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FEBRUARY 2025 | ISSUE 1 :: VOLUME 1



TOMMY MATHEWS is the kendall gentleman

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KENDALL CO. HISTORY
The Maverick Legacy

CIGAR REVIEW Encore Majestic MUSINGS OF JEV Sheep Dip

> BETTER**MEN**T New Year, New You







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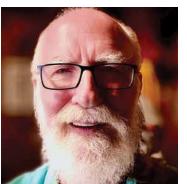
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KG CONTRIBUTORS



HISTORY

Tom Allred, born in 1949, has lived in Kendall County since 1993 and is a dedicated contributor to The Kendall Gentleman. Inspired by his great-uncle, James V. Allred, the 33rd Governor of Texas, Tom explores local history and the legacies of men who shaped their communities.



FAITH & LEADERSHIP

Coach Leech, now in his 39th year with Boerne ISD and 26th as Athletic Director, is a legendary high school basketball coach and a respected leader in the community. Beyond the basketball court, he has devoted over 30 years to teaching Sunday School at First Baptist Church, exemplifying his commitment to faith and mentorship.



BETTER**MEN**T

Lance Lira, a Kendall County resident for over 20 years, holds a degree in Biology from UTSA and has a background in research science, fitness, and nutrition. A musician and community leader, Lance serves on local boards, leads the Mighty Greyhound Band Boosters, and co-owns Nature's Presence Supplements in Boerne.



CIGAR REVIEW

Clay Smoot is the owner of The Cigar Society, a local business dedicated to offering premium cigars for aficionados. His carefully curated selection, including the featured cigar in this issue, is available at popular Kendall County spots like Free Roam Brewing Company and Roc-N-Ritas, providing a perfect pairing for great company.

Are you interested in contributing to The Kendall Gentleman? Do you have an interesting story to tell the men of Kendall County? Could you be considered an expert in your given field? Have something interesting to say? We're always looking for talented writers for The Kendall Gentleman. Email us at info@thekendallgentleman.com



PUBLISHER



Welcome to The Kendall Gentleman

Thank you for picking up a copy of the magazine or reading online. You, the reader, are at the heart of this endeavor. Although this is a men's magazine, I aim to create content that is approachable, entertaining, and enjoyable for anyone. The Kendall Gentleman isn't just a platform to sell advertisements or share my thoughts; it represents an opportunity to make a meaningful impact—something my late father always encouraged me to do.

My mission to restore the spirit of the masculine man stems from what I've observed in today's society. For decades, we've seen men's inherent strengths diminished and their roles blurred, often to the detriment of both men and women. Men are called to be strong, protectors, and providers-servant leaders and heads of their households. This isn't about "toxic masculinity"; it's about honoring the balance God intended, where men and women build each other up while embracing their unique, God-given talents. This vision isn't born out of nostalgia but out of a belief in the timeless value of these roles. I see this magazine as a chance to celebrate men who embody these principles while providing inspiration to others striving to do the same.

So why start a magazine? The challenging years of 2023 and 2024 forced me to reevaluate my life. Health scares, personal struggles, and business challenges brought me to a crossroads. But as 2024 unfolded, I found renewed purpose in my community-volunteering wherever I could, helping to organize events like the inaugural Das Festival of Kendall, and reconnecting with the people and places that make Kendall County special. Slowly, I fell in love with my hometown all over again. I realized I wanted to do more than just live and work here; I wanted to contribute meaningfully to this community. A magazine felt like the perfect medium to combine my lessons, network, and passion to elevate the men of Kendall County.

Each issue of The Kendall Gentleman will feature a cover story highlighting someone I've chosen as that month's Kendall Gentleman. This title isn't for sale; it's earned through character, achievement, and embodiment of the magazine's mission. Your suggestions and recommendations will help me identify the right individuals to spotlight—some will be familiar faces, while others may be unsung heroes with incredible stories waiting to be told.

This endeavor isn't a solo journey. I'm fortunate to have a talented team of contributors who bring unique perspectives and expertise to our pages. Legendary basketball coach Stan Leech will share monthly spiritual reflections, local historian Tom Allred will delve into Kendall County's rich history, and Clay Smoot will offer insightful cigar reviews. In addition, we'll feature a recurring segment called "BetterMENt," exploring ways men can grow and improve in areas like health, fitness, financial literacy, relationships, and more. This month, Lance Lira kicks things off with an article on health and fitness.

Looking ahead, I envision The Kendall Gentleman growing beyond the printed page. Plans are already in motion for a podcast where we'll dive deeper into the stories of Kendall County's great men. I also want to introduce a "Men's Mixer," providing a space for local men to gather, connect, and share ideas without an agenda—just camaraderie and good company.

This magazine would not exist without the support of our advertisers, sponsors, and countless others who have contributed their time, talent, and encouragement. I'd like to specifically thank Patti Mainz for the "office space" at Black Rifle, Jonathan Mallard for his exceptional photography, Tommy Mathews for his steadfast encouragement, Ben Weber for his remarkable graphic design skills, and Andra Wisian for her unwavering support and media expertise. I also owe a debt of gratitude to my family my mom Pam, my brother Garrett, and my soon-to-be sister-in-law Nicole—for their love and encouragement.

But this project is far bigger than just me or those named above. I want to acknowledge the countless others who have played a role, whether through small acts of kindness, words of encouragement, or behind-thescenes contributions. To everyone who believed in this vision and helped bring it to life: thank you. You may not see your name here, but your impact is deeply felt and appreciated. Your support and faith have fueled this dream and reminded me of the power of community and shared purpose. Each word printed here is imbued with the collective spirit of those who helped bring this magazine to life.

Reflecting on the journey, I realize how much of it has been shaped by the examples of strong, principled men I've encountered along the way. From family members to mentors, their guidance and wisdom have left indelible marks on my character. They taught me resilience in the face of adversity, the value of integrity, and the importance of standing firm in one's beliefs. My hope is that this publication will pay forward those lessons, helping others to find their path and strengthen their convictions.

To my readers, I encourage you to make this magazine your own. Engage with it, challenge it, and share your stories and ideas. Together, we can create a publication that reflects not only Kendall County's heritage but also its future—a future built on the shoulders of strong men and supportive communities. I believe in the potential of this magazine to serve as a tool for growth, a source of inspiration, and a beacon of positivity.

If just one reader finds inspiration to better himself, The Kendall Gentleman will have achieved its mission. Whether it's finding strength to overcome adversity, forging a new friendship, discovering a mentor, or simply learning to be a better husband, father, son, brother, or leader, I hope this magazine serves as a catalyst for positive change. It's a privilege to share this journey with you, and I'm committed to making this publication the best it can be.

Thank you for being part of this adventure. Let's build something extraordinary together.

Sincerely,

CHAR TURIDAE Michael G. Ethridge Publisher/Owner

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Calendar of Events

2.1.25

Shine like a Diamond Fundraiser Gala

Kendall County Fair Association Kendall County Fair Grounds 1307 River Road Boerne, TX *www.kcfa.org*

Welcome to the Shine like a Diamond Fundraiser Gala! Get ready to sparkle and shine at this glamorous event happening on Sat, Feb 01, 2025 at 5:00 PM at the Kendall County Fairgrounds. Join us for a night of elegance, entertainment, and fundraising for a good cause. Dress to impress and show off your inner diamond as we come together to make a difference. Don't miss out on this opportunity to support a great local nonprofit that supports our kids and community and have a fabulous time! All proceeds go towards facility improvements at the Kendall Couny Fairgrounds.

Farmers Market

The Cibolo Herff Farm 33 Herff Rd, Boerne, TX *www.cibolo.org* You can buy products directly from local growers, ranchers, and crafters on a beautiful historic German farmstead in the Texas Hill Country. Explore our fenced gardens, pollinator meadow, and trails, and see the historic limestone Herff House.

Veterans Coffee

Ford of Boerne Black Rifle Coffee Company 101 S Main St Ste A, Boerne, TX *www.vfw688.org* Enjoy a cup of coffee and camaraderie with other veterans on the first Saturday of each month at Boerne's Black Rifle Coffee Company. 8:00-10:00am

2.2.25

Community Brazilian Jiu Jitsu Class

Black Diamond Martial Arts 645 South School Street, Suite 201 Boerne, TX

www.bdmaboerne.com Whether you're just starting out or you've been practicing the art for years, our BJJ classes are designed to help everyone improve their ground game.

2.8.25 Second Saturday Speakeasy

Nights

Longhorn Lounge 810 Avenue A, Comfort, TX www. longhorn-lounge.com The velvet curtains will come down from 6-9 p.m. every Second Saturday of the Month while you bring the liquor and we provide the set-up. Text SSSN to 830-353-2663

2.10.25 General Membership Meeting

American Legion Post 313 Kronkosky Center 17 Old San Antonio Rd, Boerne, TX American Legion Post 313 www.alpost313boernetx.org

2.11.25

VFW Post 688 Business Meeting

Kendall Masonic Lodge 897 E Blanco, Boerne, TX VFW Post 688 www.vfw688.org

2.15.25 Empty Bowls Hill Country

First United Methodist Church Boerne205 James St, Boerne, TX *www.fumc-boerne.org* Each \$25 ticket includes a bowl crafted by one of our local artisans, along with a serving of soup and bread donated by area restaurants and caterers.

2.17.25

Masonic Lodge Stated Meeting

Kendall Masonic Lodge No. 897 Kendall Masonic Lodge 897 E Blanco, Boerne, TX *www.kendalllodge897.org* Monthly Stated (Business) Meeting at 7:30; Supper at 6:30

2.20.25

Whiskey & Wisdom Book Club

The Boerne Bookshop 153 S. Main St. #120, Boerne, TX *www.theboernebookshop.com* Thinking while drinking has never been more illuminating!

2.22.25

Boerne Polar Plunge

Boerne City Lake 100 Boerne City Lake Park Boerne, TX

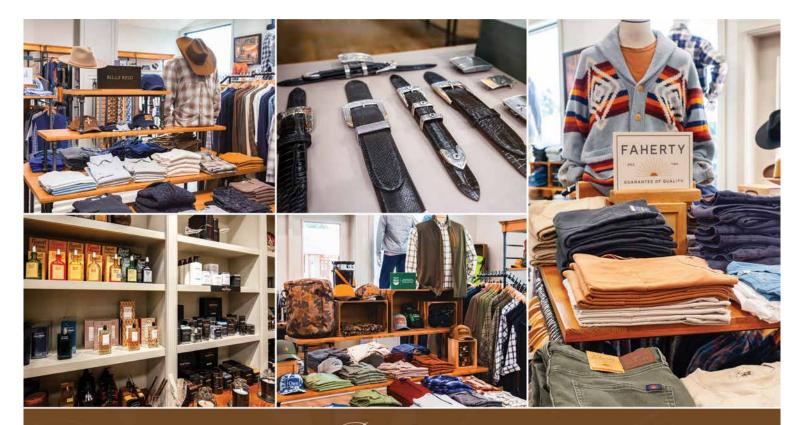
Texas Law Enforcement Torch Run for Special Olympics *www.classy.org* All money raised for Polar Plunge will go

toward providing year-round sports training and competition, health, and inclusion programs for individuals with intellectual disabilities in our community.

Thursdays

Karaoke Night

Salvador Dobbs 512 River Rd, Boerne, TX *www.salvadordobbs.com* Karaoke every Thursday night at Salvador Dobbs from 8:00-Midnight, with fabulous drink specials and the friendliest bar in town.



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Exploring Boerne, Texas and the Maverick Legacy

By Tom Allred, Sr.

A Journey Through the Hill Country's Rich History

Nestled in the heart of Texas Hill Country, Boerne stands as a gateway to the past, rich with tales of rugged independence and pioneering spirit. This charming town offers a unique lens through which visitors can explore the broader history of Texas, a state built on resilience and innovation. Among the many figures whose legacies have shaped this dynamic region, Samuel A. Maverick emerges as an emblematic figure. His contributions to Texas' early history and his influence on the Hill Country's development serve as enduring reminders of the spirit of independence that defines the Lone Star State.

From his revolutionary activities to his innovative ranching practices, Maverick's impact extends far beyond his lifetime, influencing generations of Texans and the communities they built. In Boerne, the echoes of his legacy resonate in the culture, history, and way of life that continue to thrive today.

Early Texas and the Maverick Connection

Samuel Augustus Maverick's life story is deeply intertwined with the formation and growth of Texas. Though he was born in Pendleton, South Carolina, in 1803, his journey brought him to Texas during one of the most transformative periods in the state's history. Arriving in the 1830s, Maverick found himself immersed in a land on the cusp of revolution. This era, marked by Texas' fight for independence from Mexico and its establishment as a republic, set the stage for his rise as a prominent rancher, lawyer, politician, and signer of the Texas Declaration of Independence. As a delegate at the 1836 convention that declared Texas an independent republic, Maverick played a crucial role in shaping the state's future. This significant event marked the beginning of Texas' identity as a land of opportunity and defiance. Maverick's life in the Lone Star State wasn't solely defined by politics, however. He became a renowned land baron, acquiring extensive tracts of land that stretched across south-central Texas. His holdings included areas near modern-day Boerne, placing him at the forefront of the region's development.

One of Maverick's most notable contributions to Texas history lies in the origin of the term "maverick." Known for his decision to leave his cattle unbranded, Maverick became synonymous with nonconformity and independence. By the late 19th century, the term had entered common usage, symbolizing a free-spirited individual unwilling to follow conventional norms. This ethos of defiance and self-reliance remains a cornerstone of Texas culture, with Boerne and its surrounding Hill Country serving as a living testament to these values.

The Development of Texas Hill Country

Boerne's founding in 1849 marked a turning point for settlers seeking opportunity in the rugged yet fertile Texas Hill Country. Named after German author Karl Ludwig Börne, the town became a beacon for German immigrants and other pioneers drawn to the area's natural beauty and agricultural potential. With rolling hills, abundant oak trees, and spring-fed creeks, the landscape offered ideal conditions for cattle ranching—a practice that Samuel Maverick helped shape through his innovative methods. Maverick's refusal to brand his cattle was more than a personal preference; it was a revolutionary departure from the norm. This practice allowed cattle to roam freely, adapting to the rugged terrain and grazing on the Hill Country's abundant grasses. For settlers in Boerne and the surrounding areas, this approach demonstrated a new way to utilize the land effectively while maintaining flexibility. Ranchers in the region quickly adopted variations of his techniques, leading to the establishment of a thriving ranching economy that would define the Hill Country for decades to come.

Boerne's strategic location also contributed to its development. Situated along key trails that facilitated the movement of cattle and goods, the town became a hub of commerce and culture. The interplay between Boerne's German heritage and its embrace of Texan ranching traditions created a unique community that stood as a microcosm of the state's broader identity.

A Community Shaped by Maverick's Spirit

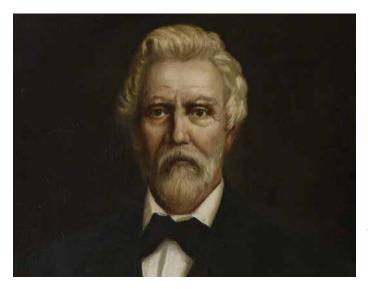
The independent spirit embodied by Samuel Maverick finds a natural home in Boerne, where resilience and innovation are woven into the community's fabric. From its early days, the town thrived on the blending of diverse influences, creating a cultural landscape that celebrated both tradition and progress.

Boerne's economy was deeply tied to cattle ranching, an industry that flourished thanks to Maverick's trailblazing ideas. The town's early settlers embraced the notion of self-sufficiency, working tirelessly to build a community that could withstand the challenges of frontier life. This ethos mirrored Maverick's own approach to life—pragmatic yet visionary, rooted in practicality yet unafraid of experimentation.

Over time, Boerne evolved into a vibrant town that honors its history while looking toward the future. The legacy of pioneers like Maverick can be seen in the town's enduring commitment to preserving its heritage. Historical sites, such as the Main Plaza and nearby ranches, offer visitors a glimpse into the past, while annual festivals celebrate the traditions that have shaped the community.

Exploring Boerne Today

Modern-day Boerne serves as both a picturesque destination and a living tribute to Texas' pioneering past. Its historic downtown area, lined with charming shops and restaurants, invites visitors to explore the town's rich history. Landmarks such as the Agricultural Heritage Museum and the Cibolo Nature Center highlight the region's



deep connection to the land, showcasing how ranching and agriculture continue to play a vital role in the community.

The surrounding Hill Country offers countless opportunities for outdoor adventure. Visitors can hike along scenic trails, kayak in springfed rivers, or tour working ranches that carry forward the traditions established by early settlers like Samuel Maverick. The open fields, where cattle graze freely, serve as a reminder of the innovative spirit that shaped the region's economy and culture.

Boerne is also a hub for cultural events and festivals that celebrate the town's unique blend of German and Texan heritage. From the annual Weihnachtsmarkt (Christmas Market) to the Hill Country Mile's vibrant art scene, there is no shortage of ways to experience the community's dynamic spirit.

The Lasting Legacy of Samuel Maverick

Samuel Maverick's influence on Texas history and the Hill Country cannot be overstated. His contributions to politics, land management, and ranching laid the groundwork for a state defined by independence and innovation. In Boerne, his legacy is reflected in the town's continued celebration of resilience, ingenuity, and community spirit. As visitors stroll through Boerne's historic streets or explore the surrounding countryside, they encounter a landscape shaped by the determination and vision of pioneers like Maverick. The unbranded cattle that once roamed freely across the Hill Country stand as a metaphor for the region's enduring commitment to individuality and freedom.

Today, Boerne offers more than a window into the past—it provides a vibrant, living connection to the ideals that have defined Texas for generations. Whether you are drawn by its scenic beauty, rich history, or thriving culture, a visit to Boerne is an opportunity to experience the soul of the Lone Star State.

By expanding on Maverick's role in Texas history, detailing Boerne's development, and exploring the modern-day relevance of these themes, the article underscores the enduring connection between past and present. Boerne remains not only a place of historical significance but also a testament to the values of independence and resilience that continue to shape the Hill Country and the broader Texas identity. KG



REVIEW

brought to you by The Cigar Society



Today's review by Mr. Clay the Cigar Guy from The Cigar Society is the 2018 Cigar of the Year by E.P. Carillo, the Encore Majestic. This cigar has been my go to cigar for the last three years.

First, I will tell you a little about the cigar and its production process. This cigar is a Nicaraguan puro that employs a unique fermentation process. The filler tobacco is cured and aged in "tercios", where palm tree bark is wrapped around the tobacco for two years. This sweating process brings out the most in flavor and aroma. The result is a luxury smoke with amazing notes of rich earth and sweet tobacco.

My process is to cut the cap of the cigar, light it and grab a great first draw to set the tone. Personally, I prefer a v-cut, because I feel that I can control my draw a little easier. You will find that maybe a punch or guillotine cut will work better for you. I prefer my torch to have a longer flame for lighting my cigar. I rotate my cigar, lighting it evenly. The first draw of this cigar is an outstanding punch of spice. The Encore does have a hearty pepper flavor with a refreshing citrus zest. During the smoking process you encounter rich and woody notes. I felt this gave me an earthy foundation, making me think of oak and cedar. These robust woody flavors marry fantastically with the zesty notes, which creates an evenly balanced and complex taste experience.

The main attraction of the Encore cigar situates itself in a rich creamy finish. It gives every single puff a lingering impression with a smooth, velvety texture that holds your senses captive. The aromatic profile is rich and envelops you in a cloud of, sweet-smelling smoke that is satisfying, making every breath with the Encore a necessary journey.

After smoking this gem to completion, it is easy to understand how this 2018 Cigar of the Year scored a 96 out of a possible 100. \overline{KG}

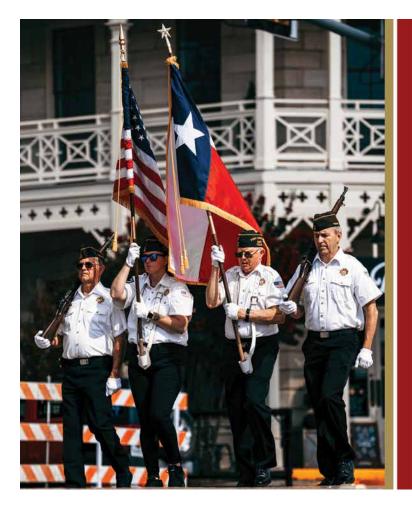
PAIRS WELL WITH

Black Coffee Espresso Single Malt Scotch Dark Rum Lager Red Wine – Cabernet Sauvignon or Malbec Chilled Sweet White Wine

E.P. Carillo Majestic: 5 3/8 X 52 Tobaccos Origin: Dominican Republic Wrapper: Nicaragua Binder: Nicaragua Filler: Nicaragua

Encore Majestic

By Clay Smoot





Post 688

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BETTERMENT

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New Year New You

So here we are, the new year, and once again you are making the decision to get healthier...but what does that actually mean? How would you define "healthier"? For some, healthier equates to better lab results from the doctor's office, while for many, healthier equates to weight loss and a better physique. In this article we will discuss the latter and healthy ways to lose weight, put on lean muscle, and also learn some of the nutritional terms important to understand when on a new weight loss journey. Exercise is a critical component of good weight loss program; however, this article will focus only on the nutrition aspect of weight loss. Our goal is also to keep things simple and not dive too deep into the science of nutrition but rather give a beginner's guide to the nutrition side of heathy weight loss. Before starting any new weight-loss program, you should discuss this with your healthcare provider to ensure there are no underlying factors you should be considering.

Chances are, if you have visited a gym or listened to trainers or other weight-loss coaches, you have heard the term "macros". But what are macros? Macro is short for macronutrient and refers to one of the three main components of your caloric intake throughout the day. These are carbs, short for carbohydrates, fats, and protein. Learning a healthy balance between the three is critical when trying to lose weight. While both carbs and protein contain around 4 calories per gram, they do drastically different things within the body.

Carbohydrates are an excellent source of immediate energy but can also be responsible for weight gain when too many are ingested throughout the day. These can be found in things such as bread, pasta, potatoes, and other starchy foods, as well as sugary snacks (or sugar itself). It is important to try to limit your carb intake to under 100g per day to begin to lose weight.

Protein, while having the same caloric value as carbs, is utilized very differently

in the body. Proteins are used for building muscle tissue and creating enzymes. As important as protein is to muscle synthesis, most of us simply do not get enough protein in our diets. Protein intake needs can vary greatly depending on gender, age and activity level, but most professionals recommend a range of 0.4g up to 0.75g per pound of body weight. For those looking to add lean muscle to their physique, the higher end of that range would likely be most beneficial to achieving their goals.

The third macro would be fats. Historically, fats have gotten a bad reputation as cardiovascular killers. If you are the kind of person who eats fast food for most meals, this can absolutely be true, so it is important to differentiate good fats from bad fats. Bad fats are the fats that are the reason for the 'killer-fat' reputation. These are the fats found in most fast foods and a lot of fried foods, chips, and processed foods. Good fats, on the other hand, can actually be a great way to lose weight as they can fill you up, and keep you feeling full. Examples of these would be avocados, fresh nuts, grass-fed butter, and even grass-fed/finished beef. Yes, you read that correctly, grass-fed/ grass-finished beef and butter made from those cows can actually be healthy as it is the grain fed to most cows that creates the unhealthy fat profiles.

So now that we have discussed the basic terminology you might hear, and recommendations for losing weight and increasing protein intake, let's look at some ways to increase that protein intake. There are two main sources of protein for supplemental use, plant and whey. Whey is typically the least expensive and most widely available. It also contains the full blend of amino acids necessary to help with muscle growth. Some people have issues with the digestion of whey proteins, but this can be managed with digestive enzymes as well as looking at whey isolates, which are purer forms of whey protein. Plant-derived protein can be a good source of protein, but you must be sure the protein has the correct blend of plants to ensure all amino acids are present in the powder. Whey protein will typically taste creamier while many plant proteins are often described as chalky. No matter which protein you decide on, you need to ensure it is a high-quality protein from a reputable source/company.

There is no single 'magic pill' to help you lose weight and add muscle to your frame. Losing weight the natural way, without prescriptions or surgeries that can often have severe potential side effects, takes time, planning and effort. Doing so, however, can offer more lasting results and with the added 'side benefits' of increased energy, increased mobility, and increased endurance. The most critical aspect to any new program is to ensure you are using the highest quality supplements and are doing the necessary research to ensure the safety of your routine, and that you have the determination to stay with it...the results are truly worth the effort! KG





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Do you know a Kendall County man who embodies the quintessential American gentleman spirit?

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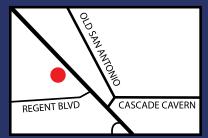
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Bill McKibbin General Manager

A Call to Serve

By Coach Stan Leech

As I reflect on nearly four decades of coaching and directing athletics in Boerne ISD and teaching a weekly Bible study at First Baptist Church, one truth continues to shape my life; God is in charge, nobody else. This simple but profound reality has guided me on and off the court, in victories and defeats, and through life's challenges and triumphs.

Recently, our class studied the book of Acts, a powerful narrative of God's work in the early church. It reminds me of the story of Joshua, a leader tasked with guiding God's people into uncharted territory. Both stories point to these theological anchors:

God is in charge, nobody else. Life doesn't always make sense, but the Creator of the universe holds the plan. God uses bad events for His greater good. The challenges we face, often shape us for His purposes.

God uses people to help other people. We are not called to walk alone. We are called to serve and support one another.

A defining lesson from Joshua comes in Joshua 1:9, "Have I not commanded you? Be strong and courageous. Do not be afraid; do not be discouraged, for the Lord your God will be with you wherever you go." This verse reminds us that true courage isn't the absence of fear, but confidence in God's presence and promises. Joshua's success wasn't based on his own strength, but on trusting God completely—a lesson we all need as we face our own challenges. This February, as the world celebrates Valentine's Day, we are reminded of love— God's ultimate motivation for sending His Son. Love isn't just an emotion, it's an action and a commitment. Jesus' love for us compels us to lead with humility and serve those in our care.

My favorite verse, Luke 12:48, sums it up: "To whom much is given, much will be required." As men, husbands, fathers, and leaders, we are stewards of the influence, resources and opportunities God has entrusted to us. What we do with those gifts, matters.

For me, it boils down to two things:

Tell or show others about Jesus. Through words or actions, we are called to share the hope and truth of the gospel.

Make Him look good. Every decision, interaction and moment are an opportunity to reflect His character and goodness.

Men of Kendall County, as you lead your families, teams, and communities, remember that leadership is about service, humility, and pointing others to Christ. So, as you step into each day, lean on God's strength, trust His plan, and most importantly, give 'em Jesus!





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The Kendall Gentleman in Action

By Michael G. Ethridge Photography By Jonathan Mallard

Few individuals embody the principles of The Kendall Gentleman as fully as Tommy Mathews. His life story, deeply rooted in the traditions of Kendall County, reflects a balance of leadership, integrity, faith, and an unwavering commitment to his community. From his early days exploring the Hill Country to his current role as a businessman, mentor, and family man, Tommy exemplifies the timeless principles we celebrate in every issue of this magazine.

Rooted in Kendall County

Tommy Mathews' journey began in San Antonio, but it wasn't until his family moved to Boerne in 1967 that his deep connection to Kendall County truly took shape. At the age of seven, Tommy discovered the freedom and simplicity of rural life. "I always wanted to live in the country," he recalls. Boerne offered just that, with a tight-knit community, rolling hills, and a lifestyle where kids could ride bikes everywhere and neighbors were like family.

Family was foundational to Tommy's upbringing. His mother, a stay-at-home mom who later became an educator and served nearly 20 years on the school board, inspired him with her dedication to service. "Her commitment to education and the community left a huge impression on me," he shares.

Tommy's father also played a pivotal role in shaping his character. A hard-working man who climbed the ranks in the concrete industry, he instilled in Tommy a love for the outdoors and a strong sense of resilience. "Dad could always connect life lessons to football," Tommy recalls, reflecting on the values of discipline and teamwork that his father's wisdom imparted. He adds, "My father taught me that no matter what life throws at you, integrity and perseverance will see you through."

Those early years also included unforgettable memories of events like Berges Fest, a cherished tradition that introduced Tommy to the vibrant culture of Kendall County. These experiences laid the groundwork for the values he would carry throughout his life.

A Leader from the Start

Tommy's leadership qualities emerged early. At Boerne High School, he excelled both academically and athletically, graduating in 1978. He served as student body president, co-captain of the National Honor Society, and was a standout on the football team, wearing #75 with pride. "Football taught me more than just how to play the game—it taught me how to face adversity and keep pushing forward," Tommy explains.

Key mentors during this time, like Coach Diz Reeves and local leader Edgar Schwarz, played pivotal roles in shaping Tommy's character. "Coach Reeves was tough, but he made you proud of where you came from," he says. These influences instilled in Tommy a sense of pride in his community and a drive to give back.

In addition to excelling in academics and sports, Tommy's high school years were marked by his founding role in the Fellowship of Christian Athletes (FCA). Inspired by figures like Obert Logan and Tom Landry, Tommy began to develop his philosophy of servant leadership—a principle that would guide him throughout his life. "Faith has always been a cornerstone of my life," Tommy says. "FCA helped me see how faith and leadership go hand in hand."

Building a Career and a Community

Tommy's path after high school led him to Trinity University, where he graduated in 1982 with a degree in geology. The downturn in the oil industry soon after graduation forced him to pivot, leading to a career in construction. It was in this field that Tommy discovered his entrepreneurial spirit, eventually founding Westward Environmental in 1996.

"Starting Westward was a leap of faith," he admits, crediting prayer and inspiration from the hymn "We Three Kings" for guiding his decision. Today, Westward Environmental is recognized for its innovative solutions and commitment to ethical practices. "It's not about whether we need something; it's about how we approach it responsibly and with care for the community," Tommy explains.

Throughout his career, Tommy has drawn heavily from the teachings of Dr. Stephen Covey, whose book First Things First became a guiding framework. "Dr. Covey taught me the importance of living by principles and understanding the difference between what's urgent and what's important," Tommy says.





"Those lessons have shaped how I approach both my work and my personal life."

His career has been marked by moments that tested his principles, including instances of confronting unethical behavior and helping clients through difficult challenges. Through it all, Tommy has remained steadfast in his commitment to integrity and doing what's right.



A Life of Service

Beyond his professional achievements, Tommy's contributions to Kendall County are a testament to his dedication to service. He has been actively involved in numerous local organizations, including Boerne ISD athletics, the Cow Creek Groundwater Conservation District, and St. Helena's Episcopal Church, among others. "It's exciting to support organizations and events that make Boerne special," he says.

Service is more than a commitment for Tommy; it's a way of life. He mentors young athletes through FCA, emphasizing the importance of faith, discipline, and perseverance. "You're either a giver or a taker," he states firmly. "I choose to be a giver." Since I met him more than a decade ago, Tommy has been a constant source of mentorship and friendship.

Balancing Work, Family, and Legacy

Despite his busy schedule, Tommy prioritizes his family and cherishes the moments spent together. He works alongside his sons at Tusculum Brewing Company and Westward Environmental, blending his passion for community with his commitment to family. "There's nothing better than working with my boys and seeing their passion for what they do," he says.

Tommy's wife, Dana, has been his partner and support system throughout their journey together. The two met at a Trinity University football game and have built a life rooted in love, faith, and shared values. "Dana has always been my rock," Tommy says. "She's the foundation of our family."

When not working or volunteering, Tommy enjoys the natural beauty of Kendall County, whether fishing on the Guadalupe River or enjoying the incredible sunsets with Dana. These moments in the great outdoors provide him with the space to reflect on his life and the legacy he hopes to leave behind.

Wisdom for the Next Generation

Tommy's advice to younger generations is simple but profound: "Get involved. Be a servant leader. Use your time and talents to make a difference in your community." He also stresses the importance of civic engagement, emphasizing, "If you don't vote, you don't have a say. It's that simple."

His guiding principles—integrity, loyalty, and trustworthiness—are constants in his life. "Values may change, but principles don't. They're what keep us grounded," Tommy explains. Little did he know, it was this very sentiment that was the final spark that ignited The Kendall Gentleman. Standing outside Tusculum Brewing, Tommy explained to me the lesson he teaches his employees about the difference between principles and values. "Values change with the time and with social mores. Take for example: people used to value taking the time to sit down and write a letter to someone. Not so much these days - but that's ok!" he elaborated. "Principles, however, like integrity, loyalty, and trustworthiness those remain unchanged, said Tommy."

The Spirit of Kendall County

Tommy Mathews exemplifies everything The Kendall Gentleman stands for: a commitment to tradition, a dedication to service, and an unwavering love for Kendall County. His life is a testament to the enduring qualities of a true gentleman, from his principled leadership to his passion for family, church, and community.

As I launch this magazine, Tommy's story reminds us all of the values that make Kendall County unique. He challenges us to lead with integrity, give back more than we take, live a Christ-centered life, and preserve the legacy of this remarkable place we call home. It is an honor to feature him as the inaugural Kendall Gentleman. KG

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Sheep Dip

By John Eddie Vogt II

Published in 2011, the late John Eddie Vogt's book, Witches, Bitches, and Other Small Town Folks, brings to life the quirky, unforgettable, and entertaining tales of growing up and living in Kendall County from the 1930s through the 1960s. Thanks to the gracious permission of his family—and proudly sponsored by Hometown Roofing—The Kendall Gentleman is honored to share excerpts from his book for your enjoyment.

To dip an animal means to run it through a trough of water that has an insecticide added to kill insects, especially ticks and lice. At one time when the fever tick was such a problem in Texas and Mexico the government built long troughs that were deep enough that the animal could not touch the bottom but had to swim through. This would ensure that the creature was completely covered by the dip. Cattle, horses and goats were the main animals that were "dipped". I am not saying that a few people might not dip sheep, especially when they were freshly sheared, but this would be the exception. A sheep does not like water, plus the water would soak into their wool and cause them to become heavy and drown.

Those ranches that raised goats and had a cattleguard on their road would take the dip and pour it into the cattleguard hole. The goats remembering their experience at the dipping vats would smell the dip and stay completely away from trying to cross at the cattleguard.

The crossing of the Cibolo on what is called Herff Road was a wide, shallow, bridgeless, gravel bottomed natural crossing. It was about twice as wide as it is today and in normal weather about eight to twelve inches deep. It was Boerne's first car wash. On a pretty sunshining day there would usually several cars out in the water. The owner would be out of the car with his shoes off, his pants legs rolled up, and a rag in his hand washing the car. I guess today that would be water pollution.

You know? Come to think of it I didn't know the name of that road was Herff until just a few years ago. Most of my life it was referred to as "Lovers Lane". If that road could talk it would change the course of the world and the inhabitants thereon.

Through the years I have heard numerous tales about how that crossing got its name. The only one that made any sense was told to me by Vernon Norris. Vernon was born and raised here and left me with the impression that he and numerous other people had witnessed the event.

It seems that a Mr. Bergmann was working for the Herff Ranch and took care of the livestock. He was tending the sheep this particular day and for some reason or other he had to move them to another pasture. This pasture was on the other side of the creek and there was no other way around. He figured it would not be too difficult to drive the bunch across. He was probably using a judas goat. For some reason or other the animals spooked and he could not get them to cross. Being a faithful shepard he hand carried each and every animal to the other side. There was evidently a rather large crowd that had seen what was going on and as expected offered only verbal assistance. The crossing then became known as the Sheep Dip. KG

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We welcome The Kendall Gentleman and are excited about this new publication that will bring topics of interest to the men of Kendall County. We look forward to the many uplifting, challenging and thought provoking articles that will help us to grow as men and understand what it means to be a man of Kendall County.

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