MICHAEL MARTIN HUGHES

THE MAN BEHIND THE IDEAS

Contractor | Inventor | Entrepreneur | Investor | Hunting & Fishing Guide | Songwriter | Author | Patriot

He didn’t just dream about building things. He built them.

Michael Martin Hughes has spent his life recognizing opportunities, developing ideas, building businesses, and turning imagination into action. From construction and commercial ventures to inventions, investments, publishing, and music, his path has been anything but conventional.

FAITH, FAMILY & COUNTRY

Raised by his mother, Deanna Longoria, and father, Mike Urdiales, Hughes grew up with a foundation of faith, family, discipline, and personal responsibility. He was deeply influenced by his grandfather, Dr. E. M. Longoria of Laredo, Texas, and his grandmother, Mary Louise Leyendecker.

His Longoria family included five siblings whose careers spanned education, law, government affairs, and public service. Dennis Longoria, the eldest, worked as a lobbyist for Central Power and Light in Austin. David Noel Longoria, born on Christmas Day, practiced law and later became a judge. Carlos J. Longoria became an international law attorney and, according to family recollections, served as lead attorney for a major Houston company early in his career.

Mary Katherine Longoria devoted her professional life to educational institutions as a teacher and personal tutor. She also helped shape Hughes’s childhood, reminding him at supper to mind his manners and keep those “ready and able elbows” off the table. His mother, Deanna Longoria, led what he recalls as the largest region of the Texas Department of Human Resources.

As a boy, Michael wanted to be just like his uncle Carlos—with one exception: the man purse. He still laughs about asking his mother why his uncle carried one. The memory adds humor to the genuine admiration he felt for the accomplished people around him.

A proud American patriot and man of faith, Hughes expresses his convictions in his original song Take a Ride: “Patriot, take a stand” and “Fear of God is who I am.”

In a family of accomplished professionals, Hughes describes himself with an unforgettable phrase: “The black sheep with the golden touch.”

THE INVENTOR — THREE PHASES

In the 1990s, Hughes and a business associate founded Phases Inc., with three successive product directions. Phase One: Sun Jammers—promotional wraparound sunglasses with printable, perforated screens for daytime events such as spring break, NASCAR, and NFL gatherings. Phase Two: Mobile Billboards—the idea of using similar perforated see-through technology for exterior advertising on the windows of buses, taxis, and commercial vehicles while allowing passengers to look outward. Phase Three: Night Tracer—an LED-rimmed flying disc designed to illuminate during nighttime recreation.

Hughes also created Kiddie Krawler Kushions, fashionable protective knee pads and gloves for crawling babies. The concept combined practical protection with appealing designs, making the child look stylish while giving parents something to feel proud of.

His customizable footwear concept, Shoemelians, was named for shoes and chameleons. A base pair of shoes could take interchangeable decorative “skins,” secured in the evolved design with hook-and-loop fasteners, buttons, and snaps. Each clear hanging accessory pouch offered eight skins—enough for both shoes—at a $9.99 price point.

His philosophy: “Find the weakness and make the product not only work better, but give it more style and effect.”

THE CONTRACTOR, ENTREPRENEUR & OUTDOORSMAN

Hughes’s career extends across contracting, construction, business ownership, retail, entertainment, live selling, and commercial development. Through Kaptains Kamp, his hunting and fishing guide business based out of Rockport, Texas, he has pursued a lifelong connection to the outdoors.

He is also the visionary behind Streamland RTR, including an online application in development and a proposed commercial compound in Van Horn, Texas.

THE INVESTOR

Hughes reports years of accumulating silver based on his belief that its valuation would eventually improve relative to gold. He recalls selling silver at $100 per ounce. He also pursued trading opportunities during Tesla’s politically sensitive volatility and reports selling his Tesla position at $490 per share. These figures reflect his personal recollection of his investment decisions.

His investing philosophy: “Don’t get greedy. Take your profits, stash your dough, and look for the next opportunity.”

THE SONGWRITER, AUTHOR & THE ROAD AHEAD

As a songwriter and author, Hughes brings his business instincts and life experiences into country storytelling and books. His writing projects include A Songwriter’s Bible, Technology at Your Fingertip — The New Era, AI in Disguise, and RTR — Real Time Resellers.

He is developing a full true-life autobiography, From Tricycles to Motorcycles — A Ride Through My Life. The planned story will explore his family, faith, ventures, inventions, successes, setbacks, and three years

in prison between ages 27 and 30—told in his own words. The book itself is still to come.

THE STORY IS JUST BEGINNING

Hughes believes opportunity often begins with a simple question: What if? For him, the answer has usually been to find out. Some roads were paved. Others he had to build himself.

Find the need. Create the want. Recognize the opportunity.

“This is just the tip. You want the whole stick? I’ll give it to you soon—if I can find my memory. I think it’s been misplaced!”

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