. In 1969 air-conditioning was installed along with a diesel power plant. For more than forty years the Hoffs also operated a general store connected with the Hall but closed that part of the business in 1993.

Through the years the Hall has seen a number of new owners, and in recent years vast improvements have been made, including a complete kitchen and menu renovation, adding modern conveniences to the Hall's rustic charm with hopes of keeping Schroeder alive.







15555 Kuykendahl Road | Houston, Texas 77090 281-885-4555 www.namonline.org