



# ON COMMON GROUND

## TALA AND TREVOR BYNUM

By Kimberly Suta :: Photography by David Teran :: Personal photos courtesy of the Bynums

*Tala and Trevor Bynum met 30 years ago as young, dedicated lieutenants in the Army, stationed at Fort Carson in Colorado. Now, decades later with two wonderful children and successful careers, it's easy to see that the journey to Cordillera Ranch is one rooted in shared values, life experiences and a deep connection to both family and community.*



Born with an intrinsic desire to make a meaningful impact, Trevor knew early on that he wanted to serve his country. "I wanted to be a paratrooper, to be of service in the military," he recalled, serving in the Infantry and Signal Corps for eight years. Coming from a family without the means for his higher education, the military not only provided him the opportunity for an education at the University of Pennsylvania, but also shaped the foundation of his character and career.

Tala's journey is as vibrant and dynamic as she is. Born in Iran while her father was stationed there with the U.S. Army, during a time when relations between the two countries were amicable, her early life was marked by adventure and unique experiences. Growing up in a military family, she was exposed to a world of service and travel from an early age. Tala fondly remembers the beautiful Persian carpets her family brought back from Iran — treasures from a place they called home for a short period of time.

Trevor and Tala's love story began one sunny day at a baseball game. Trevor, then a young, handsome lieutenant, spotted Tala in the stands wearing a Trinity University sweatshirt and was immediately smitten. "I knew I wanted to marry her on our first date. She was beautiful, smart, and we shared the same values. It just felt right," he shared. "I knew right away, too," admitted Tala. "There were more guys than girls in the Army, but Trevor definitely stood out. He had ambition, he was smart and, honestly, I thought he was really good-looking."

"We've been through everything together," said Trevor, now CEO of Welch's® Food Company and National Grape Cooperative. "From serving our country to building careers in corporate America, to raising our family, we've always been a team."

Their military service not only shaped their careers but also their relationship. "We both went to college on ROTC scholarships," shared Tala, a former Medical Service Corps officer of six years who now works in the medical device industry. "The Army ingrained values of honor, integrity and love of country in us both, which carried into our professional lives and family."

Tala's drive to work in the medical field was deeply personal. After losing her father to heart disease at a young age, she sought a career where she could make a difference. "Working for Boston Scientific, I wanted to work on improving access to medical technologies that could help save people like my dad, and I still do that work today, almost 25 years later, as a partner at a medical device consulting firm," she said.

For Trevor, the transition from military service to corporate life was sparked by the opportunity to learn from one of the most respected companies in the consumer goods industry, General



Mills®. Over the years, his career evolved, leading him to the helm of Welch's, a role he cherishes for its direct impact on American farmers. "One of the most rewarding parts of my job is that everything we do is for the benefit of our 650 family farmers," explained Trevor. "We're not just running a company — we're helping to sustain family farms across America's heartland. It's incredibly fulfilling."

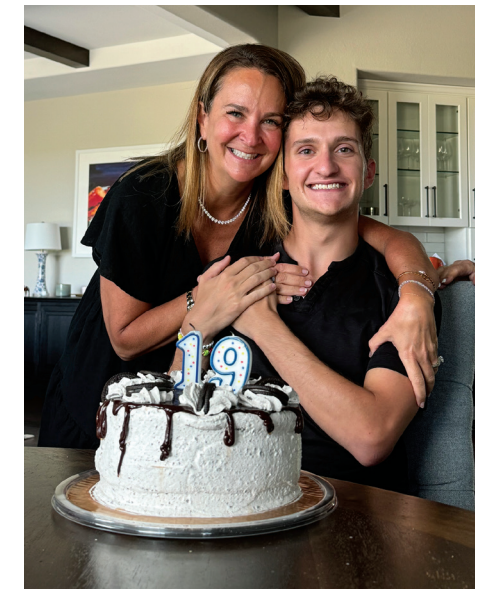
That love of family also translates to their own. The Bynums are very proud parents of two young, equally hardworking men, who were well-served by the example set by their parents. Colin is a senior at the University of Richmond, majoring in History with a minor in Entrepreneurship. He, like his parents, was awarded an Army ROTC scholarship.

"Colin will commission as a 2nd lieutenant in May of 2025," said Trevor. "We couldn't be more proud of our kids."

Currently, Carson is a sophomore at Duke University and is immersed in the world of Mechanical Engineering, juggling lab research, swing dance, run club and fraternity life. Both boys, although not full-time residents at Cordillera Ranch, love spending time here, especially enjoying the amenities and events at the Club.

"The Turkey Trot has become a family tradition," said Tala. "The boys have run in it for the past two years and look forward to it every Thanksgiving."

During the summers, the family loves spending time at the pool and dining at the Club. They also like working out at the gym and appreciate the great team of people who work at the Club.



"This spring will be the third time I have hosted the Welch's executive team at Cordillera Ranch. The Clubhouse is great for our meetings and my team raves about the quality of The Lodges. They are excited to come back," said Trevor about the amenities available for corporate teambuilding and accommodations on the Ranch.

The Bynums, who split their time between Cordillera Ranch and Concord, Massachusetts, where Trevor's company is headquartered, have found their "forever home" in this vibrant Hill Country community.

"Cordillera Ranch struck the perfect balance between nature and community. It's quiet and private, but we're also part of an amazing neighborhood," explained Tala, who's originally from San Antonio.

The Bynums moved to Cordillera in 2022 and into one of the earliest homes built in the community. Although they adore their

home and the stunning Texas Hill Country views, it's the people of Cordillera Ranch who have made it truly special.

"Our neighbors, BL and Bill Pollard, and Tiffany and Larry Smith were so incredibly welcoming when we arrived and look out for us when we travel. We couldn't ask for better friends," added Tala, who also wanted to give a shout-out to the transportation team at the Club.

"Shane and his team are exceptional. Whether it's for a dinner out when Trevor and I don't want to drive or a trip to the airport or even a concert in Austin, they never let us down," she noted. "Pat is so nice. He even offered to keep Bear [the family dog] in the van with him once while we were at a concert."

After nearly three decades of marriage, the Bynums continue to make each other a priority. It's clear to see their love and appreciation for each other have only grown throughout the years.

So, what's their secret? "We're always finding new ways to do things together," confided Tala.

From making cocktails together at home — like a classic daiquiri made with rum, simple syrup, fresh squeezed lime and bitters served in a coupe glass — to taking country dance lessons, the couple cherishes these special moments. "When we do retire, we want to be able to go out dancing together," said Trevor.

It also doesn't hurt that Trevor likes to do sweet and thoughtful things for Tala whenever he can. "When I'm in town, I'm probably the number one customer at the Bergheim Meat Market," laughed Trevor, who enjoys cooking steaks and fajitas for Tala on the weekends. "For me, it's about putting the energy into it because I want to be married for another hundred years."

Trevor also jokes that one thing most people don't know about him is that his favorite child is Bear, who happens to be

a sassy six-pound Maltipoo. Look for the photo of Bear sitting on a bar stool in the kitchen awaiting cocktails. "Most people expect I would have a German Shepherd or something, but I've got 1,200 photos on my phone — all of Bear," noted Trevor.

It seems their approach to life is simple and beautifully harmonious, even if Bear gets first pick of steaks at dinner.

"Hopefully, in the not-too-distant future, we'll retire and get to spend a lot more time in Cordillera and take advantage of all that it has to offer — golf, pickleball, the gun range, you name it!" said Tala.

"If we could pick one place in the world to live, we'd both pick Cordillera Ranch," added Trevor.

For the Bynums, it's clear that Cordillera Ranch isn't just a place to live — it's the culmination of a lifetime together with that one person who knows you better than anyone else in the world. 🐾