

Howdy, IGRA Association Members

I am Marcus Hood, and I am seeking the position of IGRA President. A little about myself, I have been employed with the Coca-Cola Company for 29 years. In my employment, I have held numerous positions and for the last 18 years I have been in management. I currently lead the largest reporting team of forty-four direct reports.

To strengthen my skills, I have participated in countless Leadership training such as Tough Conversations, Employee Relations, and Diversity, Equity, and Inclusion. With this training I have been able to develop a great working relationship with all my associates. Has it been easy over the past 18 years? No, it has not, but I have learned that you need to know your audience and how to talk with that person or group.

I have been a part of IGRA for 14 years. As a contestant, Royalty supporter, leader, and worker bee I have committed to attend and participate in all aspects of our organization. Collaborating with a talented team to produce successful events, I served as assistant rodeo director for 1 WGRF World Finals and Rodeo Director for 2 WGRF World Finals. I was a member of TGRA and held board positions as secretary and president on the Dallas chapter board and served as their rodeo director from 2016 to 2019.

I am currently a member of RRRA and enjoy supporting local rodeos, rodeo schools and mentoring new contestants, and the comradery of our rodeo family. I have traveled to and supported all the rodeos on the circuit and only occasionally have a conflict that keeps me from attending every year.

I attended IGRA board meetings to observe and learn. Holding the office/position of president comes with significant responsibilities, as well as accountability and I am willing and able to accept such. One thing that I have learned over the years is that accountability should be held to every person that is holding a position that makes up this great association.

You will hear from the other candidates on their vision and their aspirations on how they would like to move IGRA forward. It is my belief that to move forward there must be changes made from within the organization before you can make a positive impact on the community. We must give the tools and knowledge to our associations that make up IGRA to make positive changes. It is not one man's or woman's vision or their beliefs that moves this organization, it is the voice and actions of many.

“When you want to build a growth culture, there are five values that must be there: honesty, integrity, authenticity, consistency and collaboration.”

Thank you for your consideration,

Marcus Hood

Candidate for IGRA President