A Legacy of Service: Honoring Those Who Give Back

September 22, 2026, Jennifer Wilson, Media & Communications Manager - For generations, the San Antonio Stock Show & Rodeo has been shaped by people willing to give something of themselves; their time, their talents, their resources and, most importantly, their commitment to serving others.

For some, that means volunteering year after year. More than 7,000 volunteers serve throughout the year; raising funds, supporting community events, building relationships and serving as ambassadors for a mission focused on creating opportunities for Texas youth. For others, giving back comes through generosity, vision and a willingness to invest in something that will benefit generations to come.

This year, Alex Peña and Christopher "Kit" Goldsbury, Jr. join the San Antonio Stock Show & Rodeo Hall of Fame, each representing a different path to leaving a lasting legacy.

A Life Member for more than 35 years, Alex began his volunteer service on the Ambassador Committee and went on to play an instrumental role in establishing the first cattle drive through downtown San Antonio. What began as one event grew into a three-day celebration of Western heritage featuring the cattle drive, parade, 5K run and Vaquero Cook-Off. In 2024, the Western Heritage Parade Committee reached another milestone when it awarded its first competition scholarship, reflecting Alex's longstanding commitment to creating opportunities for young people.

Kit, a Life Member for more than 25 years, has made a lasting impact through his generosity and support of the organization. His donation of 61 acres gave the Bar-B-Que Cook-Off a permanent home and created a place for competitive events and the volunteers behind them to thrive. His vision and generosity helped create opportunities that will continue well beyond his own lifetime.

Their contributions are different, but they share something at the heart of service: a willingness to give what they could to something larger than themselves.

For Alex, more than three decades of service have created something that feels much deeper than membership. “Being a part of the San Antonio Stock Show & Rodeo is like being part of a family, and family is always there for you,” he shared.

That sense of connection is reflected in both of their stories. Alex and Kit are reminders that there is more than one way to give back. Whether through time, talent, generosity or years of dedication, those contributions become part of something much larger than any one person.

A legacy isn't created all at once. It is built by showing up, giving back and leaving something better for those who come next.

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