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Dallas Founder Tina Loren Named Ms. Texas USA 2027

Building Women. Protecting Firefighter Families. Changing Financial Futures.

DALLAS, November 17, 2026 — Tina Loren, a Dallas founder and longtime advocate for firefighter families, has been named Ms. Texas USA 2027. She will represent Texas at the Ms USA Pageant Finals in Miami Beach, August 6–10, 2027, bringing greater visibility to work she has spent years building.

Protecting Firefighter Families. After years working closely with firefighters, Loren knows that illness, injury, disability and loss affect entire households. “My job is to help make sure the health crisis does not also become a financial crisis for the family,” she said in describing her platform. Through fire-station conversations and fire-academy education, she helps families prepare for risks they hope never to face. Read what firefighters say about Tina Loren Agency.

Building Women. Loren believes the impact of that work grows when more women have the confidence, skills and opportunity to serve. Through Tina Loren Agency, she mentors and develops women who create income by helping firefighter families protect their financial futures. Her vision is a national, female-founded, female-led agency that creates opportunity for women while reaching more families.

Changing Financial Futures. “Building women creates opportunity. Protecting firefighter families creates security. Together, we change financial futures,” Loren wrote in explaining the mission behind her title.

A fourth-generation Texan of Mexican heritage and a first-generation college graduate, Loren earned a BBA in Marketing, cum laude, from Texas Tech University’s Rawls College of Business and an MBA from Southern Methodist University Cox School of Business. She previously built an approximately $1.6 million financial-services agency. Today she also mentors students and emerging entrepreneurs through the Southern Methodist University Cox School of Business BBA Mentor Alliance and The DEC Network.

Her program, Your Journey, Your Rules™: The Be Your Own Boss Blueprint™, grew out of a deeply personal season. While she was writing and recording the self-guided video and workbook program, her mother died. “We stopped recording while I prepared for her funeral. Then I came back,” Loren wrote. The experience reinforced the message at its heart: making intentional choices about confidence, money, freedom, purpose and legacy, even in difficult seasons.

Now Loren wants her title year to create meaningful collaborations with organizations and businesses committed to firefighter families and women’s advancement. “I don’t want to simply wear the crown. I want the year to have evidence of contribution,” she said. She hopes to represent Texas with purpose — and bring the Ms USA crown home to Texas.

About Tina Loren Agency

Tina Loren Agency supports firefighter families through financial education and protection planning while developing women into confident professionals and leaders. Learn more at TinaLoren.com.

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