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ANNUAL SERVICE AWARDS

GALA

IN CELEBRATION OF
OUR LONG SERVICE HEROES
OCTOBER 9, 2026

OUR SERVICE AWARD HEROES 2026

DEAR SERVICE AWARD HEROES,

Congratulations on reaching an incredible milestone in your journey with the Coca-Cola system and Arca Continental Coca-Cola Southwest Beverages. Your years of dedication, passion, and perseverance have helped shape our success, and it's an honor to celebrate you.

The 2026 Service Awards Gala is a special moment to recognize your achievements and the legacy you continue to build. Your commitment has not only driven results—it has inspired those around you and strengthened the heart of our organization.

As we gather to celebrate your service, please know how deeply valued you are. Your contributions have made a lasting impact, and we are truly grateful to have you as part of our Coca-Cola Southwest Beverages family.

With sincere appreciation,
Susanne Brady-Lusk
President



HILTON ANATOLE
DALLAS, TEXAS
OCTOBER 9, 2026

ORDER OF EVENTS

RECEPTION
AWARDS CEREMONY
DINNER & LIVE MUSIC
MUSIC & DANCING
CLOSE OF CELEBRATION

TO OUR SERVICE AWARD HEROES



Tonight, we raise a glass to celebrate over 30 years of exceptional impact within the Coca-Cola system! Your leadership, drive, and passion have shaped our history and inspired the people who make this company great. We are here to honor not just your incredible career achievements, but the daily legacy of excellence and commitment you leave behind. Your positive impact will be felt for generations, and we are deeply thankful to celebrate this milestone together.

Danny Holstead
Chief Financial Officer



Congratulations on reaching a phenomenal milestone with the Coca-Cola family! Your commitment to this company and to our heroes have played an essential role in building the culture and success we celebrate at CCSWB today. The positive impact you make continues to inspire your colleagues and strengthens our organization every day. Thank you for being such a vital part of our story—we are incredibly honored to be part of yours!

Silvia Martins
Vice President of Human Resources



We proudly celebrate your landmark achievement of more than 30 years of exceptional service within the Coca-Cola system. This incredible milestone honors your steadfast dedication, visionary leadership, and the enduring impact you have made across our global network. Your passion for our mission and commitment to operational excellence have been foundational to our growth. Beyond your professional success, your meaningful influence has deeply shaped our teams, partners, and communities. We extend our highest appreciation for your decades of outstanding service and look forward to your continued leadership in the years ahead.

Morris Smith
Vice President of Public Affairs Communications and Sustainability



★ Your service goes way beyond just a number, it's a testimony to how you have continued to serve and place your trust in this company throughout both the good times and the tough times that go together with any lengthy career. Now it's time to celebrate You and those who have supported you in your career. Thank you for your steadfast years of service and everything you do on a daily basis to live-out our culture principles to make this company great!!!

Simon Parkinson

Chief Information Officer



★ We proudly celebrate your distinguished 30-year career of exceptional service within the Coca-Cola system. Your visionary leadership, unwavering dedication, and vibrant passion have fundamentally shaped our organization and fueled our collective success. It is with profound gratitude that we honor your remarkable journey and the enduring legacy of excellence, commitment, and integrity you continue to build.

Reyes Garcia

Vice President of Supply Chain



★ Congratulations to our Service Award Heroes on this incredible milestone. Your passion, dedication, and commitment have helped make Coca-Cola Southwest Beverages, as well as our Brands, stronger with every passing year. As we celebrate your achievements, we also recognize the family members, friends, and colleagues who have supported you along the way. Your impact can be seen in the people you have inspired, the customers you have served, and the success you have helped create. Thank you for being the heart of our culture and the magic behind our brands. We are honored to celebrate you tonight. Cheers to your accomplishments and the legacy you continue to build!

Derek Alexander

Vice President of Marketing & Commercial Operations



★ Cheers to over three decades of exceptional service to the Coca-Cola system! Your leadership, drive, and passion have left a permanent mark on our team and our history. Tonight, we raise a glass to your incredible achievements and a legacy defined by excellence. We are grateful not just for what you have accomplished, but for the heart, integrity, and joy you bring to our workplace every single day and we extend our sincere thanks to your families and loved ones, whose support made this journey possible.

Thank you for your unwavering commitment and for inspiring us all. Your impact will be felt for years to come, let's celebrate your truly remarkable career!

Danny Trimmer

Vice President of Sales



★ Congratulations on this remarkable milestone and for the lasting contributions you have made to our organization. Your dedication to our Cultural Principles, your colleagues, our customers, and our brands has helped shape who CCSWB is today. The commitment you demonstrate each day continues to strengthen our business and to inspire everyone around you. We are grateful for all you have accomplished and look forward to the continued impact you will make in the years ahead-please continue to lead by example!

Joseph McCain

Vice President & General Counsel



★ Congratulations to our Service Award Heroes on this incredible milestone. Your dedication, determination, and loyalty have helped build the strong culture and legacy of Coca-Cola Southwest Beverages and our Coca-Cola brands. We are grateful for your years of service and the example you set for others. We also extend our heartfelt thanks to your families for their unwavering support and the sacrifices they have made throughout your careers. Thank you for all you have done to strengthen our company and communities. We are honored to celebrate you tonight. Cheers to your accomplishments and the lasting legacy you continue to build!

Kimberly Adler

Vice President and General Manager, South Market Unit



★ It is an honor to celebrate our associates reaching 30+ years of service with the Coca-Cola system. Tonight is one of my favorite celebrations because it reminds us what truly builds a company. Thirty years is much more than a number. It's thousands of early mornings, long days, challenges overcome, customers served, teammates mentored, and countless moments where you chose to give your best. When we look at Coca-Cola Southwest Beverages today, it's easy to see the brands, the trucks, the facilities, or the results. But the truth is that none of those would exist without people like you. You built the relationships our customers trust. You shaped the culture that makes this a great place to work. And you set the standard for the generations that followed. In a world where everything seems to change so quickly, your commitment reminds us that some things never go out of style: integrity, hard work, taking care of each other, and always doing what's right for our customers. On behalf of everyone at Coca-Cola Southwest Beverages, thank you—not just for your years of service, but for the legacy you leave behind. Congratulations on this incredible milestone. It is an honor to celebrate each of you tonight.

Renee Downey

Vice President and General Manager, North Market Unit

30 CELEBRATING THIRTY YEARS OF SERVICE



KEITH RILEY
Abilene, TX



JOHNNY BLAZEK
Dallas, TX



KENNETH SWINDLE
Dallas, TX



CHRISTOPHER HUTSON
Fort Worth, TX



JOEL CARRILLO
Houston, TX



ROBERTO ARREGUIN
Houston, TX



JORGE MARTINEZ
Laredo, TX



EMILIO MORENO
McAllen, TX



JOE RIOS
Fort Worth, TX



MARGARITO SOTO III
Oklahoma City, OK



KELVIN ELLIS
Tulsa, OK



BRANDON WILLINGHAM
Tyler, TX



JUAN OROZCO
McAllen, TX



JAVIER RIOS
San Antonio, TX



RONALD DURST
San Antonio, TX



PAUL COFFEE
Waco, TX



KEVIN CHANDLER
Tyler, TX



ADRIAN CRUEL
Austin, TX



MARK ZAMORA
Austin, TX



RICKY FAUL
Beaumont, TX



SAMUEL DAVIDSON
Waco, TX



TEDDY HOFFMAN
Waco, TX



ARCHIE ROBERTS
Abilene, TX



CARL DAVIS
Abilene, TX



ANGEL CORONADO JR
Bryan, TX



EDWARD PENA
Corpus Christi, TX



CHRISTOPHER MENDOZA
Houston, TX



DEARY D HUDSON
Houston, TX



SEDRICK RANDEL
Austin, TX



JULIO UMANZOR
Bryan, TX



ROBERT PANTOJA
Dallas, TX



ANTHONY MARTINEZ
Dallas, TX

30 CELEBRATING THIRTY YEARS OF SERVICE



STEVEN WILLIAMS
Dallas, TX



DARYL BRANDES
El Campo, TX



JESUS CANO
El Paso, TX



CARLOS GUERRERO
Fort Worth, TX



RUSSELL GAINES
Houston, TX



JOSE BECERRA
La Feria, TX



BARRY REED
Lawton, OK



RANDY FRANKLIN
Lubbock, TX



FIDENCIO RODRIGUEZ
Fort Worth, TX



JOE URIBE
Fort Worth, TX



JOSE ARREGUIN
Fort Worth, TX



MAURICIO RETANA
Fort Worth, TX



MERCY QUINONES
San Antonio, TX



JAMES D WESTBROOK
Tyler, TX



MIKE MABERRY
Tyler, TX



FELECIA CHATMAN
Dallas, TX



MAX BARRON JR
Fort Worth, TX



TERRY BLACK
Fort Worth, TX



AMOS MOSLEY
Houston, TX



BRIAN TRIPP
Houston, TX



DAVID CARTER
Dallas, TX



BILLY WOOD
Fort Worth, TX



BRIAN PORTER
Oklahoma City, OK



NATHANIEL KELLER
Tyler, TX



FELICIANO GUARDADO
Houston, TX



ISRAEL RODRIGUEZ
Houston, TX



PAUL MURRAY
Houston, TX



ROBERT HENKEL JR
Houston, TX



DEON FIELDS
Dallas, TX



TERESA HOLLIE
Dallas, TX

35 CELEBRATING THIRTY FIVE YEARS OF SERVICE



ELZIE PILOT
Dallas, TX



LENZO TUCKER
Fort Worth, TX



DOUGLAS CHRISTIAN
Lubbock, TX



GEORGE BRYANT
Oklahoma City, OK



MICHAEL ORTIZ
El Paso, TX



RAUL DE LA CRUZ
El Paso, TX



ROGELIO WILLIAMS
El Paso, TX



SUZANNE MOUTON
Houston, TX



STACEY MOORE
Sherman, TX



GREG CHOATE
Beaumont, TX



JERRY WENNER
Beaumont, TX



LEANDER WRIGHT
Beaumont, TX



J SCOTT CRENSHAW
Houston, TX



RAMIRO CASTILLO
Laredo, TX



PETE ALVARADO
Lubbock, TX



JUAN M GUTIERREZ
Mesquite, TX



NOEL GARCIA
Houston, TX



GINA LOPEZ
San Antonio, TX



JOE ALVARADO
San Antonio, TX



ROBERTO PEREZ
San Antonio, TX



STEPHEN WINKLEMAN
Oklahoma City, OK



ANTONIO PEREZ
San Antonio, TX



ANTONIO VILLAMIL
San Antonio, TX



ARMANDO GARCIA
San Antonio, TX



TED MARSHALL
Waco, TX



KEVIN BEAVERS
Beaumont, TX



FLAUZELL MURPHY
Dallas, TX



HEATH SMITH
Dallas, TX



MANUEL GOMEZ
San Antonio, TX



JULIO PICHARDO
McAllen, TX



ANN TROJAN
Houston, TX

40 CELEBRATING FORTY YEARS OF SERVICE



DAVID GIEBLER
Fort Worth, TX



GREG ROBINSON
Fort Worth, TX



SAMUEL BERNAL
Hobbs, NM



RONNIE FILES
Beaumont, TX



WINFERD SMITH
Dallas, TX



GLENN MOLTZAN
Fort Worth, TX



MARIO PICON
Lubbock, TX



DARIE MYERS
Oklahoma City, OK



JOSE ROBLES
Corpus Christi, TX



MICHAEL REGALADO
Fort Worth, TX



DAN PEREZ
Houston, TX



JOSE MORENO
McAllen, TX



TOMAS REGALADO
San Antonio, TX



MARK WASSERMANN
Waco, TX



**BERTHA CORY
CAMPUZANO**
Austin, TX



**JUAN MANUEL
MARTINEZ**
San Antonio, TX



PERRY REASOR
San Antonio, TX



ABNER TREVINO
San Antonio, TX

45 CELEBRATING FORTY FIVE YEARS OF SERVICE



MICHAEL FLOYD
Dallas, TX



EDDIE KING
Oklahoma City, OK



JOSE LUIS CAMPUZANO
Austin, TX



BRAD COX
Dallas, TX



DEXTER STEELE
Houston, TX



GEORGE PFAAB
Houston, TX



DORA A AREVALO
McAllen, TX



DANIEL GUZMAN
Houston, TX



MIGUEL CANTU
Houston, TX



MICHAEL SVOBODA
Houston, TX



DOMINGO SOLIS
San Antonio, TX



RANDY KELTY
Ardmore, OK

50 CELEBRATING FIFTY YEARS OF SERVICE



LEE TUPPER
Beaumont, TX



DAVID GUERRA SR
Houston, TX

TONIGHT WE CELEBRATE YOU

Tonight is more than a celebration of years of service. It is a celebration of the people, friendships, memories, and moments that have helped shape the story of Coca-Cola Southwest Beverages.

To our Long-Service Heroes, thank you. Thank you for the early mornings, long days, countless challenges overcome, and the unwavering commitment you have shown throughout your careers. Whether you are celebrating 30, 35, 40, 45, or an incredible 50 years of service, your dedication has left a lasting mark on our company and on the lives of those who have had the privilege of working alongside you.

As we planned this evening, we reflected on the remarkable journeys represented in this room. Behind every milestone is a story of perseverance, teamwork, leadership, and service. Your contributions have helped build not only a successful organization, but also a culture rooted in respect, hard work, and caring for one another.

It has been our honor to celebrate you and create an evening that recognizes the legacy you have built. We hope tonight has given you an opportunity to reconnect with friends, share memories, and feel the gratitude and admiration that so many have for your accomplishments.

We would also like to extend our heartfelt appreciation to the Executive Leadership Team for their support and for entrusting us with the privilege of planning this special celebration.

Most importantly, thank you to each honored Hero. Your years of dedication represent more than a milestone. They represent a lifetime of impact, and we are truly grateful for all you have done and continue to do.

Congratulations on this well-deserved recognition, and cheers to the extraordinary legacy you have created.

Whitny Raymond, Veronica Epps, and Susan Whetzel

A SPECIAL THANKS TO OUR SPONSORS



