



SHANNON RAINOSEK

2026-2030 | ALBUQUERQUE, NM

I was born in Austin, Texas in 1969. I have an older brother, Mark, who is an anesthesiologist (Presidential Scholar at UNM and UNM Medical School Graduate).

In November of 1970, my parents, Larry and Dorothy, had an opportunity to open a restaurant across from UNM and moved us to Albuquerque. This was a challenge because all of our family was in Texas. I realize now how lucky I am though because I have two families – our Texas family and our Albuquerque friends who have also become our family.

Growing up and throughout my education, I was involved in our family businesses, Frontier and Golden Pride. We also have commercial and residential real estate. All of this gave me a different perspective early on about the issues, concerns and challenges of running a family business. I have always enjoyed learning new things, so it was natural for me to want to continue my education after college and pursue different degrees in areas that interested me and that were also useful in running a family business.

After graduating from St. Pius X in 1987 (the OLD St. Pius where ABQ Uptown is now), I attended UNM as a Presidential Scholar. I was very involved in my sorority, Pi Beta Phi, while I was at UNM and made lifelong friends. I graduated from UNM in 1991 and attended Colorado State University where I received a Master's in Human Resource Management. While I was at CSU, I became interested in law and decided to attend law school. I graduated from the UNM Law School in 1998 and passed the bar later that year.

In working for our businesses during school, I was handling our employee benefits and human resource issues as well as doing leases for our properties. In 2025, my small office team and I handle the employee payrolls and benefits, unemployment claims, government compliance, etc. for over 300 employees.

I am fortunate to get to wear many hats. This includes discussing business events and issues with our General Managers, advising and guiding on policy compliance and legal issues, reviewing financials and contracts, and coordinating the advertising, social media and donations. There are not too many dull moments and I enjoy the variety of responsibilities.

In May of 2025, we decided to partner with an investment group to create a new operating entity for Golden Pride. This has allowed me to step away from the day-to-day responsibilities but still be involved as an advisor and on the managing board. The Frontier and all of our other business and investment interests still keep me busy, but I have time now to travel with friends and family.



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