



2026

SAM HOUSTON AWARD RECIPIENTS



CHENZA AND RON LAZOF

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Ron (Ronald C.) Lazof, received a B.S. in accounting and economics from California State College, Northridge (1968) with honors, a J.D. from U.C.L.A. Law, with highest honors, (1971), and practiced law in the areas of corporate, tax in real estate law with a specialty in mergers and acquisitions for 25 years. During the course of his career, he orchestrated over 300 acquisitions ranging in size from \$5MM to in excess of \$2B. He was also licensed as a certified public accountant.

From 1996 to 2001, Ron served as the president and chief executive officer of Behr Process Corporation, a multi-plant manufacturer and distributor of Behr paints and stains, headquartered in Orange County, California. During his five-year tenure at Behr, he provided the leadership to grow sales from \$250 million to \$1 billion, while increasing profitability each year, and transforming the company from a privately held family business to a division of a publicly listed fortune 100 company.

From 2001 until the present-day, Ron has been a consultant with Prism Advisors of Texas, L.L.C., a management advisory and consulting organization focusing on emerging growth businesses and an active investor. Ron has also served as a director of the Y.M.C.A., Big Brothers/Big Sisters, the Laguna Art Museum, the U.C.I. Foundation, the U.C.L.A. Law Alumni Board of Directors, the Steamboat Institute, and on numerous other boards of for profit and not for profit organizations, including the Lazof Family Foundation, the Heritage Foundation, and Job Creators Alliance. He also is a Founding Circle and Member of the National Finance Committee of The George W. Bush Center at S.M.U., and a long-time supporter of the Texas Public Policy Foundation.

Chenza, who attended U.C.I., has held treasury and finance career positions in private industry and has served as a member of the Board of Directors of the Steamboat Institute. She is a full participant in everything Ron undertakes, and is passionate about her family, children, grandchildren, photography and all things nature. Chenza and Ron were married in 1988, have two daughters, seven grandchildren, and two great grandchildren. They moved to Dallas from Newport Beach, California in 2010 to be able to participate and be available to their young Texas grandchildren on a regular basis, and to take advantage of the uniquely Texas culture, pride and patriotism which was absent in California.