



HOWDY S. HOLMES
Chief Executive Officer and President

After successfully competing in the world of motor sports for 20 years, Howdy returned to the family business in November of 1987. As a racecar driver, Howdy won championships, and was the “Rookie of the Year” at the Indy 500 in 1979. He competed in six Indy 500 events. When he retired in 1988, he held the best average finishing record of anyone who started more than four events.

As a businessman, Howdy operated a motorsports marketing company and an advertising company, which served the motorsports community. Holmes authored an award-winning book called, “Formula Car Technology” and was a contributing writer for magazines and newspapers about racing. He was also one of the first color commentators on racing for ESPN.

Upon returning to “JIFFY” in 1987, Mr. Holmes led a transformation of the then 100 year old family business. With the help of others, a professionally managed strategic vision was successfully introduced.

Today, known for their Quality and Value, “JIFFY” Mixes is uniquely positioned for the 21st Century. “JIFFY” is the market-share leader in retail prepared baking mixes. In 2007, Chelsea Milling entered the Institutional market, selling to mass feeders such as large hotels and prisons. The Company is currently building a new mixing tower to service Institutional and Foodservice customers.