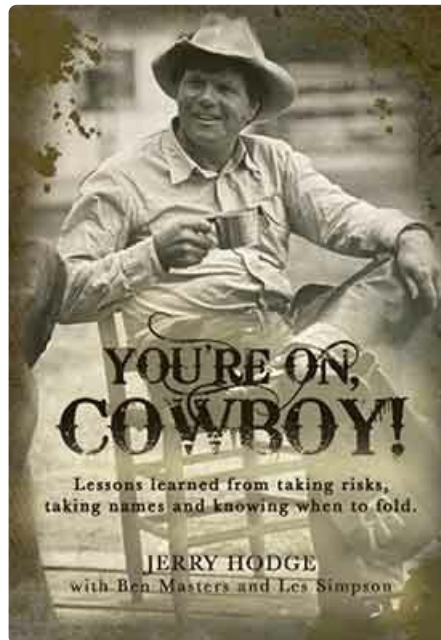


15 February, 2022

You're On, Cowboy! Book Signing Planned at SWOSU



Southwestern Oklahoma State University (SWOSU) alumnus and benefactor Jerry Hodge of Amarillo (TX) will have a launch for his book *—You're On, Cowboy!*—on the SWOSU campus in Weatherford on Thursday, February 24.

The public is invited to the event in the SWOSU Alma Mater Merc Bookstore. Hodge will have a question-and-answer session at 3 p.m. followed by a book signing at 4 p.m. Those who wish to attend the main event should RSVP to Kari Jones, kari.jones@swosu.edu or call 580-774-3289.

A private session devoted to press inquiries will be available upon request at 2 p.m., one hour before the event starts. Press inquiries should contact LisaBeth Thomas at 512.923.4574 or email Lb@lisabeththomas.com.

You're On, Cowboy focuses on lessons learned by Hodge from taking risks, taking names and knowing when to fold and is a memoir that retraces the path that led Hodge to become wildly successful in business and eventually successful in marriage.

Always a risk-taker and a betting man, Hodge has never been one to back down from a challenge. This tenacity helped him grow a local pharmacy from a single storefront in Amarillo (TX) into a national brand worth millions. He was City Commissioner and Mayor for a town he loved dearly, and he might be the only person to go toe-to-toe with both Oprah Winfrey and Boone Pickens. And after two unsuccessful marriages, he found Margaret, the one true love of his life.

Like all of us, however, Jerry Hodge is human, which leaves him vulnerable to the one thing that evens the playing field - a health crisis. When he received a damning diagnosis that had him counting his days and saying his goodbyes, Hodge was inspired to get clear on what is truly important in life and what kind of legacy is worth leaving behind.

You're on, Cowboy! is not intended to be a how-to book and was initially a journaling project Hodge began to write down his stories for his family. Hodge's experiences have been anything but ordinary, yet he writes about his life with humor, unpolished honesty, and an endearing balance between self-confidence and humility. Readers will be entertained by Hodge's anecdotes and adventures and will walk away with inspiring lessons that follow them into their own lives and businesses.

Hodge and his wife, Margaret, recently donated a record-breaking \$5 million charitable gift to SWOSU, which is the largest single donation in the history of the university. The gift is being used for a state-of-the-art facility dedicated to healthcare education and pharmacy, named in honor of the Hodges, and a new endowment benefitting students enrolled in the SWOSU College of Pharmacy.

For more information about *You're on, Cowboy!* and Jerry Hodge, please visit www.youreoncowboy.com.

- Academics ▷
- Administration ▷
- Alumni and Foundation ▷
- Community ▷
- Events ▷
- Faculty and Staff ▷
- Miscellaneous ▷
- Sayre ▷
- Students ▷