

**2026 OCA Clinic**  
**Sunday, July 26, 2026**  
**2:00 pm**

Colonel (ret) J. Craig Flowers is a 4<sup>th</sup> generation native Texan originally from San Antonio.

His 25+ years in our military encompassed nearly a decade overseas, including three years in The Kingdom of Morocco as a diplomat and military attaché. His final military assignment was at West Point where he taught and later served as a Director of Cadet Activities and Assistant Baseball Coach for the record setting Army West Point Black Knights.

Craig attended Texas Christian University earning a degree in Economics while playing baseball for the Horned Frogs. He earned a M.A. from Kansas University and is fluent in French. He trained, specialized, and operated in the field of Military Intelligence.

Founder of The Sideline Leadership CO., he serves Educators (Texas ESCs), NCAA & High School Coaches, Police Departments, CEO's and their staff on Character, Culture and Leader Development. His corporate clients include The Professional Rodeo Cowboy Association, Dell Inc., The Lemoine Company, State Farm Insurance, Gallagher Insurance, Sportsman's Finest, Sealed Air Corporation, HUB Insurance, BXS Leadership University, Gateway and Cadence Banks. His message: "How the Most Elite Teams in the World Behave in order to Win."

As a keynote speaker, Leader Development coach and emcee, he incorporates humor while sharing anecdotes from experiences in the Army, the outdoors, raising daughters and 30+ years of marriage while serving alongside our nation's most elite leaders in sports and industry.

He is often heard on ESPN FM 102.7 Austin TX as a guest for "Game Time" with Erin Hogan and Noah Kreitz. In December 2024, along with World Champion Tie-Down Roper and Texan Stran Smith, he co-authored "A Colonel and A Cowboy", a #1 Best Selling book that has reached thousands across the country.

"A Colonel and A Cowboy" is a powerful resource for individuals seeking inspiration and practical advice on overcoming challenges and leading with purpose. It appeals to a wide audience, including business leaders, educators, coaches, athletes and anyone interested in personal development. [HOME - A Colonel & A Cowboy](#)

