

# *NAIFA-Texas Awards Program*

## 2024 Bruce Murray Tall Texan Award



NAIFA Great Southwest (GSW) historically honored a member for outstanding contributions to the association. This award is named in honor of Bruce Murray, one of NAIFA GSW's most faithful and long-serving members. NAIFA-Texas continues this long-standing tradition by presenting this award in homage to Bruce and NAIFA Great Southwest. The criteria for this award focus on issues that were important to Bruce and involved

association members. The considerations focus on PAC involvement, political involvement, and local participation.

**The NAIFA-Texas Board of Directors is proud to announce the 2024 Bruce Murray Tall Texan Recipient, Hollie Gandy Donohue, CSA, CLTC**



**Hollie Gandy Donohue, CSA, CLTC**

*Safe Money Solutions, Retirement Income Specialist*

Hollie Gandy Donohue has a long history with NAIFA, and NAIFA-Texas. Not really understanding all the layers and nuances of the insurance profession, she followed a recommendation to attend a NAIFA meeting in September 1999. While there, she met noteworthy NAIFA members, Randy Robertson and Joel Williamson, where she met camaraderie and intuitive advice. Hollie joined NAIFA in 2000 and quickly became involved with the NAIFA-Amarillo Area leadership team, availing herself of every opportunity that was presented.

In 2009 Hollie participated in her first Day at the Capitol event and had the opportunity to meet with Representatives John Smithee and Kel Seliger alongside her fellow NAIFA

For more information about this event, please [click here!](#)

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members and Des Taylor, who was the NAIFA-Texas CEO at the time. Hollie was instantly converted into an industry advocate. Since that year, Hollie has attended every NAIFA-Texas State Conference, Day at the Capitol, and every fly-in NAIFA event in Washington D.C.

During her attendance at the 2011 NAIFA-Texas State Conference, Hollie met like-minded NAIFA-Texas member, Russell 'Rusty' E. Donohue. The two hit it off right away and began a long-distance courtship and were married in August of 2013. Rusty, a NAIFA-Texas Past President (1993-1994), was also deeply interested in state politics and advocacy. Married for 10 years, Rusty passed away in 2023.

Hollie has held various positions on the NAIFA-Texas State Chapter Board of Directors and is one of only three women to hold the State President (2018-2019) position. She is also the longest serving President in NAIFA-Texas history. She has led the role of the NAIFA National Independent Advisor Task Force Member, the NAIFA-Texas Membership Chair, and the NAIFA-Texas Non-Dues Revenue Committee Chair during her time with the association. She is also a NAIFA Leadership & Life Institute (LILI) graduate.

Hollie donates to the IFAPAC regularly, committing to yearly increases in her contributions. Hollie is also an Ambassador for The Financial Awareness Association and has participated in many Monthly Awareness campaigns to heighten education and knowledge for all ages. Her involvement has been accentuated through the years as she has grown in the understanding that Advocacy matters to consumers, clients, the industry, and her colleagues.