

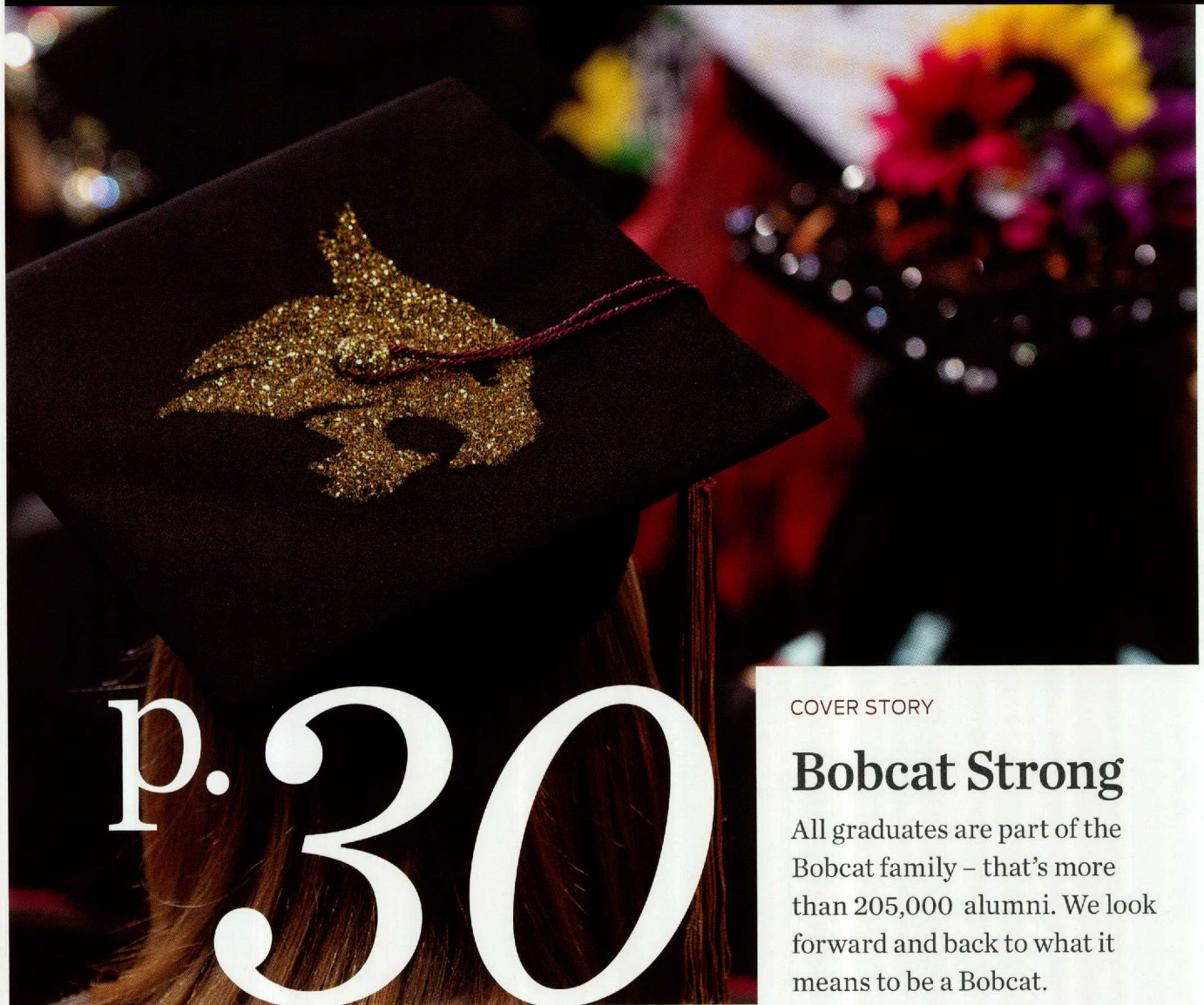
# hillviews



hillviews

# contents

No. 2, 2020



p. 30

COVER STORY

## Bobcat Strong

All graduates are part of the Bobcat family – that’s more than 205,000 alumni. We look forward and back to what it means to be a Bobcat.

**ABOUT:** *Hillviews* is produced three times a year by the University Advancement division. We’d love to hear from you. Send us your comments about the articles in this issue, or send story suggestions. Email [Hillviews@txstate.edu](mailto:Hillviews@txstate.edu); or mail to *Hillviews*, Texas State University, 601 University Drive, San Marcos, TX 78666-4613. Find the latest and past issues of *Hillviews* online at [hillviews.txstate.edu](http://hillviews.txstate.edu)

p. 3

**Veronda Durden**  
Helping parents and families.

p. 4  
**Project CIEDAR**  
Smart technology at STAR Park.

p. 6

**Chile Connection**  
An education partnership.

p. 10  
**Pär Nilsson**  
Leads topflight golfers.

p. 12

**Community outreach**  
Making music with youngsters.

p. 16  
**Art of accounting**  
Learning about ethics and fraud in business.

# hillviews

vol 51 no 2 | 2020  
Texas State University

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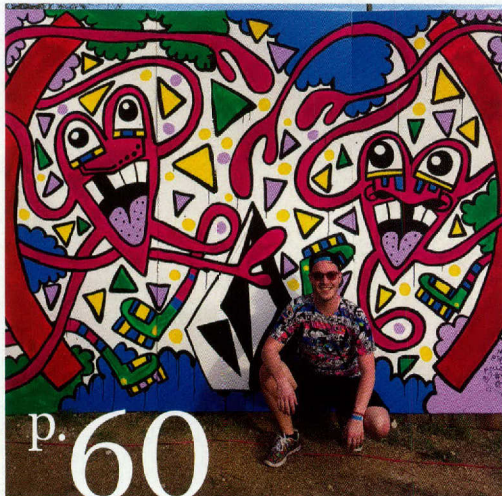
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p. 18

**COVID-19 response**  
Money, medicine,  
and jobs.

**p. 50  
Donor Report**  
The power of giving.

p. 58

**A teacher's life**  
Still helping students.

**p. 60  
Tyler Wallach**  
Putting the pop in art.

p. 62

**Diana López**  
Books for middle  
schoolers.

**p. 65  
Woman's work**  
That's sports  
construction.

## (from the president's desk)

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Dear Friends,

We live in challenging times, but there is no question: Bobcats are thriving. We have come together like never before these past few months to support our students, each other, and our communities. When we face historic struggles, the finest attributes of our community emerge.

I'm proud to share this edition of *Hillviews* with you, which showcases the caliber of Texas State University alumni and the impact our graduates have made on their professions and our world. In these pages, you'll also meet families that made being a Bobcat a family tradition, and couples whose relationships blossomed from college sweethearts into lifelong partners.

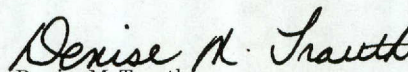
In our spring issue, we shared a few of the many ways Texas State students, faculty, and staff responded to the coronavirus pandemic. Now, we are proud to bring you even more stories of how our alumni responded during these historic times — like our respiratory care graduates who went to work quickly on the front lines in understaffed local hospitals and a medical professional who oversees a hospital laboratory.

The pandemic has taken a toll on our state and national economy. It is critical that we do everything in our power to ensure that our students can continue on the path toward earning their degrees. To support students and their families, we launched a trio of programs that provided critical financial aid in the form of emergency grants, scholarships, and the expansion of our free tuition program. Read on to see what our faculty experts have to say about this period of economic downturn and the next phase of recovery, and learn how our Career Services team helps students and alumni grow in their careers even in a tougher job market.

Philanthropy is integral to supporting our students and faculty so that they can continue to pursue excellence. We have included our annual endowment and donor report in this issue, showing how gifts made in fiscal year 2020 were transformational to Texas State and our students.

We are immensely grateful for the support we receive from so many friends, alumni, and partners to enrich the lives of our students. Together, we will continue to forge a bright future.

Sincerely,

  
Denise M. Trauth

# Veronda Durden

Any Baby Can CEO brings 30+ years' experience to help Texas families

By Susie Phillips Gonzalez

After more than 30 years in leadership roles at Texas government agencies and nonprofit organizations, Veronda Durden (M.S. '95) is celebrating her private-sector role as president and chief executive officer of Any Baby Can, an Austin nonprofit dedicated to stabilizing families through parent education.

Durden credits the quality and flexibility of Texas State University's graduate program in health professions for laying the groundwork that led to positions as commissioner of the Texas Department of Assistive and Rehabilitative Services and assistant commissioner for the Texas Department of Aging and Disability Services. She also held key posts at the Texas Department of Human Services, Texas Department of Health, and Attorney General's Office.

"The connections I made and the skills I learned through the program at Texas State helped my career to grow and blossom," she says. As for her tenure at Any Baby Can, Durden says, "I remain excited every day about the work we do. We are helping people live their best lives and reach their maximum potential."

To appreciate Durden's journey, it helps to know that she was nine months pregnant when she walked into her first Texas State graduate school class. "I was in class one Saturday, had my son the next Saturday and was back in class that third Saturday. I always tell that story to people — that you can do whatever you put your mind to," Durden says. She says that thanks to the program's flexibility, some semesters she only took one course in order to fulfill her full-time job duties in state government while tending to her infant and toddler. "If you only take one class, you are making progress. The only person you have to compete with is yourself."

As a working graduate student, Durden says she saw ways to apply Texas State's curriculum to her jobs. "The professors always seemed interested in the students and our work," she says. "There was an intersection between what we were doing that day and what we were learning in the classroom."

Her coursework required an internship, and Durden chose Breckenridge Children's Hospital, where she discovered that a medical setting would not be a good fit with her family life. Preferring the government sector, Durden spent three decades in a variety of state agencies that provided connections and experiences that honed the leadership skills she now exhibits at Any Baby Can. As CEO, she draws upon the lessons learned while working for the state of Texas, including her time with Leadership America (2016) and Leadership Texas (1996) as well as a mediation course at The University of Texas School of Law Center for Public Policy Dispute Resolution (2006) and the Governor's Executive Development Program in 2004.

She is proud of the strategic plan that she and the Any Baby Can executive team completed in 2019 in recognition of



**“THE CONNECTIONS I MADE AND THE SKILLS I LEARNED THROUGH THE PROGRAM AT TEXAS STATE HELPED MY CAREER TO GROW AND BLOSSOM.”**

the changing needs of clients. "We like to say that we meet our families where they are," Durden says, explaining that clients are no longer limited to Austin. They also live in surrounding Hays, Eastrop, and Williamson counties.

The agency has enhanced its board member engagement to increase community visibility and partnerships and added several new staff positions to focus on operations, contracts, and volunteer activities, bringing the workforce to 130 and increasing the operating budget to nearly \$12 million. "We are looking to provide basic support services in a new way by thinking of how we can work more efficiently and secure new revenue generation opportunities for the organization," she says. Durden also has offered leadership training for supervisors and executive staff while locking in a wage increase for all employees.

"The state of Texas provided me with the best leadership training," Durden says. "Both in state government and at Any Baby Can, I enjoy working with teams that are committed and compassionate about the people we serve." 🌟



# WELCOME — TO THE — FUTURE

Connected Infrastructure for Education,  
Demonstration and Applied Research (CIEDAR)

*By Bryan Kirk*

## Newest research collaboration developing at STAR Park

Imagine a world where bridges, roads, and buildings are smart enough to alert engineers about structural or design issues, where sensors embedded within the roads connect with electric vehicles to ensure not only that they are fully charged during the journey but also that they are operating safely.

All this, and a whole lot more, is happening as a result of an innovative research collaboration initiative under development at the Science, Technology, and Advanced Research (STAR) Park at Texas State University. Joining the 58-acre research park is the Connected

Infrastructure for Education, Demonstration and Applied Research (CIEDAR) Consortium, which is built upon partnerships with industry and Texas State's faculty and students. CIEDAR was born out of the Materials Applications Research Center and falls under Dr. Walter E. Horton, chief research officer for Texas State.

Ingram School of Engineering faculty Andres Carvallo and Dr. Stan McClellan serve as co-directors of CIEDAR. Carvallo is overseeing the transition as they work to bring nine living laboratories to STAR Park that could ultimately impact infrastructure and

life in the near future. Carvallo is a professor of innovation in the College of Science and Engineering and the founder and CEO of CMG Consulting LLC, a next-generation consulting and advisory firm. McClellan is a professor of electrical engineering.

The facilities being built under CIEDAR will help determine if these sensors can work as part of one network, or just how it will be managed. "Our role is to manage the birth of the organization that will manage nine living labs," Carvallo says. "We are in the early stages of recruiting for membership in four of the nine labs which will start up this year (i.e., Smart Utilities Lab, Smart Mobility Lab, Smart Networks Lab, and Infrastructure Research Lab)."

Currently, there are nearly 100 researchers across every college at Texas State working in 32 traditional labs on more than 290 externally funded CIEDAR projects. Carvallo says the new buildings



## WHAT IS CIEDAR?

A multidisciplinary connected infrastructure research consortium for industry that will build nine living laboratories for the acceleration of digitization, digitalization, decentralization, and decarbonization of industry.

Key areas of focus for the consortium include education, demonstration, and commercialization of smart technologies.

- Using embedded smart technology (e.g., sensors, networks, big data, and software) into utilities, buildings and construction, transportation, cities, water, wastewater, and energy.
- Creating roads, bridges, and buildings embedded with smart sensors to detect structural defects, and monitor stress, motion and air quality, water, and energy use.
- Developing embedded mobility and autonomous public transportation systems that increase safety, control traffic signals, and keep electric vehicles fully charged using artificial intelligence.
- Testing 5G networks on all kinds of applications, and even with wearable and ingestible sensors.

and labs under construction at STAR Park will all have embedded smart technology, including smart floors and smart walls. “Our goal moving forward is to make all of our buildings technologically upgradeable as well as being zero energy, zero water, zero waste facilities,” he says.

One new building that will support CIEDAR is the Infrastructure Research Lab (IRL) being built at STAR Park. The IRL will provide an environment for students, faculty researchers, and industry partners to dynamically test infrastructure components such as structural beams while employing the latest advances in sensors, 5G “Internet of Things” networking, and data analytics. The research capabilities being built by CIEDAR will greatly contribute to Texas State meeting its strategic goal to achieve R1 National Research status.

Ron Epperson, who serves as director

of industry strategic partnerships for Texas State, is responsible for connecting with potential collaborators and creating corporate partnerships for the university and STAR Park. “We engage with companies and show them the value they can have by collaborating with Texas State, so they can come aboard, become partners, and help our students, our faculty, and our programs,” Epperson says.

STAR Park and Texas State are located within the geographic sweet spot of what is known as the Texas Innovation Corridor, with connections to The University of Texas at Austin, The University of Texas-San Antonio, and UT Health San Antonio.

Epperson says that Texas State’s emergence as a vital hub of research and development in the heart of the Interstate 35 corridor is fulfilling a huge need for high-tech industries, corporations, and local governments to share ideas and work

closely with the university to meet specific goals. “There is nothing like this, certainly in Texas and maybe not in the United States, where people can come, collaborate with the university, and collaborate with each other in a living laboratory to create a smart neighborhood,” he says. “This is a great example of Texas State’s commitment to applied research.”

Epperson says that the partnerships will not only aid local businesses and communities to implement smart technology but also help raise the profile of Texas State and generate more revenue toward research and development.

“We are going to do research with relevance at STAR Park with CIEDAR — that will help solve problems of Central Texas and the world.” 🌟

# THE CHILE Connection

By Steph Spector

Over the past decade, the College of Education has had 43 graduate students in Chile, exchanged seven U.S. and 14 Chilean education faculty, received nine Chilean undergraduate students, and partnered with six Chilean universities, six nonprofit organizations, and numerous K-12 schools.







*Chilean undergraduates participated at Texas State in 2019.*



*Amy Biedermann, Texas State doctoral student, with Carol Z. Perez, U.S. ambassador to Chile, Sebastián Kaufmann, vice-rector of integration at Universidad Alberto Hurtado (UAH) in Santiago, Chile, and Constanza Bauer, director of international cooperation at UAH.*



*Doctoral students visiting the house-museum of the Chilean poet and Nobel laureate Pablo Neruda (2015).*



*The project's first exchange involved nine Universidad Alberto Hurtado students visiting Texas State in fall 2019 to learn alongside Bobcats.*



For nearly a decade, Bobcats in the College of Education have been trekking 4,722 miles south of San Marcos to conduct their research beyond the classroom, in the narrow and mountainous country of Chile.

Since 2012, the College of Education at Texas State University has been partnering with Chilean institutions, educators, and students to build an interconnected transnational academic exchange. That exchange has been facilitated by Dr. Michael O'Malley, dean of the College of Education. In 2005, he became a visiting professor at Universidad Alberto Hurtado (UAH) in Santiago, Chile. In August 2012, O'Malley returned to Chile as a Fulbright U.S. Scholar. There, he conducted research and lectures on issues of educational equity and leadership at UAH.

The military dictatorship in Chile ended in 1990, but 10 years later high school and university students were taking to the streets and forming social movements to advocate for a more equitable and inclusive educational system as a key component of the nation's restored democracy. Building upon their existing relationship with UAH, Texas State began connecting doctoral students in school improvement and adult, professional, and community education to study public pedagogies in an international and Latin American context and to learn from the Chilean educational movements.

In November 2012, eight education doctoral students flew to the capital city of Santiago as part of a research partnership with a recently reimagined public library that focused on educational and social equity. In visiting K-12 schools, they explored ways that educational institutions and social movements could educate and transform societies.

Dr. Patricia Rocha, director of the Office of Educator Preparation, was a student on that project. Rocha says that even though her research experiences in Chile were short term, she returned to Texas transformed. "Seeing what their society valued and understanding they needed to protect that was empowering," she says. Today, Rocha is dedicated to finding more opportunities for education students at Texas State, both in Texas and in Latin America.

By 2015, the connection between Texas State and Chile had grown stronger. The college initially received a \$25,000 grant to initiate Project LEARN-Chile, through which 18 doctoral students would complete a semester-long course with an international component in Santiago. Throughout the course and in Chile, the students split into four groups, each collaborating with one of four Chilean community



*Torres del Paine National Park, Chile*

partners on research activities: Centro Gabriela Mistral (a visual and performing arts center), Fundación Iguales (a national LGBTQIA+ rights organization), a group of three K-12 schools, and representatives of the national student movement for educational equity.

Project LEARN-Chile was funded by 100,000 Strong in the Americas, a public-private partnership that aims to move 100,000 university students every year through short-term academic exchanges between the U.S. and the rest of the Americas. Short exchanges remove obstacles to international study for students without extensive economic resources, as well as for graduate students such as Rocha who may not be able to leave their families or academic and professional responsibilities for a semester-long study abroad. Rocha also participated as a doctoral student in Project LEARN-Chile, working closely with the K-12 schools.

In fall 2017, Amy Biedermann — a third-generation Bobcat — was awarded a doctoral research assistantship in the Adult, Professional, and Community Education doctoral program. As part of her assistantship, she took on the role of coordinating the university's programs in Chile. "My goal was to learn more about internationalization in higher ed," says Biedermann. "I was also really interested in exploring the diversity within Latin America."

In her second year of doctoral study, Biedermann immersed herself in a five-month study abroad in Santiago. As a representative of Texas State, Biedermann nurtured the university's partnerships with UAH and other Chilean universities. She also completed a pilot study for her dissertation on *Educación No Sexista* ("non-sexist education"), a feminist, gender-inclusive social movement in Chile against sexism and harassment in schools and universities. "Many university campuses were shut down by protesters for periods of multiple weeks," says Biedermann. "I'm investigating how one of our partner universities addressed students' demands. I'm interested in exploring this process of student social activism and what was achieved on the university administration's side."

Biedermann continues to collaborate with Chilean educators. In January 2020, she spent one week at an international seminar on gender inclusion and nonviolence in Chile, at the invitation of a professor from Pontificia Universidad Católica de Chile in Santiago. Biedermann will return to Santiago to conduct her dissertation research. She will collaborate with Chilean women to understand

the dynamics, processes, and impact of the *Educación No Sexista* movement.

Texas State and its Chilean partners continue to learn from one another — and the web of connections is growing. Last year, nine Chilean undergraduate students from UAH spent two weeks at Texas State, funded by 100,000 Strong in the Americas. Their visit was led by Dr. Minda Morren López, Dr. Jesse Gainer, and Dr. Kiyomi Sánchez-Suzuki Colegrove. The undergraduates, who are preparing to become English teachers, had the opportunity to explore pedagogies of social transformation on campus, in K-12 schools in Hays County and Austin, and at places like the Blanton Museum of Art, the Austin Central Library, and a poetry reading at Austin's BookWoman. "I was really amazed by the students' commitment to their vocation and the sense of calling they have to be teachers and agents of change," says Colegrove. The College of Education hopes to deepen the roots of the transnational exchange in the future by developing a study abroad program for Texas State's undergraduate teacher education students.

Several faculty members have been active leaders in contributing to the Texas State-Chile collaboration. Colegrove is one of three professors who currently have research projects in Chile. She is interested in the voices and views of Latinx immigrant parents and their involvement and participation in education. Colegrove has had projects in the Chilean port city of Valparaíso and with Universidad Católica del Norte, headquartered in the Atacama Desert region.

Dr. Lori Assaf and O'Malley also have active research projects in Chile. Their interests lie in how Chilean educators view and practice writing instruction in schools, and how southern Chilean school leaders are implementing a new educational inclusion law. The research has extended to partnerships in the country's south-central lakes district and the Magallanes Region, the southernmost Chilean region before Antarctica.

The blossoming exchange between Texas State and this Andean country has created a global classroom without walls, an opportunity for U.S. and Chilean educational researchers to engage in a consistent conversation about what it means to create equitable, inclusive educational communities and systems in the contemporary world. It has proved, too, that travel can provide transformative educational opportunities for everyone — no matter the subject of study. ✨

# SWEDISH-BORN COACH

## BRINGS WEALTH OF SKILLS TO WOMEN'S GOLF

By Mark Wangrin

Pär Nilsson was a highly accomplished junior golfer back home in Ljungsbro, Sweden. Then he came to the United States in 2000 to play for, and study at, Oklahoma State University.

That's when the wires got crossed. The folks at OSU had some difficulty getting the hang of pronouncing "Pär." In Swedish, the umlaut means it's pronounced "pear," with a rolling "r" at the end. In Stillwater, Oklahoma, that was a nonstarter.

Finally, Nilsson's coach told him, "This is not going to work. From now on, you're 'Par'." Now, any golfer can pronounce "Par," even if not all get to truthfully claim it very much, so "Par" it was. It's even on his driver's license now, because he's accepted it and because Americans don't do umlauts. Truthfully, it is a great golf name, even though his parents, Christer and Agneta Nilsson, could have perhaps chosen "Birdie," or even "Double Eagle."

Pär Nilsson has heard the golf jokes. "A thousand times," he says with a strained smile. "I don't always laugh."

Nilsson was named Texas State University women's head golf coach in July 2019. He impressed the Bobcat administration with his diverse experience. "His college coach and everyone else we talked to couldn't say enough good things about Par," says Travis Comer, senior associate athletic director. "What he brought to the table was his knowledge of coaching, his use of technology to teach at the highest level. He has great recruiting ties to Scandinavia and Northern Europe.

"We're at a place in our program's development where there's no reason we can't go to the NCAA tournament every year," Comer says.

While a prodigy in Sweden — Nilsson made the national Under 18 team at age 14 — he navigated a golf season that went from May through August. That left two options: Squeeze in as much golf in blustery conditions in April and September or head indoors and practice. He did both. "You can work on mechanics, strategy, sports science, things you don't normally do when you're playing on courses all the time," Nilsson says. "I think it's common for people to see the weather as a disadvantage. Swedish players take advantage of things that don't seem good for their game."

He loves Texas weather. Whereas some teams might take it indoors on cold, windy days, Nilsson embraces the harsh weather. "It gets really, really windy in the spring," he says, excitedly. "I look at it as an opportunity to learn to hit the ball better, adjust for the wind, become mentally tougher."

Social media is one of Nilsson's primary tools. It allows him to promote his program internationally, report news, and reach potential recruits. It also is a de facto instant pressure cooker. Sometimes in practice he'll live Instagram a player making a shot, telling them, "The world is watching. You HAVE to hit the shot," he says.

"I like to tell them, 'Bring it on.' We like to do tough things."

As a child, Nilsson made tough things look easy. The son of a lanky, club-level basketball player, the 6-foot-5 Nilsson was always taller than his peers, but also more athletic. He played soccer, as well as hockey, tennis, and golf — sports where swing mechanics, though different, are important.

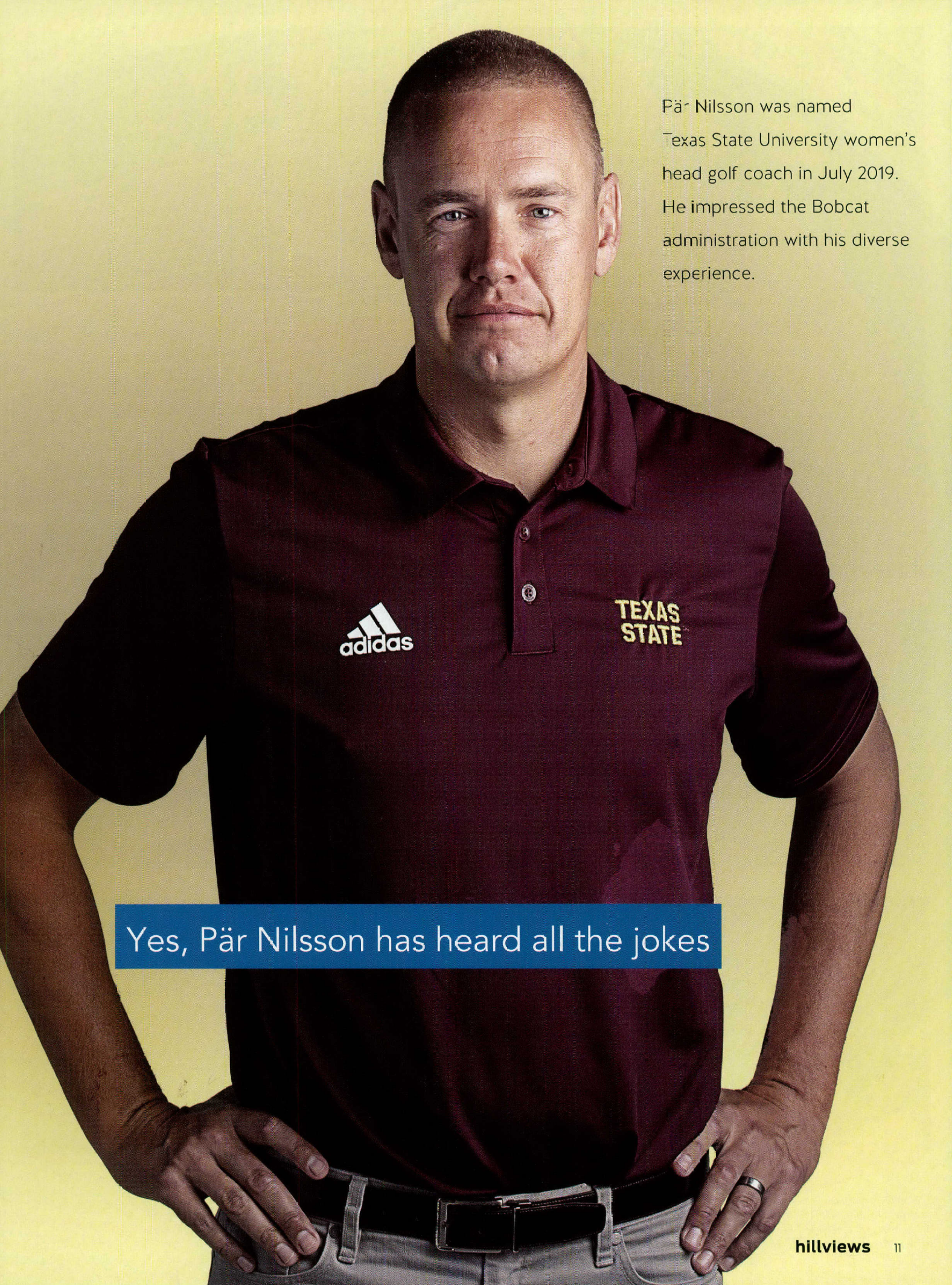
Christer Nilsson had never played golf before when he took his son, then 7, to the course. A good athlete in his own right, the elder Nilsson picked up the game quickly, but not as quickly as his son, who as a 6-foot 13-year-old was already a big hitter and scoring in the mid 70s.

Nilsson quickly made a name for himself in Europe, and that caught the attention of OSU's Mike Holder, who had success recruiting Swedish players. Nilsson made honorable mention All-American his first two seasons, but his biggest win came off the course.

Having to learn English on the fly, he found himself in academic tutoring. There he met his future wife, Erica, a fellow student and math tutor, who also helped him navigate his unfamiliar surroundings. They bonded. Nilsson's English improved, and consequently his grades did too, but he kept coming back. "I always tell our players that good things can happen at the academic center," Nilsson jokes. The couple are parents to a son, Axel.

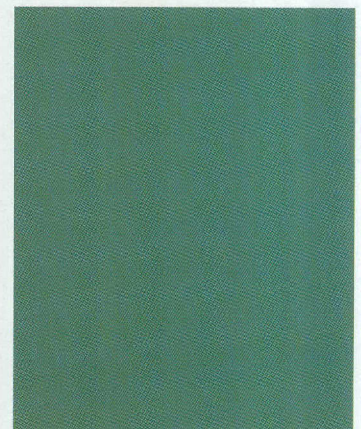
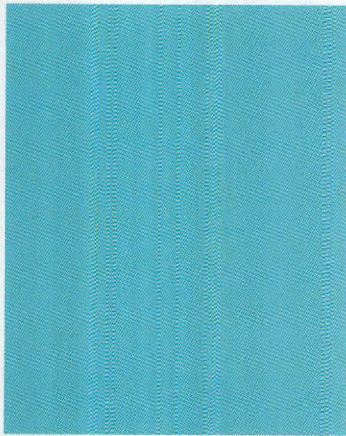
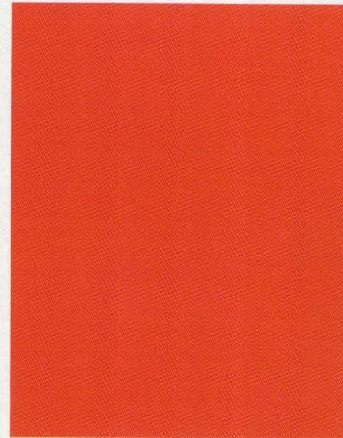
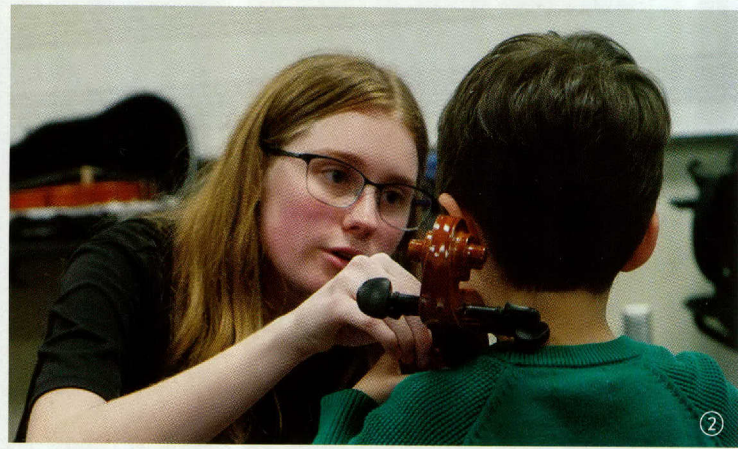
Nilsson credits his success to his physical skills, especially what he did with them. He took advantage of top-flight local club coaching and added the rest through hard work. That shaped his coaching philosophy. He likes a roster with a mix of can't-miss talent and untapped potential, and a dose of the grinders, who make themselves better players than their natural skills might predict.

"I like to develop players," he says. "I'm good at that. I'm looking for players who want to work hard, be coached. We can do a lot together in four years." 🍷



Pär Nilsson was named Texas State University women's head golf coach in July 2019. He impressed the Bobcat administration with his diverse experience.

Yes, Pär Nilsson has heard all the jokes



1. Mandy Faccenda, a graduate music student, works with FunKey Piano students Camila (left) and Irabati. 2. String music education student Rachel Watson provides one-on-one instruction in the beginning Suzuki cello class. 3. Dr. Lynn Brinckmeyer works with several singers in a world music drumming sectional. 4. The String Project offers both Suzuki method and traditional orchestral instruction for students in grades K through 8. 5. Dr. Rebecca Tast, left, works with String Project lead teacher Chelsea Piel during a rehearsal for the Maroon Orchestra.



# THE JOY OF MUSIC

*By Steve Ulfelder*

## **Community outreach programs create a symphony of sound with area youngsters**

“Fingerboard!” says one student, thrusting her hand in the air. Moments later, another chirps “peg box” and another voice pipes up with “tailpiece.” All earn star stickers for their teams and happiness reigns in the Texas State University School of Music.

The students here are 5 or 6 years old, and they’re competing in a quiz to identify parts of a violin. Enrolled in Texas State’s String Project, they’re using the popular Suzuki method to learn to play the viola or violin. Instruction in cello and bass are also available.

The String Project is just one of the university’s many programs aimed at bringing the joy of music to youth all over Central Texas. Individually, each program is impressive, representing thousands of hours of work. Taken as a whole, Texas State’s commitment to music, education, and the community are truly precious. “This is important to us,” says Dr. Thomas Clark, former director of the School of Music. “This is the kind of music we’re passionate about, important in society and in the world. It’s our mission to advance awareness of and access to this music for children and the larger society.”

## Origins of programs

Launched in 2005 by Dr. Lynn Brinckmeyer, professor of music, the Hill Country Youth Chorus was Texas State's first outreach effort. It was joined in 2006 by Mariachi Infantil, a program spearheaded by John Lopez, professor of music and coordinator of Latin music studies. The String Project came along in 2010, and Dr. Daria Robotkina, assistant professor of piano, founded the FunKey Piano Project in 2018.

Brinckmeyer started the youth chorus soon after arriving at Texas State, she recalls. "I'd taught in public schools before that," she says. "It was important to me to continue that, to stay in touch with children."

Initially, the Hill Country Youth Chorus was a joint project with community leaders; one key mission was and is to support area music programs. Most participants are from the upper elementary grades, but the chorus includes children as young as 6 and as old as 18. The program averages 40 participants per year, though that number has risen as high as 50. Students come from San Marcos, Lockhart, Elgin, Wimberley, Austin, and other school districts — and the chorus, like Texas State's other youth music programs, also includes home-schooled students.

## Educating the educators

Ten years ago, Dr. Ames Asbell, assistant professor of viola, was seeking to bring youth string instrument education to Texas State and applied for a startup grant from the National String Project Consortium, which acts as a clearinghouse to promote both string playing and education for future string teachers. Asbell studied at The University of Texas at Austin and has played with the Austin Symphony Orchestra, Andrea Bocelli, Stevie Wonder, Bonnie Raitt, and David Byrne, among others.

The program offers Wednesday group classes, and each student also receives a weekly 30-minute one-to-one lesson from music education majors who staff the project. "This kind of preparation for the [college] students are irreplaceable," Asbell says. "They're making lesson plans; they're working with the kids. Most of our teachers have four to six individual students. When they graduate, they feel really capable."

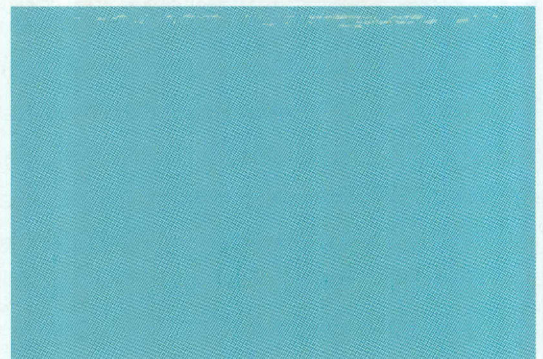
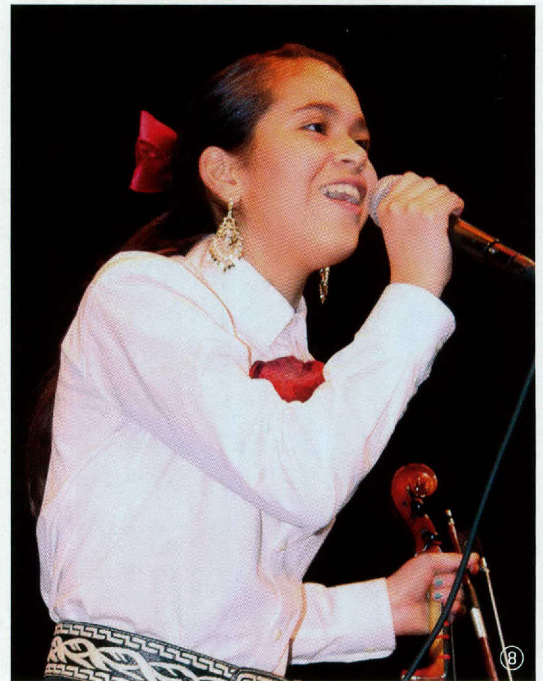
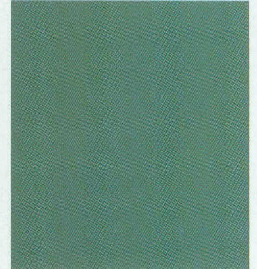
The String Project is for kindergarten through eighth grade, with about 75 participants each year. The program embraces both the Suzuki method, aimed at the youngest beginning students, and traditional orchestral instruction. "That's a bit unusual and a challenge for our program," says Rebecca Tast, String Project master teacher and incoming program director. "It's worth it — we believe the Suzuki method is a great way to get the youngest ones started."

## Honoring dad, paying it forward

Texas State's Mariachi Infantil has an enchanting origin story. Founded in 2006 by Lopez, its name is an homage to the noted Mexican orphanage mariachi group in which Lopez's father learned and played.

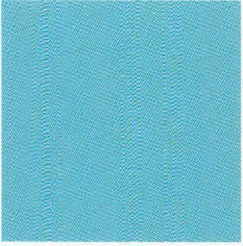
Lopez launched Mariachi Infantil in response to requests from local parents. "Several parents in the community said, 'We follow Texas State mariachi; would you consider an off-campus program for our kids?'" With enthusiastic support from Clark and the entire School of Music, Lopez agreed.

It wasn't always an easy path. "There was a lot we didn't know in 2006," Lopez says. "We had to figure things out." For example, aspects of some instruments (guitar and trumpet, notably) are simply beyond the physical abilities of younger students. To this day, the curriculum remains a principal challenge for Mariachi Infantil; Lopez and his team must write original music and tweak standards to suit the 30 or so participants.



6. The Hill Country Youth Chorus and staff members presented their 2019 holiday concert in the Performing Arts Center Recital Hall. 7. Last Christmas, the young singers in the Prelude Choir continued their annual tradition of performing for the Huntington Retirement Village in Buda. 8. A young vocalist entertains mariachi fans.





## Russian inspiration

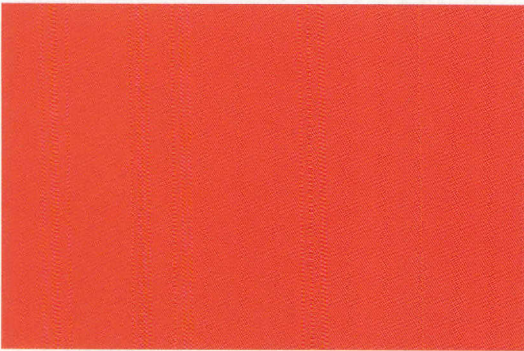
With the FunKey Piano Project, Rabotkina says she was inspired by the programs she grew up on in Russia. “The idea was to keep things as affordable as possible. That music is taken seriously from the very start,” she says.

Participating families must commit to having an instrument in their home before the first lesson. An upright piano is preferred, but an electronic keyboard will do. Parents must accompany their children to the weekly lessons, remain in the room, and take notes. Rabotkina asks families to devote at least 30 minutes each day to at-home practice. “There is a certain expectation of dedication,” she says.

These high standards have helped make the FunKey Piano Project an immediate hit. Rabotkina, who is assisted by Texas State student teachers, launched it with six students in the fall 2018 semester. That number grew to 12, then 24. Now there’s a 10-student waiting list. Class sizes are restricted to ensure quality.

The importance of the youth music programs to these future teachers can’t be overstated. “Texas State may be one of the largest producers of certified music teachers in the state,” Clark notes. “We certainly have what we think of as the state’s leading program.”

On-the-job training is a vital component. During a String Project lesson, Tast underscores this with gentle suggestions to the student instructors — she unobtrusively points out postures that need correcting and suggests exercises. “One of the things education majors must develop is a ‘teacher persona.’ There’s no better place to learn this than here,” she says.



## More than the sum of its parts

The Texas State faculty who run these outreach programs lean on each other for advice and support. While starting up FunKey, Rabotkina says she got tons of useful advice from Asbell and Dr. Karla Hamelin, who run the String Project. “I pretty much modeled it on the work they’d done already.”

Lopez explains that his talks with the other program leads were often useful. “I appreciate the chance to talk with the other [program leads] about concerts and all the issues and struggles we have in common,” he says. “Things like campus parking, recruitment, and retention.” As an example, he cites Mariachi Infantil’s recent switch from two evening sessions per week to a single longer Saturday session, which was deemed more feasible for students, their families, and instructors.

Meetings and informal discussions also provide an opportunity to plan the many concerts put on by Texas State youth music. Whether it’s the Hill Country Youth Chorus performing at a retirement village, Mariachi Infantil playing at a San Marcos Christmas concert, or a joint recital by the FunKey and String projects, these events are highlights for students, families, audiences, and instructors.

“I just love it when our students get to perform with Texas State students,” Brinckmeyer says. “It gives the kids a chance to stand up there and say, ‘I want to be that when I grow up.’”

There is no shortage of research demonstrating that music is one of the most beneficial activities youth can take part in. Texas State’s youth music programs are good for children, the university’s future teachers, and the broader community. But even more important is a factor that’s harder to quantify.

“Music nourishes our souls,” Asbell says. Paraphrasing famed music teacher Shinichi Suzuki, she says, “We need a beautiful tone, a beautiful heart. A compassionate heart.” ✨



9. Mariachi Infantil was launched in response to parent requests. 10. Students are grouped by age and ability into classes with a low student-to-teacher ratio. 11. Singers in the Hill Country Youth Chorus rehearse “Boom, Boom Share a Drum” for the 2019 spring concert.

**FACULTY**  
**Q & A**



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## Nate Cannon teaches accounting, ethics, and fraud detection

Dr. Nate Cannon is an associate professor of accounting in the McCoy College of Business. He is the Scott Emerson Professor in Business Administration, a recognition awarded to a midcareer faculty member who combines impactful research with high-quality teaching and service.

A native of Las Vegas, Cannon joined Texas State in 2013. He teaches financial statement auditing to undergraduates and an advanced audit class to graduate students. He likes to say: “I basically have to teach my students how to commit fraud so they can recognize it.”

Cannon earned his master’s degree at Brigham Young University and a doctorate at Bentley University in Waltham, Massachusetts. He previously worked for KPMG, a multinational accounting firm, at their offices in Honolulu and Salt Lake City. He has consulted with the Securities and Exchange Commission and the Public Company Accounting Oversight Board (PCAOB). Cannon says he left the corporate world with a strong desire to help contribute to developing a better understanding of how the auditing environment works.

When he isn’t teaching or writing about auditing, Cannon likes photography and the outdoors — two passions he can share with his family, including his wife, Angie, and their four children.

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### Q: HOW DO YOU INCORPORATE YOUR INDUSTRY EXPERIENCE INTO TEACHING?

**A:** “I audited large banks and I was doing that in 2007 and 2008 when the sky was falling. It is one thing to say to students, ‘These things are really risky,’ but it is another thing for me to paint a picture and say: ‘Now imagine you are in my shoes and you are auditing a bank and all this stuff you are reading in a textbook is actually happening. Banks were failing left and right and you’re sitting there trying to audit this company and make sure these numbers are right.’

“They (students) can start to feel it. That’s valuable.

“My students will tell you that I get up on my soapbox about ethics and integrity. There are a lot of situations — in any career — but particularly in auditing where it is really easy to cut corners and to make decisions that, in the short term, look like they will benefit you. ‘If I just check this box, I can go home.’ But it is not the right thing to do and will hurt you in the long run.

“The whole purpose is to get them to think. If I am talking about risk, I’m going to paint a picture where they actually feel that risk.”

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### Q: WHAT CAN YOU TELL US ABOUT YOUR RESEARCH?

**A:** “I like to think my research is geared primarily to practical benefits. One of my areas of expertise is in fair value measurements. How do you put a value on something that there is no active market for — nobody knows what it is actually worth. It is really hard to come up with a value, and it’s even harder for the auditor to assess the fairness of that valuation.

“We surveyed nearly 100 different high-level auditors around

the country (asking) what are they actually doing, how does this process work, what struggles are they finding? We are able to take that to the PCAOB (the industry regulator) and proposed new legislation that has become law where they cite our research.

“They say ‘here’s how we now are legislating and recommending how people should audit these things.’ In doing that, they were able to draw from some of the research I’ve done. That’s really gratifying — I’m not just in my corner writing things that two or three people in the world will read. It is actually making an impact on legislation that affects everyone in the country. Anyone in this industry, anyone that has a pension, who has invested in the stock market — they all have a stake in this game. They are all relying on this information to be correct. We don’t want to have another Enron. We don’t want another one of these companies with huge fraud going on.

“We want our auditors to get this right. I’m among a group of researchers trying to make this process as good as possible.”

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### Q: HOW DO YOU PLACE A VALUE ON SOMETHING THAT HAS NO KNOWN MARKET VALUE?

**A:** “What is someone willing to pay for that? If there is no market for people willing to pay for it, then it is hard to know. You could ask 20 different experts and get 20 answers. It doesn’t mean they are all wrong; it just means there is a huge range of possibilities. Somehow, you have to pick a number and pretend it is the right number.

“The financial crisis that occurred (2008-2009) was primarily related to houses. What are houses worth? You have a mortgage on a house. What Wall Street does is say, ‘I’m going to take your mortgage and this guy’s mortgage and 100,000 other mortgages and throw them in a pool, and everybody can buy a piece.’

“It became a speculation game. Everyone was invested, everyone made money if these numbers were inflated.

“Up, up it went until somebody took a needle and popped it. The whole thing fell apart and all these people who had pieces of the pie — called securities — nobody knew what they were worth. They were toxic. Nobody wanted to buy them. That gets to the heart of ‘how do you know what it is worth?’”

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### Q: DO YOU KEEP METICULOUS FINANCIAL RECORDS? ANY TIPS?

**A:** “I read this question to my wife and she laughed out loud. She’s always done the family finances and does a fabulous job at it. My best advice is to marry well.

“One of my favorite quotes by Warren Buffett is, ‘It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you’ll do things differently.’

“On a loan application, on your tax forms — every day or every week you are faced with a decision: Am I going to pay this? Am I going to lie about this?

“Shoot straight. Have integrity and ethics and that’s going to get you most of the way there and people will trust you.” 🍀

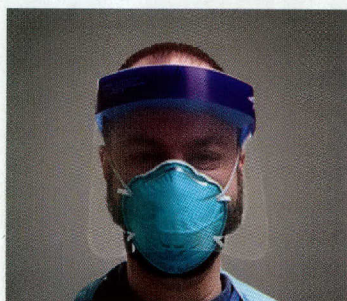
**OUR COVID-19 RESPONSE**





Over the past months, the pandemic touched every aspect of our daily lives and university operations. It challenged us in ways we never imagined. But we take heart in knowing that here at Texas State, our response has been defined by our spirit, our tenacity, and our strength as a community. In the following pages, *Hillviews* looks at some of the ways the university and our Bobcat alumni supported our students and served the greater good.

# CLINICAL LABORATORY SCIENCE GRADUATE RUNS LAB IN NEW YORK CITY HOSPITAL



**Wade Winchell** (B.S. '14) earned his degree from Texas State University in clinical laboratory science. Today, he is the director of administration in the laboratory of the Brooklyn Hospital Center, a 500-bed hospital in Brooklyn, New York.

We contacted Winchell and asked him to comment on his work and explain more about the laboratory and COVID-19. Here are some of his responses.

**Q:** **HOW LONG HAVE YOU WORKED IN THE FIELD?**

**A:** I have been working in the laboratory industry for six years. I worked as a medical laboratory scientist for three years, and later took an opportunity to become supervisor of lab systems. I became assistant director a year and a half later. I was officially promoted to director just days after the COVID-19 outbreak. I am responsible for the systems and operation of the entire lab and oversee 90 employees.

**Q:** **CAN YOU DESCRIBE WHAT YOUR WORK ENTAILS IN THE FIGHT AGAINST COVID-19?**

**A:** There are a couple of key phrases that come to mind from our industry that really ring true in this situation: No. 1 – “70% of diagnoses are made from laboratory values”; No. 2 – “Without the laboratory, you are only guessing.”

We are a team of physicians, medical laboratory scientists/medical technologists, laboratory technicians, and lab assistants – each with unique roles.

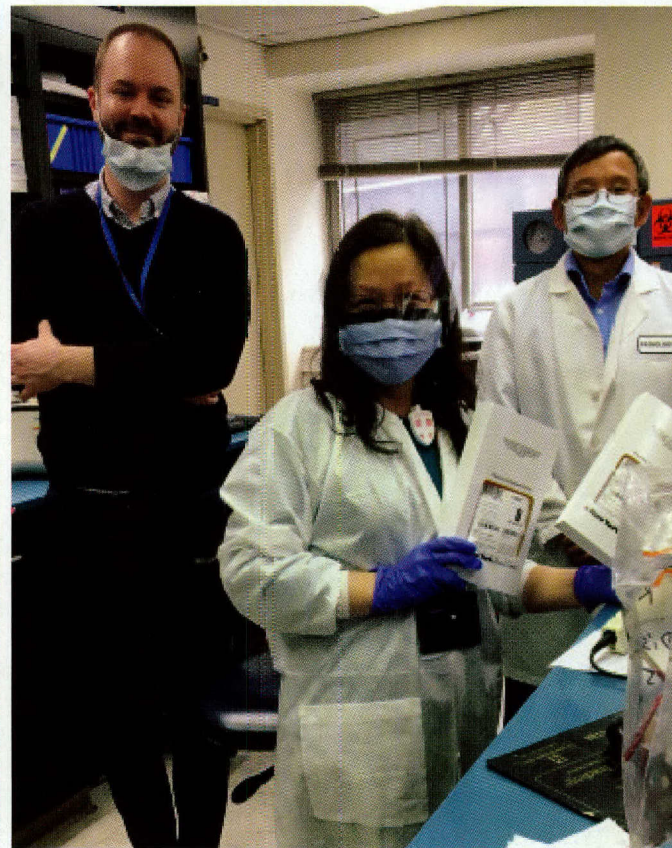
What COVID-19 meant for our lab: It seems to have hit communities at different times. The last date I remember was March 4, 2020. On that day we happened to be getting inspected by one of our accrediting/regulatory bodies known as the College of American Pathologists.

At the end of that day, I went home exhausted and fell asleep around 8 p.m. Later that night, my emergency hospital phone was ringing. Our first presumptive coronavirus case was in the emergency department.

As volumes increased, we ran into turnaround time issues sending the test out. That is when our leadership knew something had to change. We had to figure out a way to test for this in our own lab.

In this scenario, a novel disease has limited options. Since a virus contains nucleic acid (RNA), the best bet at the time was a method known as polymerase chain reaction (PCR). After amplifying the RNA of COVID-19, it binds to fluorescent probes that will “glow” if someone is positive. This glow can be detected by a special diode that marks a spike on a graph.

My team and I put in about four months of work into a few days to reconfigure one of our existing analyzers to perform SARS-CoV-2 RT-PCR. We also had to repurpose our tuberculosis (TB) testing area because it was the safest area to work with this type of pathogen. The TB room has constant negative pressure and is equipped with a Class II Biosafety Cabinet (or hood). We went live on Saturday, March 28, and have been in-house testing since. We batch the specimens because the process is highly complex and takes about eight hours to run. We are able to get results out daily on up to 90 patients.



**Q: WHAT SAFETY PRECAUTIONS DO YOU TAKE DURING TESTING?**

**A:** We never truly know what diseases are present in laboratory specimens. That is why we rely on what are known as “standard precautions” – assuming that everything is infectious – and protecting ourselves with personal protective equipment (PPE). We write a risk assessment for every part of the process to keep our staff safe during any step where they may be in contact with the virus.

Performing the test, we wear an N95 mask, a plastic disposable gown over a lab coat, double gloves, and a face shield. Any further transport of specimens within the lab is done in a sealed biohazard box.

The ability to disseminate this information quickly has an impact: They can isolate the patient more effectively, change treatment, and submit our findings to the state and federal databases so our political leaders have a foundation on how to address the public.

The goal is to “flatten the curve.” Without laboratory data, none of that insight is possible.

**Q: HOW CAN PEOPLE HELP?**

**A:** The laboratory also oversees blood transfusion services – we type patients (ABO +/-) and crossmatch the blood that is used for medical emergencies within the hospital. Because of social distancing, blood donation is also facing challenges; we have been informed that there may be shortages at some point, which would change our approach to the emergency.

I think blood donation facilities need assistance from our public health leaders in order to continue to safely collect blood from donors. Any unit of blood right now is almost guaranteed to help save a life. I think that people who are willing to donate at this time are heroes.

Our blood bank has also begun facilitating transfusion of plasma from COVID-19 survivors to patients who are critically ill. The thought is that this plasma is rich in antibodies against COVID-19 and may show promise as a treatment. This is all still under investigation and requires consent and FDA clearance per patient. This treatment is, at the time, reserved only for those who may not make it by other means. 🙏

# THE BOBCAT WAY

## These scholarship funds help students impacted by COVID-19

At Texas State University, Bobcats help Bobcats. It has always been this way.

With student success as the goal, the university responded to assist students financially by implementing three programs: Bobcats to Bobcats Scholarship, Bobcat Promise, and Bobcat Cares.

### BOBCATS TO BOBCATS

Bobcats to Bobcats was created to support students with tuition and fee costs for the fall 2020 semester. On Giving Tuesday, May 5, Bobcats to Bobcats was unveiled as an emergency response to COVID-19.

Eligible students applied by June 15 through the Bobcat Online Scholarship System (BOSS). The student's individual award was dependent on need, number of applications, and how much money was available, says Dr. Christopher Murr, director, Financial Aid and Scholarships. "The size of the award should be enough to make an impact," he says.

Bobcats to Bobcats was in direct response to the financial hardship students suffered when they lost their jobs at restaurants and retail outlets and in the service industries. Many of their families were also hard hit by the pandemic.

Richard Castro (B.A. '70) donated \$100,000 to Bobcats to Bobcats for students with the greatest need. Castro, an El Paso businessman, is also a Texas State Hero, the title given to individuals and organizations that give \$1 million or more to the university. The Richard A. Castro Legacy Club is inside Strahan Arena at the University Events Center, and the undergraduate admissions center was renamed in his honor. In 1997, Castro was named a Distinguished Alumnus.

"This is one way the university engaged our 200,000-plus alumni in support of the students. It's a heroes' story. The heroes are the givers," says Dr. Dan Perry, assistant vice president, University Advancement.

New York residents and Bobcat alumni Benjamin (B.B.A. '15) and Kaitlynn Culpepper (B.S. '14) have established two Texas State scholarships. Benjamin, who has a degree in economics, is pursuing an acting career, while Kaitlynn, who earned a biology degree from Texas State and a master's degree in New York, is a financial analyst with Healthfirst.

The Kaitlynn and Benjamin Culpepper scholarship is targeted to women in a STEM (science, technology, engineering, and mathematics) field. The economics scholarship is named for Benjamin's grandparents, Archie (B.S. '59) and Elizabeth Culpepper.

"The main goal when we set it up — we were hoping to help students out with some initial costs of the semester. Bobcats to Bobcats makes it a little bit easier to give," Benjamin says.

Kaitlynn, who says she received scholarships while at Texas State, agrees. "I think for Ben and me, we had talked about doing scholarships a lot. Does it make sense now or should we wait on it?"

Cicero Rust III (B.A. '72), a retired high school Spanish teacher who makes his home in Blanco, has long donated to Bobcat scholarships. Rust recently created a scholarship within Bobcats to Bobcats to support students in the musical theatre program who were impacted by the coronavirus.

### BOBCAT PROMISE

Bobcat Promise has existed at the university for about 15 years and was expanded for the second time since its creation. Previously, the student's family adjusted gross income could not exceed \$35,000, but for fall 2020 this was adjusted to \$50,000. Eligible students are those who were admitted as freshmen and filled out the Free Application for Federal Student Aid (FAFSA) by March 15, 2020.

Some 5,600-perspective freshman who were admitted this fall qualified for Bobcat Promise. This program's combination of grants covers tuition and mandatory fees for up to eight continuous long (fall or spring) semesters for a student. Students are eligible for renewal if they complete 15 credit hours during the semester and maintain at least a cumulative 2.0 GPA.

### BOBCAT CARES

More than 23,000 students received financial aid or refunds totaling \$28.5 million dollars between spring and summer. This student assistance was funded by the federal Higher Education Emergency Relief Fund authorized by the CARES Act. The CARES allocation helps Texas State students deal with the financial burden caused by the disruption of campus operations due to the COVID-19 crisis by allowing the university to provide money directly to students.

Additional CARES Act funding assisted in providing emergency grants to all students enrolled in summer courses and prorated refunds of certain spring semester charges.

The Bobcat Cares Emergency Grant made it possible to assist many students financially with direct student payments via check or direct deposit. "We knew there was a real need among our students, and we worked quickly to disburse, on a weekly basis, as many of these direct student payments as possible to eligible students," says Stephanie Lopez, assistant director, Financial Aid and Scholarships.

"Our hope is that this grant made a difference and was helpful in covering some of their immediate, unexpected expenses during this extraordinary time." Bobcat Cares is administered through Financial Aid and Scholarships and the Dean of Students Office. 🍀



## BOBCATS TO BOBCATS

WAS UNVEILED ON MAY 5 AS AN  
EMERGENCY RESPONSE TO COVID-19.

BY AUGUST, 726 DONORS  
HAD DONATED NEARLY

**\$500,000.**

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## BOBCAT PROMISE

HAS CHANGED ITS ELIGIBILITY  
GUIDELINES. PREVIOUSLY, THE STUDENT'S  
FAMILY ADJUSTED GROSS INCOME

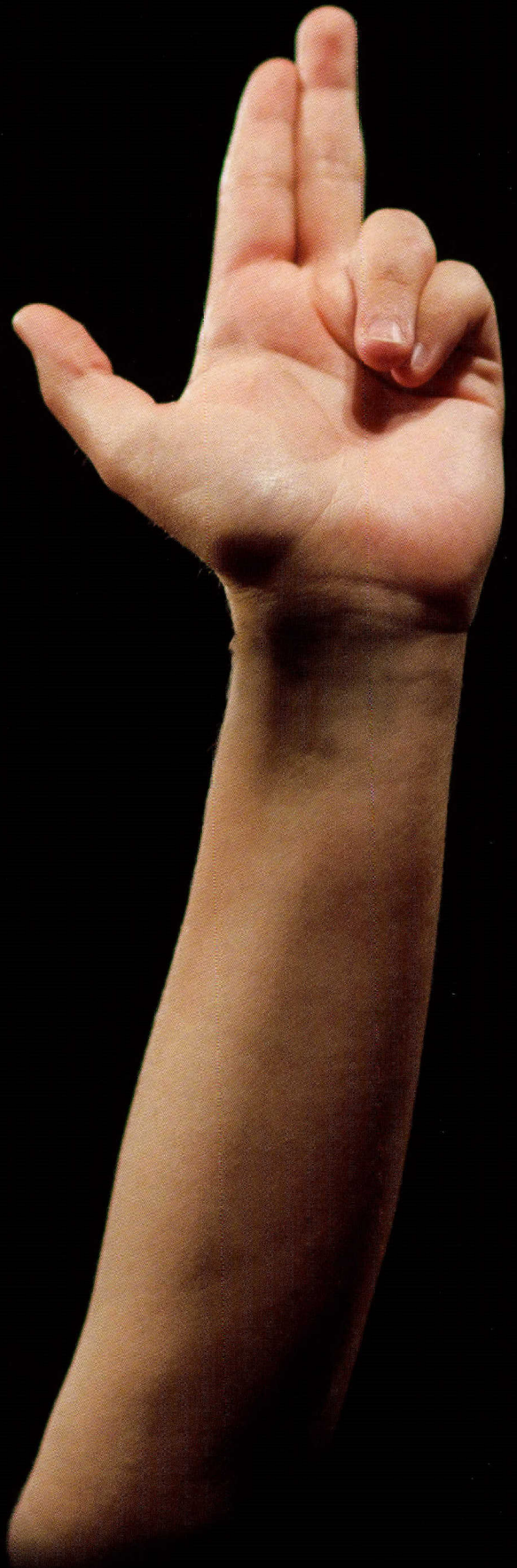
COULD NOT EXCEED **\$35,000**

BUT FOR FALL 2020 THIS WAS ADJUSTED  
TO **\$50,000.**

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## CARES ACT

PROVIDED **\$28.5 MILLION**  
IN FINANCIAL AID OR REFUNDS  
TO **23,000 STUDENTS.**



# WE DO GOOD WORK

## Career Services ready to assist students and alumni land jobs

By Julie Cooper

It seems only fitting that a group discussion with the staff of Texas State Career Services about the future of job applicants was on Zoom, with all but one staff member participating from home.

Due to the pandemic, the job market and the application process is changing, including new ways of hiring, new technology, and more career advising. This was the topic of conversation the day that the U.S. jobless rate hit 14.7%, the worst level since the Great Depression. The Pew Research Center reported that the economic downturn swelled the ranks of unemployed Americans by more than 14 million, from 6.2 million in February to 20.5 million in May 2020.

As fall approached, job hunters include new graduates, the underemployed, and those who lost jobs due to the pandemic.

Career Services is not just for students seeking internships or post-graduation jobs — it also serves alumni. The office offers career fairs, career coaching, and planning assistance. “You have career assistance for life,” says director Ray Rogers. For those returning or reentering the job market, things will be different — there are new approaches to hiring, interviewing, technology, and coaching.

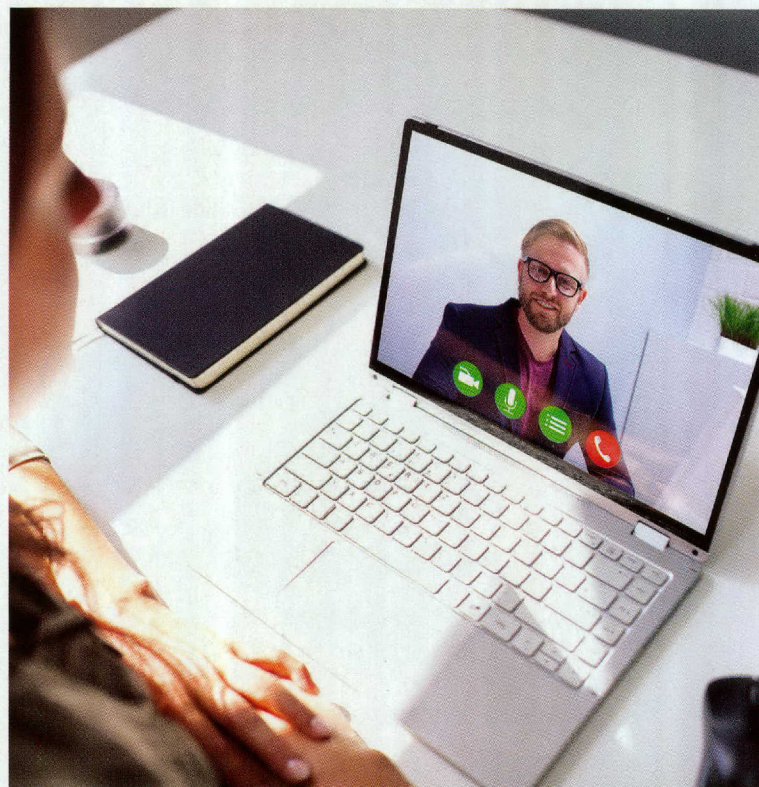
Employee and employer methods have changed, says Bruce Howard, career advisor and liaison to the McCoy College of Business. “We have relied on electronic job boards, i.e., Jobs4Cats. We will have to reconsider how we make those introductions.” Platforms such as LinkedIn will be more important, he says.

Not everyone likes virtual job interviews. Career advisor Tori Graham, liaison to the College of Liberal Arts, says that the virtual experience is not ideal for every job candidate. She says it can be harder to project skills and personality via computer screen.

While campus visits are one form of outreach by employers, it is just a small part of the recruitment process. “It is a way for them to do outreach that is now changing,” Rogers says, then brings up a question: “How do we continue to support an environment where employers and candidates rise above the noise?”

Alex Vermillion, employer relations coordinator, says she would like to see more transparency in the hiring process — “being clear what they (employers) want from the interview.” In addition, potential employees should ask more questions.

“A good recruiter wants to understand their talent,” says Howard. As a career advisor, he can help students maximize their potential.



“Now more than ever we are in a position to give them the safe environment to process these answers,” says Emily Hawarny, career counselor and liaison to the Graduate College and Round Rock Campus. “You can’t show up to an interview with your frustration showing.”

The counselors agree that employees must reevaluate their careers and also ask themselves what jobs are trending and what jobs are needed over others.

Howard, who brings 45 years’ experience to Career Services, says he tells students to stop thinking about finding the perfect job and just get into the workforce. “Now more than ever you must be strategic: ‘This is what you want, this is what I’ve got,’” Howard says.

Hawarny stresses keeping a positive attitude every day applications are sent out. “Really make sure your application is tailored. Be creative and strategic,” she says.

“Use the vocabulary within the job description,” Howard adds. “The clues are there. Don’t just say you are a ‘team player.’”

Rogers wants applicants to know that most skills are transferable. “We can help applicants see this,” he says.

On June 16, Career Services held its first virtual career fair. More than 150 employers and more than 200 Texas State job seekers registered to participate. Texas State was joined online by 19 other universities across the South. Rogers says that all career fairs will be virtual this fall but in-person career fairs are a possibility for the spring semester. 🌟

# FINDING THAT FIRST POST-COLLEGE JOB OR INTERNSHIP BECOMES REALITY

**Sam Jecker (B.B.A. '20)** began working with career advisor Bruce Howard while a second-semester junior studying computer information systems with a concentration in coding. In July, he started a job with LPL Financial in Austin.

“He helped a lot. He helped to build my resumé and he told me which companies to look at. He encouraged me to look at companies besides tech companies — such as financial companies, which was a surprise,” Jecker says. In February, he met with LPL representatives at a career fair in the LBJ Student Center. While Jecker says he had a handful of interviews with other Texas companies, he accepted the technology associate position with LPL in May.

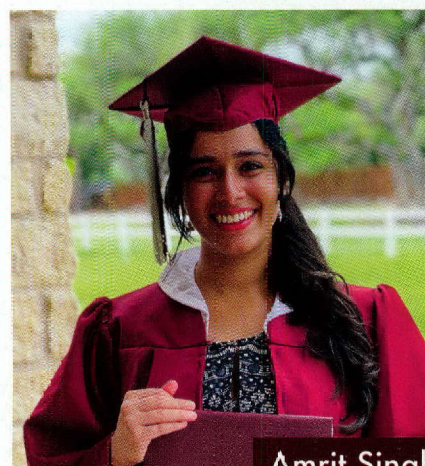


Sam Jecker

**Amrit Singh, (M.S. '20)** who graduated this spring with a master's degree in communication disorders, began working with career counselor Emily Hawarny in 2019. “It has been good having someone guide me through. I didn't know how to navigate,” Singh says. She enjoyed networking and interviewing and also says that meetings online were beneficial.

Singh, who is from Malaysia, says she sent out many emails, tailoring each one to the particular job offering. By May, she had four job offers from school districts, hospitals, and a private clinic. She subsequently accepted an offer with the Victoria ISD.

“One thing I learned is one's career is not a separate entity from your life. If I am stressed, that stress is going to go toward putting off writing a resumé or sending a cover letter. I learned very quickly that if I wanted to approach it the right way, I had to have a balanced approach for everything.”



Amrit Singh

**Victoria Tintori** will graduate in May 2021 with a degree in psychology. A transfer student from Austin Community College, Tintori contacted Tori Graham in Career Services in 2018 at the end of her sophomore semester following the advice of her academic advisor.

This summer, Tintori joined Dell Technologies for a two-month remote internship in sales. She approached Dell representatives at the career fair in the LBJ Student Center. After she provided her resumé, Dell responded with a paid internship. While the internship was shortened because of the pandemic, Tintori says she didn't have to tackle Austin traffic and Dell provided all the computer equipment she needed to do her job.

Tintori, who previously worked a part-time job for HEB, says her mother is in sales for Apple. “I wanted to be a psychologist; then thought I would go into human resources. I wanted to use my psychology knowledge and my computer skills. I am minoring in computer science.”

Among the assistance that Tintori found at Career Services was learning how to talk to companies, improving her LinkedIn account, and polishing her resumé. “I am so glad I found out about it before I graduated. I was a very shy person when I came to Texas State. I wanted to reinvent myself — that's why I went to Career Services.” ☆



Victoria Tintori

# WHEN IT IS NOT BUSINESS AS USUAL: REVIVING THE ECONOMY AFTER THE PANDEMIC

Faculty in the McCoy College of Business talk about lessons learned



**Dr. William T. Chittenden** is the associate dean for graduate programs and associate professor of finance, McCoy College of Business. He is also a Presidential Fellow for 2020-2021. He recently participated in a webinar for Workforce Solutions titled "Recession Proofing Strategies for Businesses."

## Q: WHAT CAN BUSINESS DO TO SURVIVE?

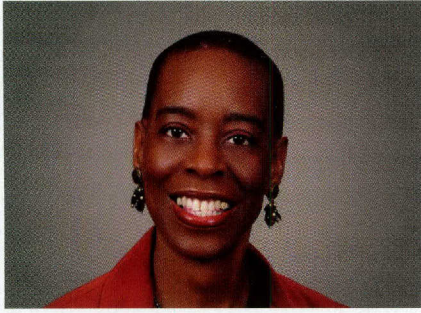
**A:** My basic answer is they need to adapt. Sell your products/services in a different way. For example, gyms now offer online exercise and yoga classes, retailers offer curbside pickup or online ordering when they didn't before. My favorite example is of an animal sanctuary in Silicon Valley, California. Prior to the pandemic, the operations of the sanctuary were funded by hosting company retreats and allowing the executives to work with the animals. Their pivot was to create Goat-2-Meeting (a great play on GoToMeeting) and have the animals join a company's Zoom meetings for a fee. It has worked and they are bringing in about 90% of the revenue they did prior to COVID-19.

Use what you have to produce a new in-demand product. For example, GM and Ford switched to producing ventilators; Tito's Vodka moved to using their alcohol to produce hand sanitizer. Apply the use of your product/service in a different way. For example, Lyft drivers have shifted from carrying passengers to delivering packages for Amazon.

## Q: WHAT KIND OF INFRASTRUCTURE DO BUSINESSES NEED TO OPERATE IN THIS ENVIRONMENT?

**A:** Technology is going to be a big part of it. Business is going to have to be more flexible. Stanford estimates that approximately 37% of all jobs could be done remotely. That's going to have a big impact on going forward for businesses. How much office space do you really need? If 37% can work from home, do 37% want to work from home? If you are looking at competing in a global environment, giving flexibility to your employees is going to be really important. The question itself is really very specific to the business you are looking at. Technology is going to have to be a big part of it. I think most of us have used Zoom more in the last month than we have used it in our entire lifetime — or some other video conferencing software. Folks are finding that a lot of these meetings are just as productive as if we were face to face. It is going to impact on the sales side. Maybe some of those trips across the country don't need to take place.

“Stanford estimates that approximately 37% of all jobs could be done remotely. That's going to have a big impact on going forward for businesses.”



**Dr. Joni Charles** is an associate professor of finance and economics in the McCoy College of Business. Her interests include macroeconomics, environmental economics, and management.

**Q: WHAT HAS BUSINESS LEARNED THAT COULD PROTECT THEMSELVES?**

**A:** After the Great Recession, many businesses had to rethink their flexibility to control costs when consumer demand dropped. Sometimes, this flexibility translated into increasing productivity but achieving this with fewer employees or changing the mix of employees (e.g., hiring more contractors). The same consideration of costs is being made in the midst of this pandemic economy as more employees are being hired to do shift work or to take or deliver online orders, developing websites for a public that expects the same online service from small businesses that they have come to expect from Amazon or Walmart, or being asked to work from home.

Companies, large or small, must now carefully consider the logistics and management costs of their supply chain, since the pandemic has brought to light not only how globally sourced many of our resources are but how flexible our national, regional, or local suppliers need to be. How a business considers the configuration of its physical space may have to change — from the inside of an airplane to the inside of a hair salon.

Consumers will only resume their economic activity when they feel safe to do so, just as passenger traffic on commercial airlines resumed only after passengers felt that their security concerns were being addressed. The debt burden of businesses (indeed sectors of the economy like the oil industry) will need to be examined, [as well as] the relationship they have with their banker(s) and insurance agencies to provide lines of credit or protection when the next unforeseen global threat arises. Finally, businesses will have to examine their revenue-generating models to see if their revenue streams are diversified enough to be sustained in a downturn, given their fixed costs.

The challenge will not just be to get consumer spending to the level it was before the pandemic but understanding how the behavior of consumers may have changed. Meal preparation, entertainment, shopping, transportation choices, home buying and home building, interior and product design, grocery shopping, the sharing economy, and shared work are just a few examples that may reflect changes in consumer tastes and preferences.

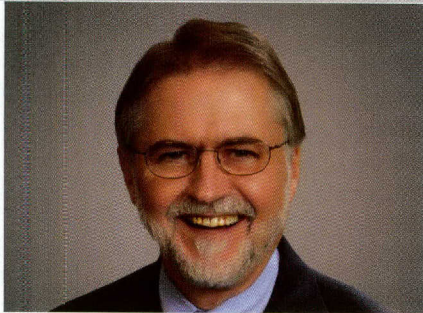
**Q: WHAT POSITIVE THINGS DO YOU PREDICT CAN COME FROM THIS ECONOMIC DOWNTURN?**

- A:**
- Recognize the importance of our local economy. The buying public is more aware of the dependence of our local businesses that provide goods and services on which we spend our money than it ever has been. Businesses are more appreciative than ever of the generosity of their customers and the value of their customers' patronage, despite the inconveniences of stay-at-home requirements.
  - An appreciation for the importance of interrelated sectors of our economy. For example, the healthcare sector, from medical services, medical equipment, medical institutions, medical personnel, logistics and supply chain management, a strong public health sector (not to forget reliable medical insurance and our long-term care facilities). Other examples we have heard of are the agricultural and dairy industries and schools and restaurants, or the flower and wedding planning industries.
  - A realization of our dependence on each other. While some professions are more highly paid than others, perhaps earn more recognition than others, require more education and/or training than others, the projected economic downturn will make us acutely aware that most employees perform their jobs with pride and professionalism and want to earn a living that allows them to earn a wage or salary to provide for themselves or their families.

**“The challenge will not just be to get consumer spending to the level it was before the pandemic but understanding how the behavior of consumers may have changed.”**

# WHEN IT IS NOT BUSINESS AS USUAL: REVIVING THE ECONOMY AFTER THE PANDEMIC

Continued from p.27



**Dr. Raymond P. Fisk** is a professor of marketing and honorary professor of international studies in the McCoy College of Business. He is now focusing his service research on the many side effects of the COVID-19 crisis.

## **Q:** WHAT HAS BUSINESS LEARNED FROM THIS?

**A:** Any employee work that can be done remotely is being done remotely now. This is for the best. For the foreseeable future, only the most essential human-to-human contact will happen. Unfortunately, this will significantly undermine the business models of many service industries.

Businesses are learning new sanitation treatments and hygiene inspection processes, which will be for the best. Airplanes, hotels, restaurants, retailers, etc., should have been kept much cleaner before this pandemic, but now these service organizations are being forced to make expensive cleanliness improvements.

Capacity management is a major concern in service organizations that sell experiences because they cannot inventory their supply. For example, this means that each unsold airplane seat on a flight is revenue lost forever. The same applies to restaurants, hotels, etc.

Most of these service organizations prefer to be “sell all” and cannot survive if their capacity utilization drops below 50% to 60%. The physical distancing requirements caused by the COVID-19 crisis may not get them above 40% of capacity. This is where small local businesses with shallow financial reserves are in deep trouble. For service organizations that sell physical goods, they have learned that “just in time” inventory systems are completely inadequate in a crisis. Such service organizations need to manage their inventories to create resilient supply in case of emergencies.

One of the greatest positives is that tremendous innovation and collaboration is happening in business to survive this crisis.

## **Q:** WHAT CAN BE APPLIED IN THE CLASSROOM?

**A:** My key takeaway has been to strengthen my emphasis on helping students understand that they need to become the designers of their lives and have the tools to redesign, as necessary. Our current generation of students will face challenges that no living generation has faced.

They are fortunate that their generation is more tech savvy in using modern communications tools versus any prior generation. They will be challenged to adapt very quickly or fall behind those that do adapt quickly. So I have been focused on helping them build their self-discipline, their creativity, and their resilience.

We are very fortunate that businesses and families can communicate with each other via telephone, email, social media, and videoconferencing. I expect major innovations in the speed and quality of these services. In particular, we might finally see virtual reality systems that are much better than the crude prototypes still being marketed now. 🙌

**“ One of the greatest positives is that tremendous innovation and collaboration is happening in business to survive this crisis.”**

# TEXAS STATE STUDENTS RISE TO THE OCCASION DURING COVID-19 PANDEMIC

## Hospitals came calling for respiratory therapists

By Jayme Blaschke

At the start of January 2020, seniors in the College of Health Professions at Texas State University had no idea how the coronavirus would impact their final semester of school.

It would put them on the fast track.

When the COVID-19 pandemic swept across the globe in February and March, it put unprecedented strain on medical centers. There were not enough nurses to deal with the sudden influx of patients. Even worse, there were even fewer respiratory therapists available, medical specialists who operate the ventilators that the most critically affected COVID-19 patients need to survive.

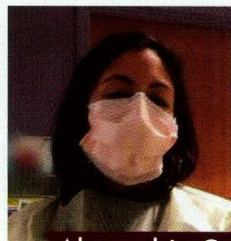
For Alexandria Cox, a respiratory therapy student from Arlington who graduated from Texas State on May 16, the opportunity came sooner than expected. Because of the critical shortage of respiratory therapists in Central Texas, Ascension Seton Williamson medical center in Round Rock hired 10 seniors in April — including Cox — as respiratory therapy assistants (RTAs) to help shore up the staffing shortage.

“It’s been crazy. We’ve mostly been helping in acute care settings so that therapists who are trained in the intensive care unit can step up and help out more,” Cox says. “The medical center is having more patients who need ventilators, so they need more ICU therapists for that.”

“We [students] came on to help with people who have COPD or rib fractures, patients who need breathing treatments,” she says. “We’re doing these routine things while the trained therapists can do more with COVID patients. Other respiratory needs haven’t gone away during COVID.”

In response to the critical personnel shortfalls, Texas Gov. Greg Abbott temporarily waived some requirements for nursing and respiratory therapy graduates to be fully licensed prior to joining the healthcare workforce. This enabled thousands of new nurses and 800 respiratory therapists graduating in May from all the different programs in Texas to immediately begin work during the pandemic. Of those newly minted healthcare workers, 101 nurses and 32 respiratory therapists came from Texas State’s Round Rock Campus.

“Basically, the governor has done exactly what we asked — he is allowing our graduates to immediately go to work before sitting for their board exams. He has waived the need for a state license for them because they’re new graduates,” says



Alexandria Cox



Patricia Chesnutt and Kaci Kemp

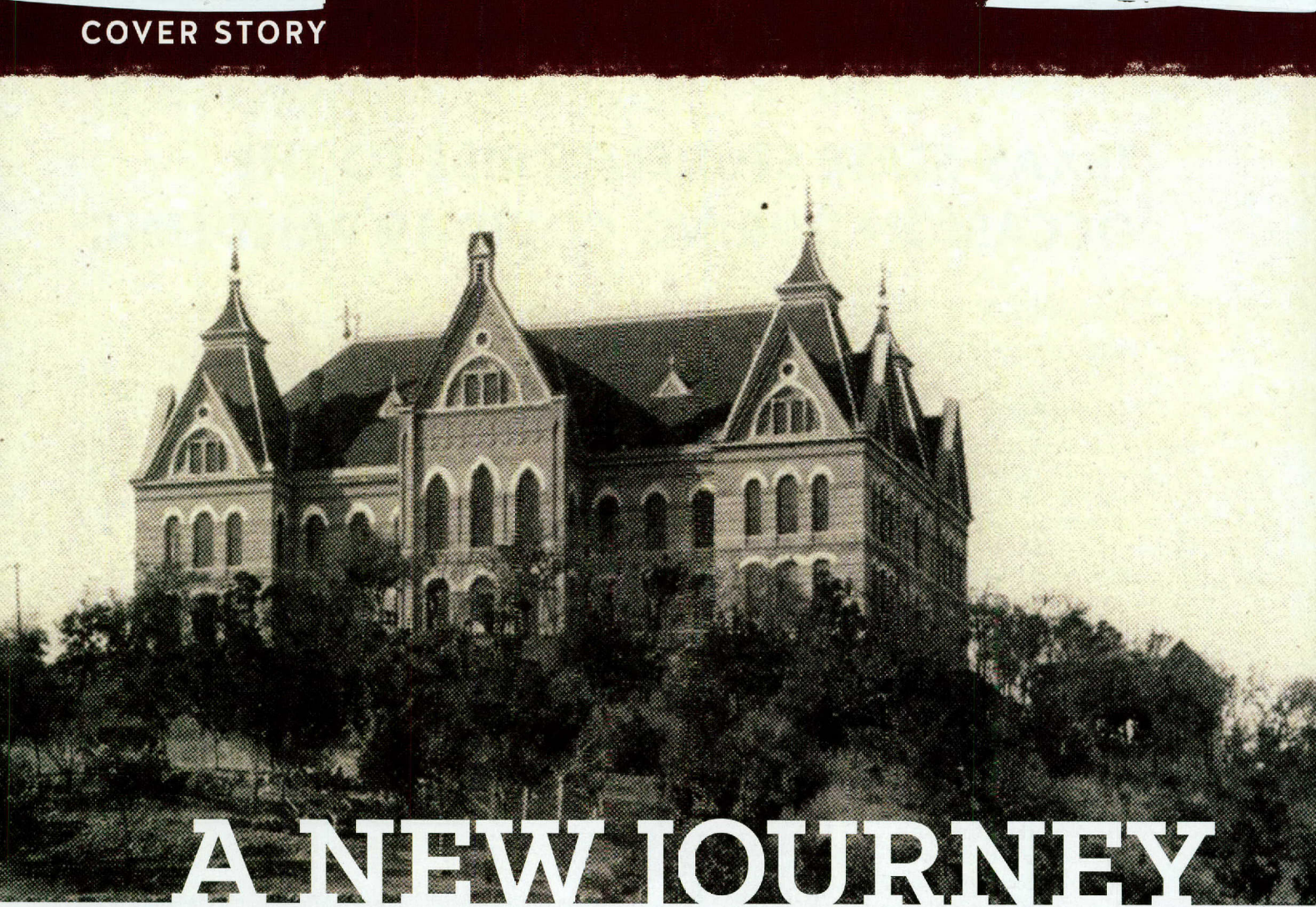
Dr. Gregg Marshall, chair of the Department of Respiratory Care. “This is huge, because that removes a 30- to 45-day wait after graduation, so that the graduate can immediately go to work. When things calm down, then they’ll go back and take their board exams to get their license. The requirement is still there, it’s just deferred.”

The 10 respiratory therapy seniors continued their work as RTAs through graduation until their temporary licenses were approved. Those positions were considered outside employment by the university and not part of their formal education, although the students gained valuable experience in their chosen profession.

“We were very fortunate enough in our program to have lots of internship hours. We have three semesters’ worth of internships,” Cox says. “I do feel like I am prepared to start working. My co-workers seem to be stressed out, the ones dealing with COVID patients. The ones in the ICU are constantly busy. It’s a stressful time for them.”

With cases of COVID-19 still on the rise as the state reopened, the demand for more new respiratory therapists such as Cox increased. As she transitions into her full-time role at Ascension Seton, Cox won’t be assigned to a specific medical center. Instead, she and other new respiratory therapists will be dispatched to various Ascension Seton locations in the Central Texas area as the need arises.

“They could send us to Dell Seton, Seton Main, or anywhere that has a need,” Cox says. “That’s the job, as-needed. We’d be sent wherever we’re needed at the time.”



# A NEW JOURNEY FOR TXST ALUMNI





## All graduates are important part of the Bobcat family

The Texas State Alumni Association has made some big changes — a new membership strategy, new offices, and some new faces. All graduates are an important part of the Bobcat family, at no cost and with no application. Focusing on alumni engagement is a national trend and this new membership model is spreading from coast to coast.

In her August 2020 commencement remarks, President Denise Trauth endorsed this when she said: “Your time as a student here may be done, but I hope this place will forever feel like a home to you. You have transitioned from students to alumni. I am proud to welcome all of you to an alumni network that is now over 200,000 strong.”

The Alumni Association’s changes have been very positive, explains Cindy Williams (B.B.A. ’77), president of the Alumni Association Board of Directors. “All Bobcats now share in the alumni experience and the bond that comes from having graduated from Texas State University.

“This move is a conversation game changer: Instead of asking if a graduate is a member, we can now say, ‘You are a Texas State alumnus; how would you like to be involved?’ Involvement can range from reading an email, perusing the website, joining in on a virtual lecture, attending an event, or volunteering for a committee or board. The opportunities are endless, and involvement can match with the stage of life and desires of our Bobcats.

“Our vision is to connect Bobcats to serve, strengthen, support, and celebrate Texas State University. Our mission is to create a community of alumni, students, and friends with a commitment to invest in the future of our university. This new structure embraces the ideology behind these core principles,” Williams says.

In surveys and in comments from the Young Alumni Council and the association board, the overwhelming response was that alumni were looking for programming that was more meaningful and purposeful than simply social interaction.

The shift to staff-driven events and programming, with less planning and execution responsibility resting on the shoulders of alumni volunteers in chapters, is also part of the new strategy. Reed Rallojaj and Kathryn Arnold, assistant directors of alumni engagement, are responsible for regional programming.

“The university is coming to you,” Arnold says. Alumni, staff, and possibly university administration may attend these university-sponsored events. As planners, Arnold and Rallojaj are dividing the major Texas cities and some of the alumni-heavy areas in and outside of Texas.

Part of the emphasis will be more family-centered events, Rallojaj explains. “Even though we are not having the volunteers plan the events, alumni are going to play a huge role in providing information that we don’t have. They can give us information and insights into the culture of their community. Maybe they are the ones who can give us recommendations — we could tag on to something that is already happening there,” he says. Rallojaj’s examples include future San Antonio Fiesta events, or special experiences at the Houston Arboretum or the Dallas Zoo. The changes are designed to build long-term interaction and broaden engagement with alumni.

During his term as president, Ernie Dominguez (B.A. ’04) says the board began looking at how other universities were changing alumni models. A former student body president and homecoming king, Dominguez is credited with suggesting the name Forever Bobcats to recognize alumni who have provided cumulative support of \$1,000 to the Alumni Association. For younger alumni, those who graduated within the last five years, there is also a special Forever Bobcat rate of \$500. Forever Bobcats will receive university bookstore discounts, invitations to exclusive events, discounts at University Camp, and specially branded recognition items.

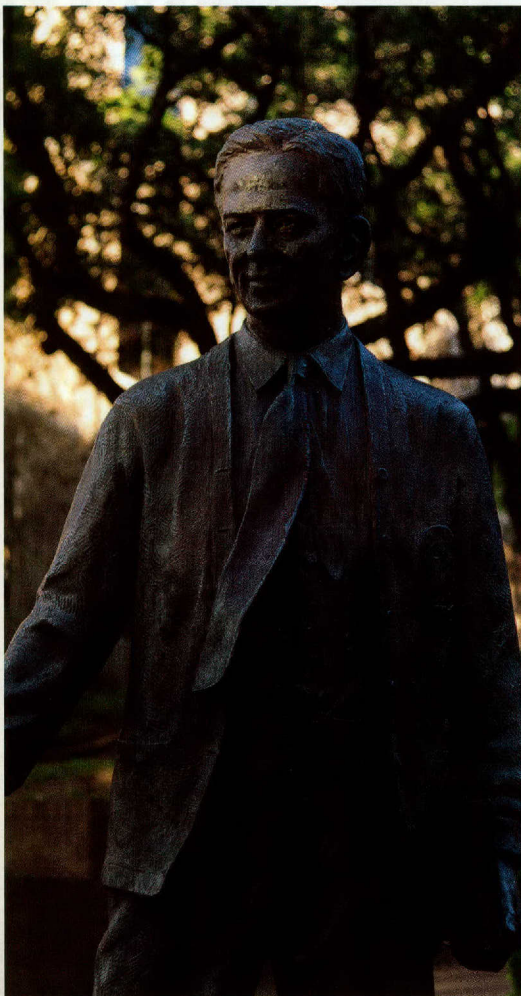
Traditions such as honoring Distinguished Alumni and the Young Alumni Rising Stars during Homecoming will continue. The twice-yearly Texas State ring ceremony is a popular alumni event. Last December, 589 new graduates plunged their rings in water from the San Marcos River in front of family and friends at The Meadows Center for Water and the Environment.

The Alumni and Future Student Welcome Center relocated in 2019 to newly created space in the LBJ Student Center. Space has nearly doubled to more than 5,300 square feet. This center is conveniently located at the entrance to the third floor, adjacent to the LBJSC parking garage and a campus bus stop. The shared space is also where future Bobcats can begin campus tours and boast a small library of *Pedagog* yearbooks and archive images in the Past Presidents Library.

Enhancing alumni engagement, providing services to alumni, and broadening programming efforts are supported by gifts to the Alumni Priority Fund. These gifts can be made online at [alumni.txstate.edu](http://alumni.txstate.edu), by phone at (512) 245-2371, or by mail to Texas State University, 601 University Drive, JC Kellam Suite No. 480, San Marcos, TX 78666. ✪



## Pat Pohl: Memories of TXST Alumni Association



## Former leader recalls friendships and opportunities

By Pat Reynolds Pohl

In 2018, Young Alumna Rising Star Maj. Brenda Bustillos, a native of Joshua, began her acceptance speech at the Texas State University Distinguished Alumni Gala with this comment: “I grew up here [Texas State].” That opening was perfect, and I thought, “So did I.” Probably so did we all.

I joined the Alumni Association soon after graduation, though I can’t remember the exact year. In 1976, I was invited to serve on the board of directors, and in 1978 on the executive committee. The organization was so small that we could meet inside the Victorian boarding house where President Lyndon Johnson had lived as a student.

In 1980, I was elected Alumni Association president. The executive committee was composed of alumni highly successful in their careers. In contrast, I was a young wife and mother with only a few years of college-level teaching. That didn’t matter because I was respected, mentored, and encouraged by those established professionals. The point is that my being a member of the Alumni Association has allowed me to develop new skills and interests, and it still enriches my life.

Of importance to me and others I know, the Alumni Association makes a difference by what it contributes to the university. For example, a well-intentioned former president of the university decided that we would benefit from a new alma mater. He even commissioned the dean of the College of Fine Arts and Communication to write one. The Alumni Association blocked that move in honor of tradition, and today we still sing the original alma mater composed by Jessie Sayers in 1903.

More recently, the Alumni Association was directly involved in the selection of the current president, Dr. Denise M. Trauth. At the time, Rich Durant was Alumni Association president and served on the Presidential Selection Committee. Durant kept board members apprised of candidates’ credentials and asked for members’ feedback throughout the process.

In 2003, the Alumni Association gave strong support to the student-driven effort to change the name from Southwest Texas State University to Texas State University. Not only did alumni accompany student leaders into the Texas Capitol on the day of the hearings, but alumna Vilma Luna co-sponsored the bill in the Texas House of

Representatives to change the name. In addition, alumnus Mike Harrelson agreed to cover all printing costs involved in the name change. The Alumni Association always makes a difference.

I have appreciated the many opportunities the Alumni Association has offered me to make a difference. I have especially enjoyed my work serving on selection committees to determine Distinguished Alumni, Young Alumni Rising Stars, and the Teaching Award of Honor recipients. Most of the nominees for the Teaching Award of Honor I had never met, but their letters of support from colleagues and former students were always stunning. After reading about the charismatic teaching skills of a certain structural engineering professor, a concrete specialist, I wanted to sign up for one of his courses, even though I’m an English major and the closest I’ve ever gotten to the properties of concrete was in Edgar Allan Poe’s “The Cask of Amontillado.”

In turn, what can the Alumni Association offer you? Flexibility first comes to mind. As a member, you can be as involved as your life allows you. Sometimes job commitments, family situations, and geographic distance come into play, and you simply don’t have the time to make active alumni participation a constant. Your life can change, though, and having even a casual tie to the association will lead to amazing experiences and set you on the path to deep, meaningful involvement later on.

The Alumni Association offers you moments you would not otherwise have. I prize the opportunities I’ve had to visit with old friends and new and to meet our Distinguished Alumni at the annual gala: Powers Boothe, the Emmy Award-winning actor; Charles Barsotti, the celebrated *New Yorker* cartoonist; Richard Castro, educational philanthropist and the owner and operator of 27 McDonald’s restaurants; Karen Thompson, the chief technologist of NASA’s John F. Kennedy Space Center; Herman Chinery-Hesse, a leading African tech entrepreneur; and Carolyn Seay Vietor, the longtime president of the Women’s Professional Rodeo Association. There are other Distinguished Alumni I’ve known for years and treasure their friendship.

The Alumni Association brings me sweet memories as, I promise, it will you.

“Once a Bobcat, Always a Bobcat” ❄️



*Pat Reynolds Pohl (B.A. '64 and M.A.' 67) was a senior lecturer in Texas State's Department of English for over 30 years. A lifetime member of the Alumni Association, she served as president and later as the first chair of the Past Presidents' Council.*

# #WeMetAtTXST

## Bobcats share tales of true love they found on campus

By Jacque Crouse

College days are filled with stretching horizons, gaining knowledge, experiencing new things, making friends, learning to navigate life and the world, and sometimes, falling in love. Facebook statistics indicate that 28% of all couples meet in college.

Responses to a social media request to Texas State University alumni show that the tradition of meeting a life partner in college is alive and well among Bobcats and seems to span the decades. Alumni responded overwhelmingly to Facebook and Twitter posts, asking for their “meet cute @ TXST” stories. Here are some of them.

We enjoyed reading them and wish we could publish them all.

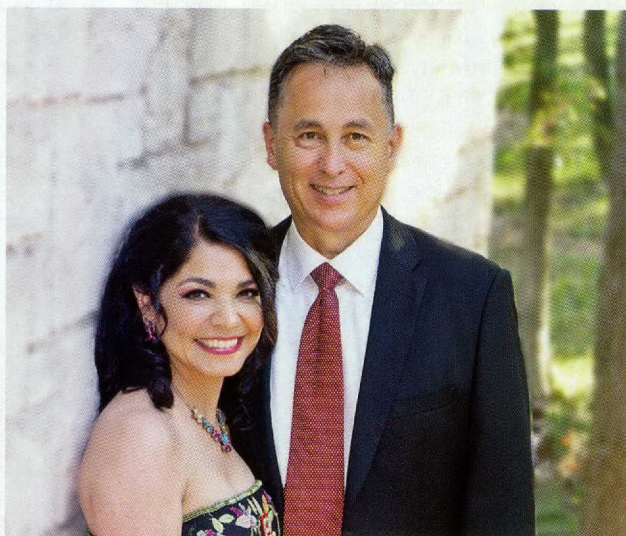
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### **Anthony (B.S. '85) and Elsie Romano (B.S. '85)**

Married 1983

They were physics and chemistry majors and met in 1982 when Anthony, already an assistant in the chemistry department, missed a lab. At the next class, the professor assigned Elsie to teach Anthony how to use a Mettler balance. He already knew how but says Elsie was so cute he decided to let her show him. A San Marcos native, Elsie was engaged to be married. Anthony, one of 10 kids of a single mom from South Texas, was a very driven undergraduate. Despite already having a wedding dress and invitations in the mail, Elsie canceled her engagement before starting to date Anthony.

Today, she is a senior environmental health and safety specialist at Texas State, and he commutes to Washington, D.C., for his job with the Veterans Health Administration. The Romanos have two successful grown sons and like to say that all they have accomplished they have done as a team, which started because Anthony let a cute girl teach him something he already knew.



### **Danette (B.S. '02, M.B.A. '06) and Michael Myers (B.S. '00, M.B.A '08)**

Married 1995

Dr. Danette L. Myers met her husband, Michael Myers, when they were just kids in Houston. They had some friends in common – but she says he wouldn't play kickball with her group.

Danette, a sprinter, entered the university on a track scholarship. It wasn't until they both attended Texas State that they began to date seriously after meeting at a basketball game. Today, Danette is a clinical assistant professor in the Department of Health Information Management. In 2019, she earned a doctorate in adult professional community education. Michael Myers, who got his bachelor's in clinical laboratory science, works in healthcare administration.

The Myers' didn't go the regular route for their degrees – as Danette explains they would each take a turn working full time while the other completed a degree. The Myers', who make their home in San Marcos, have four daughters, ranging in age from 13 to 30.

**Joe (B.A. '01) and Jenni Ward (B.S. '01)**

Married 2005

Joe and Jenni met in 1998. In 2004, Joe took Jenni back to Smith Hall and sat her in the very chair where she was when he first saw her so he could propose. A year later, they were married at Spring Lake. A few years later, they attended the same new staff orientation as they began careers at Texas State. They eventually moved on to other careers.

Joe recently returned as an academic advisor with the College of Fine Arts and Communication.



**Mary (B.S. '72) and Randy McBeth (B.B.A. '72)**

Married 1972

Mary and Randy met at Texas State 49 years ago. She is a San Marcos girl and a former Strutter who was introduced to her future husband on a blind date. After their wedding, the couple lived in an upstairs apartment of an old house on San Antonio Street. While Randy worked at a pizza place, Mary says she pinched pennies as a student teacher and would get upset with herself for spending as much as \$7 on groceries. Randy went to officer training school and became an Air Force pilot during the Vietnam War. The couple lived in Austin, San Antonio, and Houston before opening a business in San Antonio.

Today, the McBeths keep close ties to Texas State. Mary is on the board of directors of Strutters Always.

**Eric (B.S. '13, '19) and Demi Dyson Leeson (M.S. '18)**

Married 2019

Their story may sound like a fish tale, but it is the real deal. Both are outdoorsy and both like fishing. They met while they were kayak fishing in Sewell Park. They paddled past each other, and Demi said something to him first: "Having any luck?" They went their separate ways and when he paddled back, she had caught a fish. It was 2013 and he had just graduated from Texas State and was pursuing a second degree. She asked him for his phone number. Eric thought Demi was too young, so he was surprised to find out she was a Texas State junior. They are both from small towns in Texas.



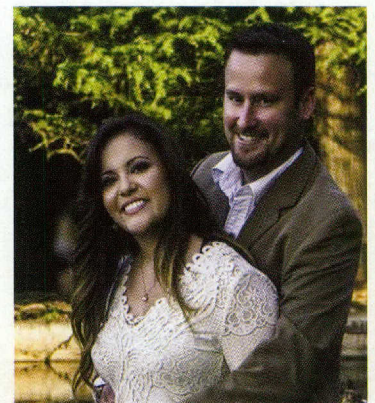
On their first date, they packed a picnic and took their dogs to Purgatory Creek Natural Area. Four years after they met, he took her back to Sewell Park to propose.

She is a speech pathologist; he is a general contractor. They still go to Sewell Park to fish and hang out.

**T. Lowell (B.S. '10) and Monica Daigle (B.A. '12)**

Married 2015

Lowell had already graduated and was working as a pilot at the San Marcos Regional Airport when he met Monica in 2011. A group of pilots headed to the Taproom Pub to eat dinner. One guy, a Californian, said it was hard to meet girls. Lowell disagreed. Just then, Monica and a friend walked in after a day of playing volleyball and hanging out in the pool. No makeup, tired-looking, and hungry, they were looking for a place to sit in the packed bar and restaurant. Lowell told his friend to ask them to sit at their table. The girls made it clear they weren't there to meet guys, just to eat. The men told the girls they were pilots, and Monica said, "Yeah, right." It was a fun and comical dinner conversation, Lowell remembers. He and Monica exchanged phone numbers.



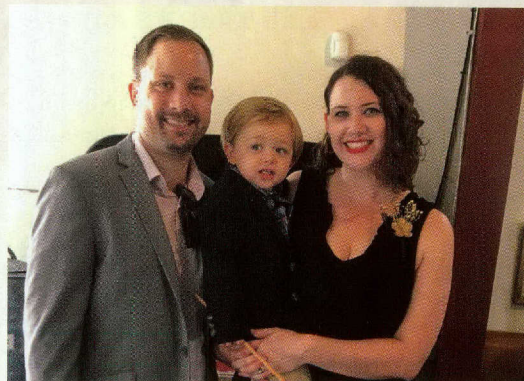
They now live in New Braunfels with their son, Slade Everett Daigle.

**Teresa (M.H.A. '10) and Martijn Van Oort (M.H.A. '11)**

Married 2015

The Van Oorts met while attending graduate school in Healthcare Administration. They got to know each other when they were placed alphabetically next to each other in a summer economics class. She was dating someone casually. Martijn spent the summer “forgetting” items, so he had to talk to her and borrow them, often partnering on projects. One day at the end of the summer, Martijn asked Teresa to break up with a guy she was seeing saying that he would pick her up at 8 p.m. for dancing at Cheatham Street Warehouse.

They live in Spring and have a 2-year-old son. Teresa says Martijn turned out to be a fantastic dancer (several semesters of Texas swing as an elective) as well as a great husband and father.

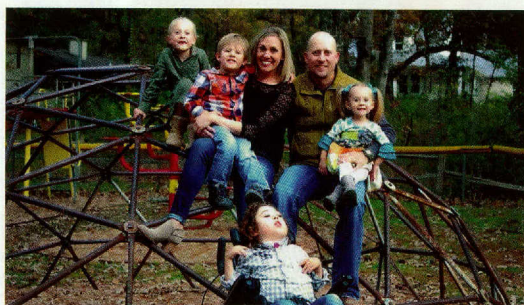


**Ricardo “Rico” (B.E.S.S. '14) and Claire Carlin (B.S. '13)**

Married 2015

Claire and Rico met in 2012 at the Catholic Student Union/Our Lady of Wisdom University Parish through mutual friends. Rico says it took a few months for him to ask her out, even after Claire asked him to drive her to class so she could avoid an uphill walk. He was in the military following graduation, but he is back at Texas State as a graduate student and employee. Rico proposed at the Our Lady of Wisdom and they were married there.

Soon, the couple will have their daughter, Victoria Rory, baptized there.



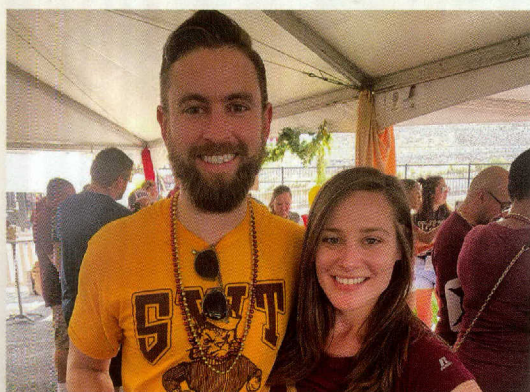
**Brian (B.B.A. '03) and Annie Gilstrap (B.S. '03)**

Married 2002

Annie and Brian lived in a popular student area on Sagewood Trail when they met in June 2000, following their sophomore year. Brian and his brother, Matt, who also attended Texas State, began experimenting with beer making.

Annie says the brothers would drink the results and tried to get her to do the same, but some of the beers were so strong (or strange), she had to pass.

The final beer product has improved over the years and on Brian's 40th birthday, Sept. 16, 2016, they opened ETX Brewery just off the square in downtown Tyler. It is the only brewpub in town. The Gilstraps also have their hands full with four children.

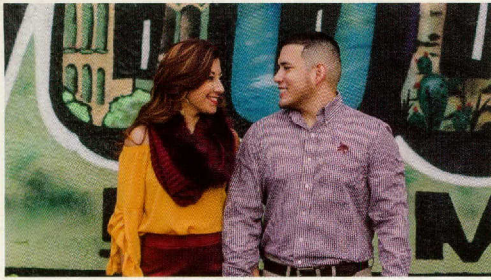


**Samantha (B.A. '10) and James McNeal (B.A. '10)**

Married 2017

Samantha and James sat next to each other in a mass communication class. She says they did not hit it off. She is outgoing and can be loud; he's reserved. She was in a sorority, and he was a long-haired radio station sports director. Samantha says she would try to talk to him, and he ignored her to focus on the class. In his last semester, James was a teaching assistant in her writing class. Samantha got a B. They were not friends until she got a production internship at KXAN in Austin. Her professor said James was in sales there and she should look him up. After graduation, she started working full time at KXAN. They became best friends.

Together for seven years and married for 2½, the couple lives in Austin.



**Cassandra Orozco (B.S. '13) and Leandro Ochoa (B.E.S.S. '14)**

Married 2018

Leandro moved to San Marcos in 2011 from the Rio Grande Valley and wanted someone to show him around. That's how he met Cassandra, also from the Valley, after they were introduced through a friend at Grins. The couple saw each other for a while before Cassandra had second thoughts about dating Leandro. She thought he had a small-town mentality – part of the reason she moved away from the Valley. A month later she ran into him at a Halloween party. The second chance was all it took, and they became inseparable.

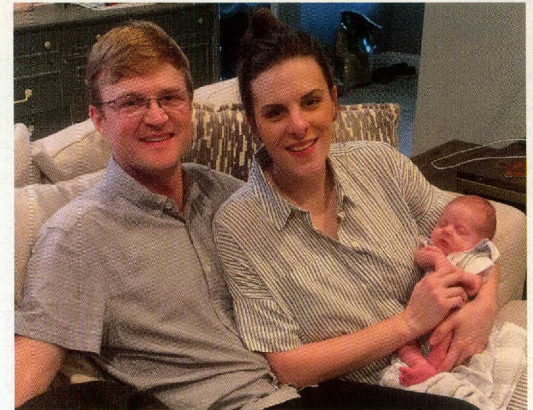
Today, they live in Spring. She is a media specialist in an elementary school, and he is in medical equipment sales.

**Jennifer Cobb (B.A. '09) and Jordan Peterson (B.S. '10)**

Married 2017

Their best friends were dating and introduced them in 2008. Jordan and Jennifer started dating and continued through their junior and senior years. Jennifer graduated a half year early and went on to graduate school. They broke up in 2011. Jennifer moved to Austin to work as a museum curator, and Jordan moved to Midland to be a petroleum landman. In 2014, they met up in Austin and began a long-distance relationship. They were making long-term plans in January 2016 when Jordan was diagnosed with kidney failure due to an underlying autoimmune disease. Jennifer was tested to be a donor, along with family and friends. She was a match, but doctors believed Jordan's father was the best option. In July 2016, Jordan had a kidney transplant in San Antonio.

Today they have a son, Wyatt, and live in Midland. Jordan owns his firm with his best friend, who, by the way, managed to reconnect with Jennifer's best friend. They also are married.



Today they have a son, Wyatt, and live in Midland. Jordan owns his firm with his best friend, who, by the way, managed to reconnect with Jennifer's best friend. They also are married.

**Michelle (B.A. '01) and Greg Harper (B.B.A. '93)**

Married 2004



A San Marcos native, Greg was visiting from Dallas in 2000 when a family outing to the Outback Steakhouse brought him to Michelle's attention. Greg's dad struck up a conversation with the hostess, Michelle, then a public relations and mass communication junior. She says Greg's dad jokingly asked for her phone number, so Michelle looked at Greg and asked if he wanted her number too. Despite a 10-year age difference, the couple agreed that there was chemistry.

He went back to Dallas and they began talking – a lot. He could live anywhere and do his investment job. Three months later, he told her he was moving back to San Marcos.

Today they are the owners of Figaro's Pizza & Pub, and Michelle is the CEO of United Way of Hays & Caldwell Counties. They have a son, Bryce, and are active members of the Bobcat Club. They attend almost every home football and men's basketball game (when they are not chasing Bryce at his sporting events).



**Jennifer Iles (B.S. '13) and Keylan Shannon (B.S. '14)**

Married 2019

Jennifer Iles and Keylan Shannon met in 2009 "smack dab in the middle of LBJ Student Center."

"We were both super involved in Greek life and the Student Senate," Jennifer says. Before she became a kindergarten teacher, Jennifer worked in admissions at Texas State. Today, Keylan works for Texas State Rentals.

In January, the room in their New Braunfels home dedicated to all things Texas State will become a nursery for their baby Bobcat. They already have a cat named Boko. "As alumni, we now go to alumni events as much as possible, attend many of the basketball and baseball games, and never miss a home tailgate and game." 🐾





# It's a **FAMILY** tradition

The legacy that is Texas State  
runs through generations

*By Catherine Duncan*

Since opening its doors in 1903, Texas State University has undergone many changes. Enrollment stands at more than 37,000, there are more than 200 bachelor's, master's, and doctoral degree programs, two campuses have spread out and up, and there are more than 205,000 alumni who are part of the Bobcat family.

Amid all this change, a constant remains: Texas families whose futures were dramatically altered by that first relative who enrolled. Now multiple generations boast of following loved ones' footsteps to earn one or more degrees.

These stories range from three family members in one generation changing the course of their lives to a tale of three generations and 11 family members who are all proud Bobcats. Woven in all are common threads of a valuable education, a place to call home, exceptional degrees, personalized attention, and an educational and professional foundation leading to successful, rewarding careers. ❖

## Wilma Smith becomes a teacher in 1941

### Two daughters followed her success

The Smith family's legacy at Texas State University began with Wilma M. Smith, a 100-year-old Bobcat, who earned her bachelor's degree in home economics in 1941 and later completed a master's degree in 1952.

Smith taught homemaking in her hometown of Killeen. When she retired after 32 years, she was overseeing all home economics departments for Killeen ISD.

Daughters Betty Smith Luxton (B.S. '65) and Peggy Smith Hilburn (B.A. '73) followed in their mother's footsteps to Texas State. Hilburn received her degree in history and earned a teaching certificate. She also began her teaching career in Killeen. After marrying her husband, Larry, a series of moves that took her from teaching positions in the Rio Grande Valley to New Hampshire and back again to San Marcos. In 2011, she retired from San Marcos CISD. with 38 years of teaching credit.

Luxton earned her degree in home economics, now known as family and consumer sciences. She met her husband, Jesse (B.B.A. '66), in 1963 on a blind date. "We didn't really care for each other at first. In late 1965, we met again, and we just clicked. I had graduated and was working at Joske's department store in downtown San Antonio. We were married in the Methodist church in San Marcos in 1966," she says.

Luxton says her mother was one of 100 Gold Star 4-H girls in Texas who earned the opportunity to visit Texas A&M University for a competition. "She fell in love with college right then and there." Smith wanted to be a teacher because she idolized her home economics teacher at Killeen High School.

Wilma Smith came from a poor family, and she picked cotton in the summer to pay tuition, Luxton says. She met her husband, Coopwood Smith, while attending Texas State. He lived in Lockhart and went to San Marcos to meet girls. After graduation from college, the couple eloped. "They kept their marriage a secret until Pearl Harbor. At that time, the men headed to war, and more women were needed to teach," Luxton says.



*The Smith family (back, from left): Betty Smith Luxton, Peggy Smith Hilburn, Larry Hilburn, and Jesse Luxton. Wilma M. Smith is seated in front.*

The Luxtons have supported their beloved alma mater for more than 30 years. Following retirement from successful business careers, they moved to Leakey, where Jesse Luxton's family has lived for more than a century. They have established scholarships for students at Leakey High School. They are Texas State Heroes, the highest honor bestowed on individuals who have given \$1 million or more to the university; and are members of the Guardian Society, donors who have named the university in their estate plans.

In 2019, a plaque displaying Betty Luxton's name was unveiled in the lobby of the School of Family and Consumer Sciences in recognition of her support. The couple established the Betty A. Luxton Graduate Research Assistant program, the Betty A. Luxton Undergraduate Work-Study Award, and the Betty A. Luxton Endowed Scholarship. The Luxtons have also established scholarships in the McCoy College of Business. Jesse Luxton is a Distinguished Alumnus and was recently honored with a suite named for him on the third floor of the Emmett and Miriam McCoy Hall.

"Texas State gave us all a great foundation for future success. My mother and sister dedicated their lives to teaching. They helped students every day in the classroom for many years," Betty says. "My husband and I enjoyed successful careers. Jesse was a corporate CEO. I first worked in fashion merchandising. Then I was a home economist for a utility company. Later, I had a successful travel agency with a dear friend for 15 years.

"We know our experience and education at Texas State made all of this possible. We are proud to be Bobcats." 🍁

“

**TEXAS STATE GAVE  
US ALL A GREAT  
FOUNDATION FOR  
FUTURE SUCCESS.”**

# Winn family tradition started 71 years ago

## Four generations continue legacy

The tradition began with Raymond C. Miller who earned his B.S. in 1949 and his M.Ed. in 1952. Daughters LaVell Winn Walker Alumbaugh and Nellie Ruth Miller Wessels followed their father to Texas State.

Wessels earned her B.S. in 1952. Alumbaugh earned a B.S. in what is now known as family and consumer science in 1956 and was a Texas State instructor for five years. Her first husband, Vance Winn, earned his B.B.S. in 1959 and served as Alumni Center director.

LaVell and Vance's children, Bradley V. Winn and Cara Winn Murray, graduated in 1995 with an M.B.A. and a B.S. in 1984, respectively.

Dr. Jeannette Moczygemba, who was married to Bradley Winn, earned an M.Ed. degree in 1991. She recently retired as superintendent of Karnes City ISD. "The university was close and so convenient to Karnes City," she says. "The professors were awesome, and I really enjoyed the camaraderie of the students. Texas State is one of the premier educational institutions in Texas."

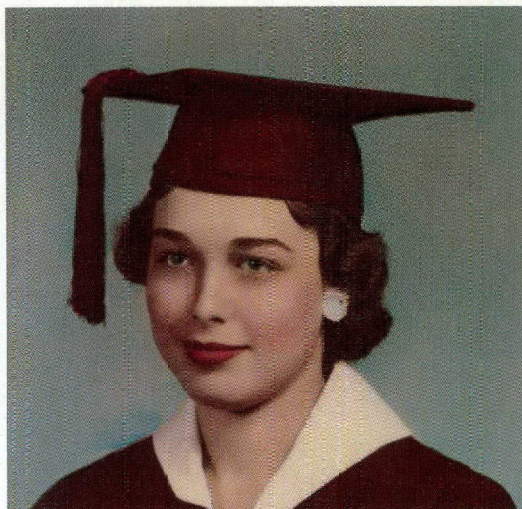
All three of her sons earned one or more degrees at their parents' alma mater. Chris Winn earned his B.S. in psychology in 2010 and his master's degree in professional counseling in 2014. His wife, Crystal Frosch, earned a master's degree in professional counseling in 2014.

Anthony Winn earned his B.A. in psychology in 2012, while his wife, Jill Wiatrek, earned her bachelor's degree in education and is now pursuing a master's degree.

Matthew Winn got both his bachelor's degree (2015) and master's degree (2017) in communication studies. It's where he met his fiancée, Emma Carberry, who moved from Buffalo, New York, for her master's degree in communication studies.

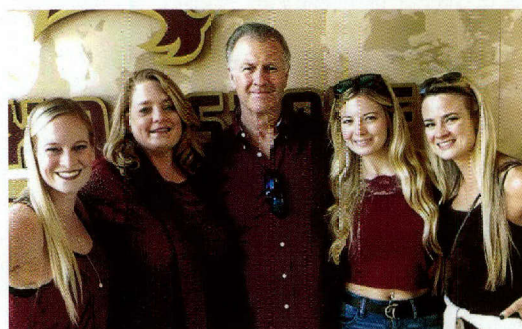
Matthew Winn, who works as a research coordinator for the College of Fine Arts and Communication, says he remembers going to Texas State to see his brothers when they were students and his grandmother who taught there. "I grew up in Karnes City, a small town, and I liked the feel of San Marcos. It had the feeling of a small town. I love the outdoors, and everything there is to do," he says. "After looking at other universities, I heard great things about the communication studies program. I felt like it was a place I could grow. I didn't want to go to a large university and get lost. I received a lot of personal attention on campus. It just felt right; it felt like home," he says.

Moczygemba says she is very proud of the family's legacy at Texas State. "I'm also proud to see how the



Top left: LaVell Winn Walker Alumbaugh

Top right: Vance Winn



Bottom, from left to right: Leslie Murray, Cara Winn Murray, Jeff Murray, Lindsay Murray, Lauren Murray.

“

**I DIDN'T WANT TO GO TO A LARGE UNIVERSITY AND GET LOST. I RECEIVED A LOT OF PERSONAL ATTENTION ON CAMPUS. IT JUST FELT RIGHT; IT FELT LIKE HOME.”**

university has grown since I went there in the late '80s and early '90s," she says. "It makes me think about the first ring ceremony I attended for my eldest son, Chris. I realized how the star on the ring is really symbolic of Texas State's place in the heart of Texas."

The newest Bobcat in the family is Lindsay Murray, daughter of Cara Winn Murray, who will receive her degree from the College of Education later this year. 🐾

# First one on college path changes Kapavik legacy

## 10 family members continue Bobcat tradition

Growing up in the rural Texas community of Gonzales, Ernestine Kapavik Sutherlin was the first in her family to attend college. Even though she decided to pursue a college education — an unfamiliar concept to her family — Sutherlin recalls her loving parents supporting her decision.

“My high school journalism teacher believed in me and encouraged me to attend college and earn a degree,” she says. “I had no idea at that time my decision would create a family tradition and change our family’s path.”

Sutherlin says she decided to attend Texas State because it was about one hour from home, was affordable, and offered a degree in fashion merchandising. “Most importantly, Texas State became my home. I came from a large family of 10 siblings so I was looking for a place I could call home. That was very important to me,” she adds.

Sutherlin, who earned a bachelor’s degree in home economics with a concentration in fashion merchandising in 1984, says her parents and siblings would visit. “I was able to open the door and introduce them to Texas State. They saw what the university had to offer them.” Sutherlin worked in the fashion industry for Neiman Marcus. She also created the Ernestine Kapavik Endowed Scholarship in Fashion Merchandising.

Three siblings followed their older sister and graduated from Texas State. Since then, six nieces and nephews have continued the tradition.

Brother David Kapavik immediately followed Sutherlin and earned his bachelor of science degree with a major in agriculture business in 1986 and his M.B.A. in 1988. He is the president and CEO of SouthStar Bank. He met his wife, Tricia Pesek Kapavik, at Texas State, where she earned her B.B.A. in marketing in 1989. Their daughter, Hope, is a freshman now.



*Ernestine Kapavik Sutherlin (third from left) was the first in her family to get a Texas State degree. Those who followed her include: (from left) Tricia Pesek Kapavik, David Kapavik, [Ernestine], Robin Robinson Kapavik, Larry Kapavik, Amy Tomas Loehman, Reid Loehman, Jason Tomas, Lauren Strobel, Hope Kapavik, and Lori Kapavik Strobel.*

Sister Lori Kapavik Strobel earned her bachelor of science in respiratory care in 1997. Her daughter, Lauren Strobel, earned two bachelor’s degrees in psychology and family and consumer sciences in 2019.

Brother Larry Kapavik earned his bachelor of science with a major in agriculture business in 1992. In addition, his wife, Robin Robinson Kapavik, received her teaching certification at Texas State as a post-baccalaureate student in 1995.

Niece Amy Tomas Loehman was the first of the second generation to continue the legacy. She earned her bachelor’s and master’s degrees at Texas State. Her siblings, Bridgette Tomas Burnett and Jason Tomas, earned their bachelor’s degrees. Another nephew, Bradley Fehner, earned his bachelor’s degree and continued the Kapavik family legacy at Texas State.

With 10 family members continuing the legacy, Larry Kapavik, who owns four businesses in New Braunfels, says he is proud the family has an enduring tradition at the university. “I’m proud to be a Bobcat. I look forward to seeing this legacy grow,” he says.

“I attended Texas State because it had an ag-business degree, and I could still go home to work for my dad’s farming business each weekend. I knew I wanted to own a business one day and having a degree would help me get there. I had the ambition, but I needed the knowledge to set up a company. The professors at Texas State helped prepare me to successfully run my businesses. I’m grateful for that foundation.” 🍀

“

**I HAD NO IDEA AT THAT TIME MY DECISION WOULD CREATE A FAMILY TRADITION AND CHANGE OUR FAMILY’S PATH.”**

# Bigley family pursues mother's dream

## Three degrees, three varied careers



For the Bigley siblings in San Antonio, the world changed the day their beloved mother died. Roselyn Bigley was the glue that held the family together, and when she passed away, the family disintegrated.

Eileen Bigley Pester was 17, Michael Bigley was 15, and Carol Bigley was only 10 years old. While Eileen stayed with her maternal grandmother, Carol went to a foster home. Michael spent the rest of his high school years supporting himself and living on his own.

For most individuals in these difficult circumstances, the future would be bleak. Michael says Eileen's decision to attend Texas State University changed the course of all their lives. "Eileen was at the end of high school when Mom died. My mother always wanted us to go to college. Eileen decided to pursue Mom's dream," he says.

With her younger siblings watching, Eileen earned her bachelor's degree in family and consumer science in 1976. She worked as a clothing buyer for Dillard's department stores, later marrying and staying home to raise her children. Eileen eventually received her teaching certificate and was a substitute teacher for many years before retiring.

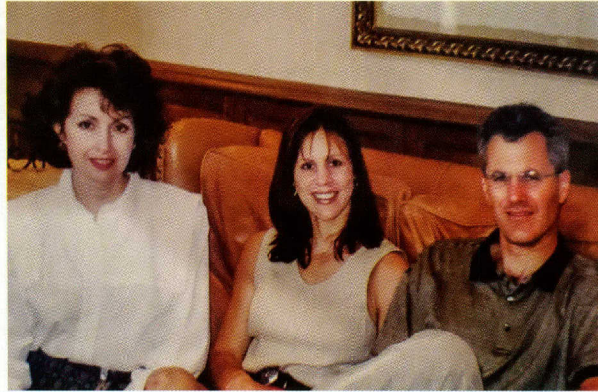
Michael was a freshman at Churchill High School when his mom died. "I was on my own at that point. I got through high school, and then I was lost. I saw my big sister at Texas State and started thinking maybe that is something I could do, too.

"Because it was my mom's dream for me, I decided to enroll at Texas State. During my first year on campus, I lived in Jackson Hall while Eileen lived next door in College Hall for her senior year. It was wonderful living near her."

Michael says he had a great experience at Texas State. "Right off the bat, I liked that it was a small community. It helped me learn how to network and be more personable. I was able to come out of my shell." He joined Pi Kappa Alpha fraternity and appreciated being part of a team. "I learned how to work and communicate with others. It was a learning experience that helped me later in the business world."

Michael earned his B.B.A. in business management in 1979. Having a degree was the reason he got his first job as an insurance agent. Five years later, he opened his own company. Michael is founder and president of Excel Benefits Inc., a San Antonio-based insurance agency. "School really propelled me to have a career. If I hadn't gone to college, I don't know what I would have done. Texas State prepared me to have a successful career."

Carol says seeing Eileen and Michael pursue their college education meant everything to her. "Eileen was my best friend. I looked up to her as a mentor. Michael gave me further proof that it was something I could do.



*Eileen Bigley Pester, Carol Bigley, and Michael Bigley.*

“

**RIGHT OFF THE BAT, I LIKED THAT IT WAS A SMALL COMMUNITY.”**

Eileen helped me figure out how to apply for school.”

The youngest Bigley says she also received encouragement to attend Texas State from her grandparents and her foster parents. Along with receiving financial assistance, Carol worked throughout most of college and joined Alpha Kappa Psi, a business fraternity.

In 1983, Carol earned her B.B.A. in computer information systems. She says lifelong friendships were formed during her freshman year. She met a fellow graduate from Samuel Clemens High School in Schertz, and along with three other students, they would live together for the next three years. The five women are still close friends and regularly travel together.

Carol shares her brother's appreciation for the university. "Who knows what would have happened to me if I hadn't followed them? Having my CIS degree opened up all kinds of opportunities." Her first job out of college was as a programmer for the Gary Job Corps Center in San Marcos. She moved to Austin and worked in the business and computer industries for 25 years. Since 2013, she has found success in the insurance industry.

"I'm fortunate I was able to get a great degree and have a wonderful experience in college. Texas State taught me how to communicate and work with others. The university gave me the foundation needed to be successful in the business world," Carol says.

With three Texas State degrees and three varied but fulfilling careers, the Bigley children fulfilled their mothers' dream — a true legacy to her memory. 🍂



## Family business meets education legacy

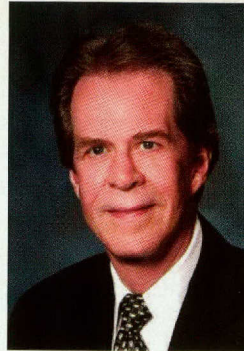
### From farming to real estate for the Prices

For the education- and business-minded Price family, attending Texas State University helped them work at family businesses while earning degrees that prepared them for successful, varied careers.

Patrick W. Price lived on the family farm in Kyle and worked for his father, H.Y. Price Jr., who owned the San Marcos Telephone Company. While interested in many subjects, Patrick Price was drawn to education courses at Texas State. "There were excellent professors in English and in education. Dr. W.C. Newberry was a very dynamic education teacher. I learned techniques from him to get students interested and involved," he says.

Price earned his bachelor of science degree in education in 1968 and taught history and social sciences for four years in San Marcos. In 1972, he returned to the family business. Four years later his father retired, and Price became company president. At the age of 38, his life took a different course when a brain aneurysm ruptured. He would spend a year recovering.

"My former principal asked me if I would like to return part time as a substitute teacher," he says. "It was just what I needed. I was still a good teacher and a good storyteller. The students really accepted



*Patrick W. Price*

me back, and they nicknamed me Mr. Sunshine."

By 1983, Price had started his own real estate and leasing company. He designed and developed Papillon Villa on what is now University Drive and has owned multiple properties along the street. At age 76, he is now retired from his real estate business.

Price was thrilled when his sons, Kevan Price (B.S. '92) and Steven Price (B.B.A. '92), earned degrees in sociology and marketing, respectively. Their mother, Sheran Price, earned her bachelor of applied arts in 1969.

The Texas State tradition continues. Kelly Peek-Price, Kevan's wife, earned her B.S. in biology in 1993, while Cynthia Price, who is married to Steven, earned a bachelor's degree in fashion merchandising in 1989.

Steven and Cynthia's sons continue the legacy. Steven Price Jr. earned his B.B.A. in accounting in 2019 and is doing his internship with Ernst & Young in Houston. He has been accepted into graduate school at Texas State. Sean Price is currently pursuing his B.B.A. in accounting.

"My grandmother, Riso Millhollon, earned her bachelor's degree in 1939 and her master's degree in 1955 from Texas State. She taught kindergarten in Kyle and was a big influence on me. She was the best grandmother you could have," Steven Price says. "My dad also was big into education, so I understood its importance."

Steven Price says he started a business when he began college, so attending Texas State allowed him to continue his venture. "I also had heard the business school was excellent. The accounting, finance, marketing, and business communications courses have really proven to be beneficial. They gave me a foundation to work with," he says.

Since graduation, Steven Price has owned several different businesses and was in the oil and gas industry for 20 years. He is now a realtor with Keller Williams. "Texas State means a lot to our family," he says. "I still have a lot of friends who I met at the university. I met my wife — so that is awesome. We are proud our sons decided to go to Texas State so they can share such a great experience." 🌟

“

**THE ACCOUNTING, FINANCE, MARKETING, AND BUSINESS COMMUNICATIONS COURSES HAVE REALLY PROVEN TO BE BENEFICIAL. THEY GAVE ME A FOUNDATION TO WORK WITH.”**

# Business majors find each other and success

## Student-athlete makes goal as Bobcat

During his first year at Texas State, Shane Moore met Carol Yarrington, who was in her third year. The young Bobcats married after completing their degrees. Carol earned her B.B.A. in accounting in 1989 and Shane earned his B.B.A. in finance in 1992. At the time, they had no idea life — in the form of their daughter — would bring them back to Texas State.

Shane says he originally chose Texas State because he grew up in Austin, it was close to home, and he could continue working through college. “I enjoyed my time on campus, especially meeting Carol,” he says. “I had some great professors. I took intermediate finance. It was probably the toughest class I ever took. But I did well, and I decided to stay in finance.”

After graduating, he worked at investment firms and private banks. Shane created his own firm, Quartz Financial, an Austin-based wealth management firm that handles the financial affairs of families. He is a managing partner, and Carol serves as a private client services associate. Shane is also founding partner of the Sudden Wealth Center, and he has co-authored four books on the topic.

The Moore family has twins, Quinlan and Renny. While they encouraged both children to look at a variety of universities, they were thrilled when Renny, an outstanding high school soccer player, decided to play collegiate soccer at their alma mater.

Renny, a junior working toward her B.B.A. in accounting, is a midfielder on the Bobcat soccer team. She initially looked at out-of-state schools, but an invitation to visit Texas State and meet the team changed her mind. “I met the coach and the players. I really love the team; we are so competitive but support each other like family,” Renny says. “I like that the university was close to my home so I can still see my family, especially my dogs. I really like the business college here. I knew it was the perfect degree for me.”

Renny acknowledges that a Division I athlete’s schedule is grueling with long days and out-of-town games, practices, conditioning, and academics. “I couldn’t ask for a better experience,” she says. “We have a very smart team with a high GPA. We make each other study more. You see others studying, and you know you should be doing so.”

Shane says he and Carol are very proud of Renny, and they enjoy traveling to see her and her teammates play around the country. “I didn’t think it would be that special to have your child decide to attend your school. Now, I know how much it means to a parent. We are proud to have a legacy here.” 🍀



*Bobcats Shane and Carol Moore with their daughter Renny, who plays soccer for Texas State.*



“

**I DIDN'T THINK IT WOULD BE THAT SPECIAL TO HAVE YOUR CHILD DECIDE TO ATTEND YOUR SCHOOL.”**



# The ABCs of TXST

How many of these university facts do you know?

# A

**"ALMA MATER,"** written by original faculty member Jessie Allison Sayers in the early 1900s to the tune of the hymn "Ancient of Days."

# B

**BOBCAT**, has been the mascot of Texas State University since 1921. In 1964, "Boko" was the name chosen by sophomore Beth Greenlees, who beat out 100 other students in a "Name the Bobcat" contest.



Award-winning actor/hip-hop artist Common speaking onstage.

# C

## COMMON EXPERIENCE

Texas State presents an academic theme each year with related events for everyone. Freshmen are provided the year's selected book related to the theme and discuss it in University Seminar and other courses.

# D

**DISTINGUISHED ALUMNI**, established in 1959, the award has honored 213 graduates since the first one was given to U.S. Sen. Lyndon Baines Johnson.



# E

**ELEVEN ACRES**, donated by the people of San Marcos as the site for Southwest Texas Normal School, which opened in 1903.

# F



**FIGHTING STALLIONS**, a 1951 gift from sculptor Anna Hyatt Huntington. Traditionally it has been considered a free speech area, although this designation applies to the entire Texas State campus. In years past, students rubbed the statue for good luck before exams.



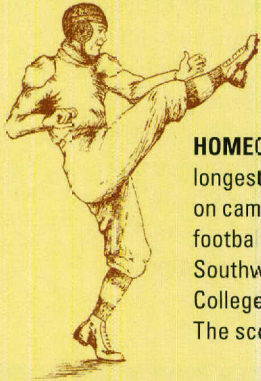
# G

**GAILLARDIA**, the official school flower. Gaillardia Hall is a 306-bed residence that opened in 2012. It received Gold LEED certification from the U.S. Green Building Council.



# I

**INGRAM, BRUCE AND GLORIA INGRAM HALL** — home to the College of Science and Engineering. With more than 166,000 square feet of space, Ingram Hall is the largest academic building on the San Marcos Campus.



**HOMECOMING**, is one of the longest-running traditions on campus. The first college football game in 1921 saw Southwest Texas State Normal College lose to Texas A&M. The score was 28-0.



# J

**JACKSON HALL** is a 12-story traditional residence named for Ernest Bryan Jackson, who served as a university librarian. Opened in 1967, it originally was a men's dormitory for 440 students.



# K

**J.C. KELLAM**, or JCK, was originally the Library-Administration building when it opened in 1969. Kellam (B.S. '23) was a close friend of LBJ and a regent of The Texas State University System from 1961 to 1967.

# L

**LANTANA HALL**, opened in time for the 1962-1963 school year. A traditional, women-only residence, it has 239 beds.



# The ABCs of TXST

How many of these university facts do you know?

# M

## McCOY

The McCoy College of Business celebrates its 50th anniversary in 2020. McCoy Hall opened in 2006. The building was under construction when Emmett and Miriam McCoy pledged a \$20 million gift to the university.



McCOY COLLEGE  
OF BUSINESS

TEXAS STATE UNIVERSITY

# N

## NURSING

St. David's School of Nursing, located on the Round Rock Campus, opened in 2010 with a class of 100 juniors. In 2013, the family nurse practitioner M.S.N. program was launched.



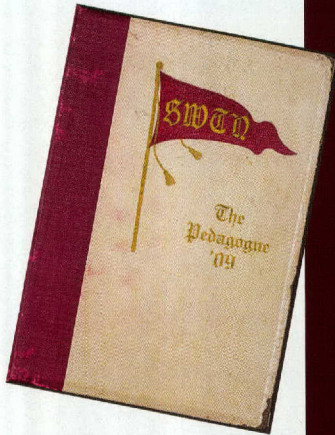
## OLD MAIN

The red-roofed, castle-like landmark was Texas State's first building and the only structure on campus when it opened in 1903. Today, it houses the College of Fine Arts and Communication and the School of Journalism and Mass Communication.

# P

## PEDAGOG

The university's yearbook was published from 1904 to 1999, except for 1976 to 1983.



# Q

**THE QUAD** is the tree-lined mall between academic buildings on the San Marcos Campus. This is where student organizations hold fundraisers and promote events.



# R

**RODEO CLUB**, begun in 1950, was one of the university's recreational clubs for more than 40 years.



# S

## STRUTTERS

Established in 1960 under Barbara Guinn Tidwell, the precision dance team has performed at three presidential inauguration parades, in feature films, and at NFL halftime shows.

# T

## "T" ASSOCIATION

A service organization of former Texas State athletes and letter winners founded in 1920.

# U

## UNIVERSITY CAMP

A 126-acre spread along the Blanco River near Wimberley. It is available

for recreational use by faculty, staff, students, and alumni.

# V

## VICTORY STAR,

first appeared at Christmas 1936 atop a campus water tower. Traditionally, it was

turned on when the Bobcats won a football game. Today, the star is on the side of the University Events Center.



# W

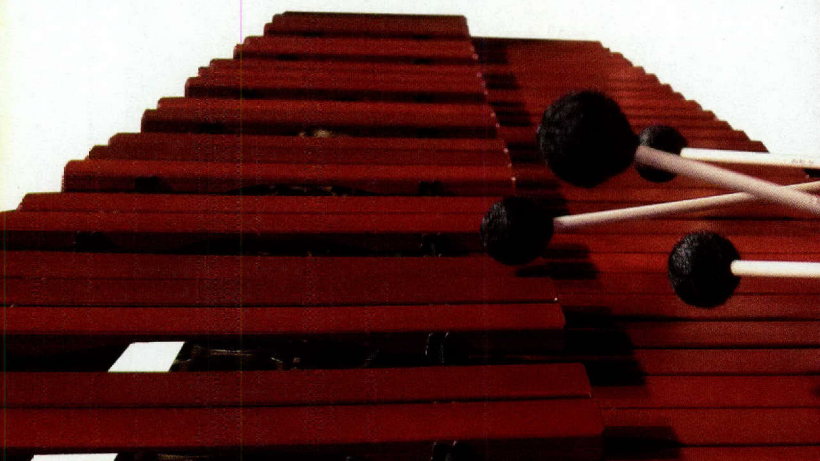
**WACKER FIELD**, named after legendary coach and athletic director Jim Wacker, who led the Bobcats to back-to-back NCAA Division II football championships in 1981 and 1982.



# X

## XYLOPHONE

In November 1919, the 16-member marching band took to the field during halftime of a game between Southwest Texas State Normal College and San Marcos Baptist Academy. In 2020, 325 students participated in the Bobcat Marching Band — including one xylophone player, international studies major Kyle Hutcheson.



# Y

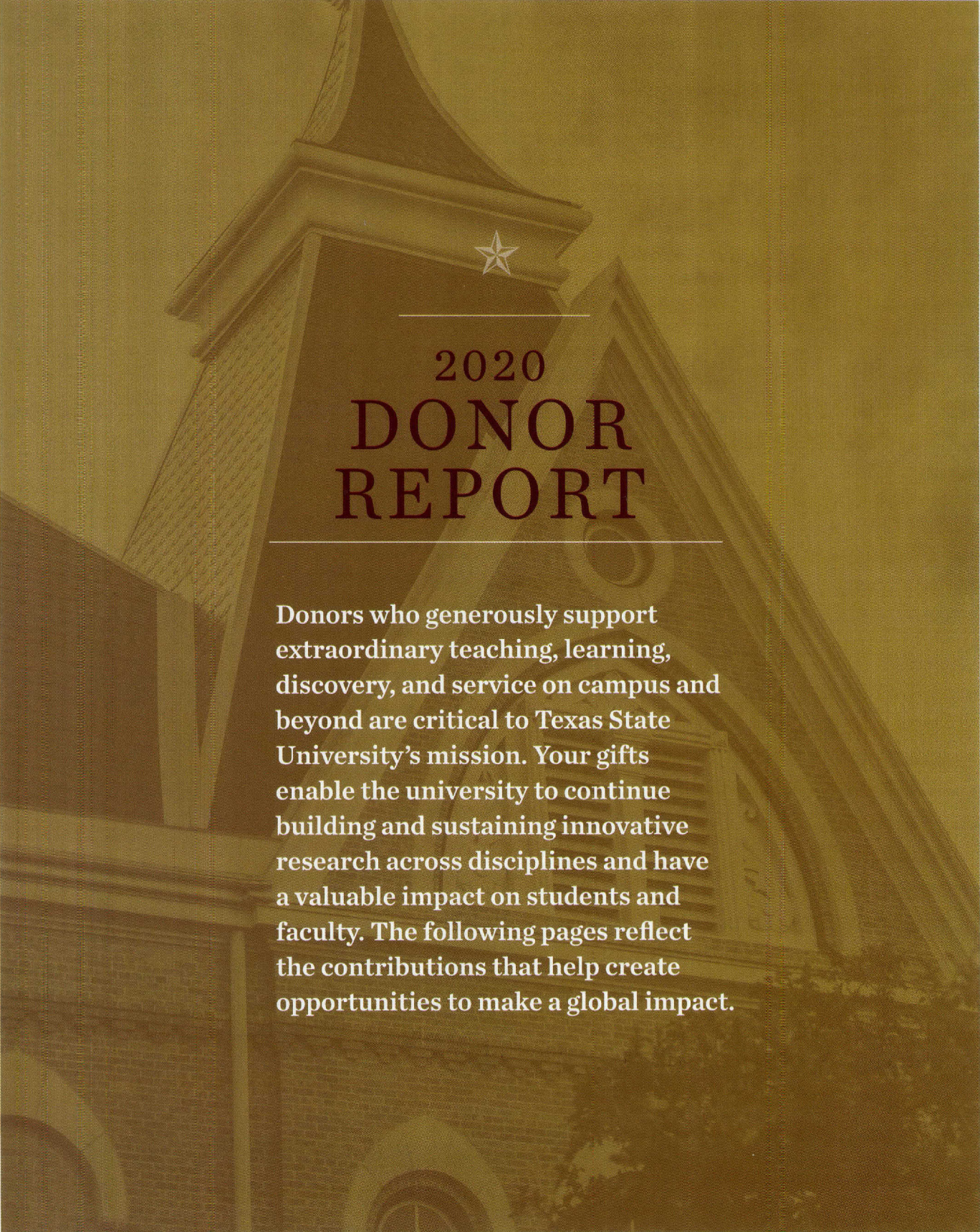
## YANCY YARBROUGH

 (B.S. '24), was principal at San Marcos High School for 30 years, a World War II Air Force veteran, associate professor of public school administration, president of the Alumni Association, and a 1979 Texas State Distinguished Alumnus.

# Z



**ZAMORA**, the first Hispanic to attend Southwest Texas State Normal School was Maria Elena Zamora, 1906 to 1911. She was a teacher, author (*El Mesquite*), and lay historian. 🌵



2020  
**DONOR  
REPORT**

Donors who generously support extraordinary teaching, learning, discovery, and service on campus and beyond are critical to Texas State University's mission. Your gifts enable the university to continue building and sustaining innovative research across disciplines and have a valuable impact on students and faculty. The following pages reflect the contributions that help create opportunities to make a global impact.

# THE POWER OF GIVING

# \$18,602,366

Amount donated to Texas State University in fiscal year 2020 (as of August 31, 2020)

## THE IMPACT OF ENDOWMENTS

UNIVERSITY ENDOWMENT

# \$225,519,535

Approximate total value of all three endowments as of August 31, 2020



- \$50,751,669  
DEVELOPMENT FOUNDATION
- \$96,458,820  
UNIVERSITY ENDOWMENT
- \$78,309,046  
MCCOY COLLEGE OF BUSINESS FOUNDATION

2020 BY THE NUMBERS

# \$6,219,069

Endowment distributions to Texas State University in fiscal year 2020

**\$3,323,359**  
STUDENT SCHOLARSHIPS

**535**  
ENDOWMENTS

**\$2,895,710**  
FACULTY AND PROGRAM SUPPORT

**164**  
ENDOWMENTS

## UNIVERSITY GIVING SOCIETIES

The generosity of the individuals listed in this report is essential to Texas State's continued growth and excellence.

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Texas State Heroes have contributed \$1 million or more in lifetime giving. Through their extraordinary generosity, our Heroes have stepped forward to help us meet the needs of the state, the nation, and the world while also encouraging the dreams and aspirations of our Texas State community.

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The generosity of these individuals makes it possible for talented Texas State student-athletes to receive a top-tier education while pursuing their goals both on and off the field of competition.

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 Shane Fraser  
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 Betty and Robert Hackney  
 Lillian Wacker and B. J. Hageman, Sr.  
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The Founders Society represents an elite group of donors whose extraordinary generosity helps transform and support Texas State Athletics at the highest level. The Founders Society recognizes lifetime philanthropic support of \$500,000 or more.

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Members of the Old Main Society serve as the foundation of distinction, vision, passion, and loyalty to Texas State Athletics. The Old Main Society recognizes lifetime giving of \$250,000 to \$499,999.

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## OAK AND CYPRESS SOCIETY

The Oak and Cypress Society's steadfast commitment to excellence ensures the success of Texas State Athletics programs for years to come. The Oak and Cypress Society recognizes lifetime philanthropic support of \$100,000 to \$249,999.

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Kimberly and Charlie Nelson  
Lou Ann and Arthur Noll  
O'Connell Robertson  
Mike Osborne  
Maroulia and Stephen Paulson  
Casie and Eric Pelczar  
Linda and Bill Pennington  
Kathleen and Richard Petitt  
Brenna Nance-Phillips and Paul Phillips III  
Barbara and Darrell Piersol  
Shawna and Allen Pooley II  
Priority Personnel  
Eleanor and Robert Pulver  
Katie and Joe Quartucci  
Regent Coach Line  
Debbie and James Robertson  
Tami and Gene Roe  
Anna and Patrick Rose  
Richelle and Christian Rundberg  
San Marcos Convention and Visitor Bureau  
San Marcos Surgery Center

## VICTORY STAR SOCIETY

The Victory Star Society represents pride and excellence in Texas State Athletics. The Victory Star Society recognizes lifetime giving of \$25,000 to \$99,999.

Wanda and Frederick Sdao  
Charlene and Robert Severance  
Jamie and Allen Shy  
Tyler Sibley  
Milannie Siegfried-Williams and David Williams, Jr.  
Gerry and Stan Sigman  
Kelly and Bruce Smith  
Joanne and James Smith  
Peggy and Steve Smith  
Kellie and Todd Smith  
Leslie and John McCord Spencer  
Suzanne and Larry Stein  
Cindy and Alex Stewart  
Tina and Bob Strauss  
Kay and Keith Stroman  
Roseann Mandziuk and Jim Studer  
Anna and Jacob Tallent  
Jana and Lawrence Teis, Jr.  
Texas Regional Bank  
Texas State Alumni Association  
Sue Thompson  
Debbie Thorne and Floyd Quinn  
Nicole and Paul Thornton  
Lyle and William Thornton, Jr.  
Barbara Tidwell  
Bonnie and Lawrence Tilton  
William Trevillion IV  
Andrae Turner  
Barbe and John Turner  
Universal Cheerleaders Association  
Juan Valdez  
Sue and Richard Vasser  
Lillian and James Wacker  
Pamela and Mitchell Ward  
Renee Wash and Stephen King  
L. Anne and John Weisman  
Barbara and Scott Weiszhaar  
Jeanette and Craig Westmoreland  
Corky and Whiskey Whisenant  
Gene and George Wilhite  
Tena and Mark Williams  
Woods Comfort Systems  
Cherie and C. Van Wyatt  
Karin and Mike Wynn  
Sarah and Marc Young  
Robbie Zunker

# CAROL PLASSMANN CREATES ENDOWMENT TO BENEFIT STUDENT TEACHERS

By Julie Cooper



## RETIRED TEACHER RECALLS SHARING HER VACATION TREASURES WITH MIDDLE SCHOOL STUDENTS

Carol Plassmann (B.S. '69) says she always knew she wanted to be an educator. As the only child of a teacher, she would often visit her mother's classroom and would play school with her friends. In high school, she was part of a future teachers group.

Even in retirement, she hasn't stopped thinking like an educator. In the spring, Carol and her husband, Charles Plassmann, toured Tanzania and had the opportunity to visit schools. Charles says that they visited two schools — a Masai village preschool that had no roof and the Kibaoni Primary School in the Arusha Region with as many as 100 students in a classroom. The couple also had the opportunity to make a donation to both schools. Carol enjoyed the children and visiting with the teachers. "She established a good connection," Charles says.

It is that kind of teacher connection that has prompted the couple to establish an endowment at Texas State University. The Carol Plassmann Endowed Scholarship will benefit students pursuing their teacher certification while student teaching. It is the first of its kind for the College of Education.

Photos courtesy of Charles Plassmann:

Carol and Charles Plassmann meet with teachers and students at the Kibaoni Primary School in Tanzania.

Carol Plassmann with local residents.



“We’re very grateful to the Plassmanns for their generosity and also their leadership in establishing our first endowed scholarship specifically for student teachers,” says College of Education Dean Michael O’Malley. “Support for student teachers is a priority for us, given that our aspiring teachers can experience unique financial stressors in their last semester due to the full-time nature of unpaid student teaching in tandem with related university coursework, which limits time available for income from part-time work. This scholarship will help students complete their degree and make the most of their student teaching experience to become the highest quality teachers for the schools of Texas.”

Carol is a native Texan. Her father, Louis James, attended Texas State for one year before the start of World War II. He enlisted in 1943 and served as a combat cameraman in the Pacific Theater. After returning home to Belton, he ran a successful photography business and his wife, Marie, taught school in Belton. The family moved to Austin in the 1960s.

When it came time for college, Carol says she was ready to leave Austin and Texas State was close enough to please her parents. “It was just wonderful. I am glad I went here because it was what I needed,” she says. She immediately joined the Delta Zeta sorority.

“The professors were wonderful — so kind. I remember Dr. Little, a history professor who would loan me books from his personal library. I also had a geography teacher who was there when I needed help,” she says.

When she graduated in 1969 with a degree in elementary education, Carol was married and had a son, John. She would later earn her K-12 teaching certification.

She did student teaching in a Del Valle first-grade class. When it

came time to teach full time, Carol opted for middle school history. She says she mentored at least three student teachers during her career. “I was not ever going to turn one down,” she says. “They were great teachers, but they were apprehensive (at first),” she says.

Asked to give advice to new student teachers, Carol hesitates only slightly. She urges student teachers to be observant, take notes, and make students comfortable. “Relax, enjoy it, and don’t let it overcome you,” she says.

Carol retired in 2004 after a career teaching in private and public schools in Spring and Tyler.

The Plassmanns will celebrate 40 years of marriage in 2020. They met in 1979 when Charles, a veteran, was a graduate student at The University of Texas at Austin. In addition to her son, the couple has a daughter, Elizabeth Ann Hildenbrand.

Carol and her husband reminisce about vacations spent at historical sites around the U.S. “We dragged our daughter along the Oregon Trail route, and we went to just about every Civil War battle site in Tennessee and Virginia,” Charles says. Carol enjoyed sharing these experiences with her students, returning each fall with treasures collected along the way. “I never really taught in affluent surroundings,” she says.

Her teaching included trying to find “off-the-wall things to tell them about history — and to see their eyes light up.”

Charles says Carol was a good disciplinarian as a teacher. She says her mother taught her “the look” that kept the students in line.

“I loved every minute,” she says, before Charles adds one more comment.

“She loved it when kids would come up to her and say, ‘Hi Ms. Plassmann. You’re my favorite teacher.’”



# TYLER WALLACH

## IS HAVING SERIOUS FUN

By Ela Schwartz

### ACTOR-TURNED-ARTIST'S COLORFUL CREATIONS ARE MAKING A SPLASH IN THE ART WORLD AND WITH MAJOR BRANDS

Forget formalities when entering the Tyler Wallach Studio in Brooklyn's trendy DUMBO (Down Under the Manhattan Bridge Overpass) neighborhood. Tyler Wallach (B.F.A. '10) will immediately come to greet you warmly with a hug.

The self-described "1988 lovechild of Keith Haring and Lisa Frank" is wearing a T-shirt and baseball cap featuring his signature graffiti-style art — whimsical, cloud-shaped characters and crazy faces loud and proud with the colors of gay pride. "My art is about love, light, and positivity," he says. "It's magical, colorful, rainbow drippy fun."

But behind the fun is an artist who knows how to market Tyler Wallach Studio and build a successful business and brand. Since graduating from Texas State University, he has gone from unknown street artist to one whose work is displayed in Google's New York City headquarters and the office of a senior producer of ABC News' "Nightline." He has worked with big-name retail clients like Macy's and Barneys. He's

painted items such as a \$12,000 Birkin bag and customized a coat for "RuPaul's Drag Race" winner Sasha Velour. Most recently, Samsung hired him to create his art on the Galaxy Note 10+ for two integrated marketing spots that aired during "The Masked Singer" and "The Emmy Awards Show." It's the kind of success most artists strive for, but Wallach originally planned on becoming an actor. He discovered another passion during his senior year at Texas State: In a screen-printing class, he created what are now his trademark cloudlike characters sporting the colors of the LGBTQ pride flag. He drew the characters on "Hello My Name Is ..." stickers, adding "TY" at the bottom. "I put them all over campus and became the guy who does the stickers," he says.

After graduation, Wallach headed to New York to pursue his acting career. He landed a part in a musical right out of the gate but knew in his heart that acting wasn't the right path for him. Meanwhile, he was also taking his TY stickers to the streets, posting them on walls à la his idol, the late public artist Keith Haring. This led to being discovered by the organizers of a show about the history of queer art.

He had some doubts about whether to brand himself as a queer artist but decided to go with it. "I'm glad I did," he says. "It's been amazing to see how my art has been embraced and applauded." Even mainstream clients "wanted a queer perspective, something new and fresh from an up-and-coming artist."

But Wallach's life hasn't been all rainbows. Before coming out at the age of 18, he struggled with anti-gay attitudes

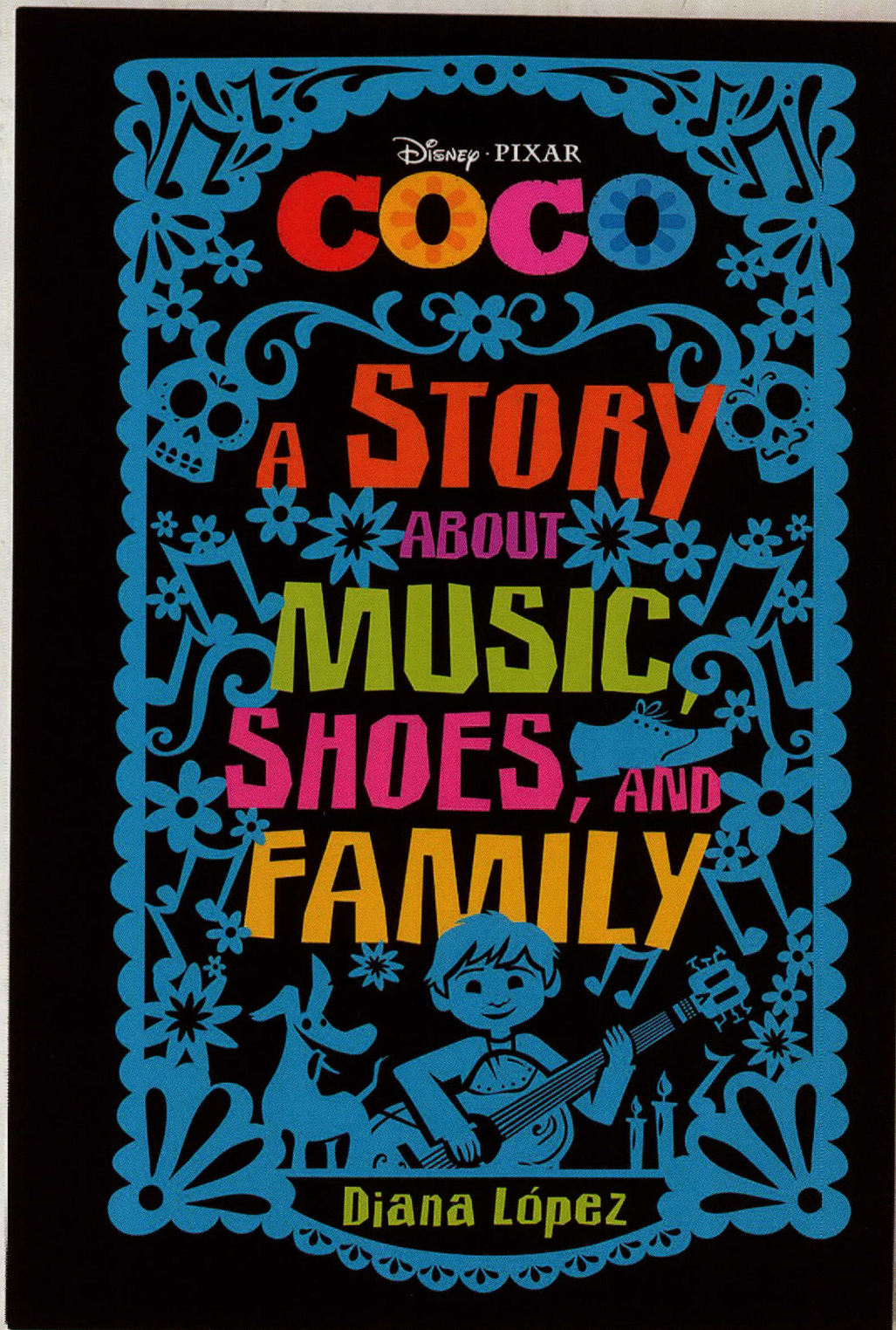
from friends. "It sent me in a tailspin," he says. "I wanted to cover up my true identity. I had suicidal thoughts." Today, he generously donates his time and art to a variety of LGBTQ causes.

Although Wallach didn't stick with acting, his education from Texas State has served him well. "I take more from my theatre degree with me in my career than anything else," he says in a perfect stage voice that only occasionally has the hint of a Texas twang, thanks to voice and dialects professor Melissa Grogan. "I learned how to read a room. I can stay on brand, I'm personable. Getting a job is about being someone people want to work with."

What does Wallach hope people feel when they look at his art? "That happiness is a choice," he says. "I look at my art, and I'm reminded to take a deep breath and realize that everything is on track."

"I've been riding this wave for 10 years," he adds. "I'm ready to keep going and embrace new opportunities."

IT'S THE KIND OF SUCCESS MOST ARTISTS STRIVE FOR, BUT WALLACH ORIGINALLY PLANNED ON BECOMING AN ACTOR. HE DISCOVERED ANOTHER PASSION DURING HIS SENIOR YEAR AT TEXAS STATE.



DIANA LÓPEZ HAS  
ACHIEVED HER REAL  
GOALS, AND THEN SOME





## Teacher and novelist sees her work on film screen

By Susie Phillips Gonzalez

As she launched her career as an author and teacher, Diana López (M.F.A. '99) set herself a fake goal. Sure, she had a real career goal — to write and regularly publish while sharing her love of books with students ranging from middle school to college.

She also wondered, “Wouldn’t it be cool to have a novel adapted to a film?” López calls this her fake goal.

As a graduate student in creative writing, López commuted from her job as a San Antonio middle school English teacher to Texas State University, where she attended classes and thrived in writing workshops with peers who critiqued her work. Her days often began before dawn and ended near midnight. The grueling schedule took its toll. Tom Grimes, then-director of the university’s creative writing program, urged López to consider a break from the writing workshops to concentrate on her writing style and to find her voice.

“Because I had that year, I gave myself permission to start a novel,” López recalls. Published in 2009, *Confetti Girl*, is about a middle school girl with friends who make cascarones (confetti-filled eggs) and whose life reflects the trademark themes of middle grade novels — family and friendship.

Fast forward seven years when an editor for Disney Press contacted López to

write a novel based upon the animated film, *Coco*. The editor was looking for a Latina author and was impressed when she read *Confetti Girl*. An example of being in the right place at the right time, López says the novel opened doors for her. *Coco* director Lee Unkrich was among several people who wrote the screenplay for the Academy Award-winning film, but Disney Press asked López to create an adapted novel with greater depth and expanded themes. López thought the way to keep the story’s momentum while honoring its spirit was to give Miguel, *Coco*’s grandson, a larger role.

*Coco: A Story About Music, Shoes, and Family* (Disney Press, 2017), published before the movie was released, became a dream come true. Technically, it was López’s second work related to a film project. Her book *Choke*, was based upon her experiences as a middle school teacher with students who played the dangerous game. In 2014, *The Choking Game* aired on the Lifetime TV network.

Hollywood is dazzling, but to be clear, López loves reading and writing. Her journey started in middle school when she put her thoughts via pen to paper even if her journal entry didn’t convey a story with a clear beginning, middle, and end. “It was the joy of opening a page and having that tactile experience,” she says, adding that she would play with words, asking herself, “What if this happened instead?” As time went on, López realized she was composing fiction, not necessarily expressing personal encounters.

Eager to share her love of reading and formalize her desire to write, López earned a bachelor’s degree in English from St. Mary’s University. At the middle school where she taught, the principal encouraged her to pursue a master’s degree to further her teaching career. That’s when she enrolled at Texas State. López credits Grimes and former associate professor Dagoberto Gilb as mentors and role models who helped her transition to the persona of a writer.

Today, she encourages aspiring writers to find a group of authors for support and creative nurturing. “If you think about the writing act, it’s mostly in isolation. It’s not something you need to be with people to do,” López says. “But when it comes to finding avenues for your work, you have to network.” She flourished with the Daedalus critique group in San Antonio.

Now a professor at the University of Houston – Victoria, López advocates books as your best friends. She has written eight books and reads 60 to 70 books a year. She also shares her story with students across Texas, from kindergarten to college. She wants young writers, particularly Latinos, to understand that their stories are worth a book. “I tell them, ‘If you can see it, you can imagine it. If I can do it, you can do it.’ I see this as part of my job as a writer,” López says.

### BOOKS BY DIANA LÓPEZ

*Sofia’s Saints*

(Bilingual Review Press, 2002)

*Confetti Girl*

(Little, Brown Books for Young Readers, 2009)

*Choke*

(Point, 2012)

*Ask My Mood Ring How I Feel*

(Little, Brown Books for Young Readers, 2013)

*Nothing Up My Sleeve\**

(Little, Brown Books for Young Readers, 2016)

*Coco: A Story About Music, Shoes, and Family*

(Disney Press, 2017)

*Lucky Luna*

(Scholastic Press, 2018)

*Sing With Me, the Story of*

*Selena Quintanilla*

(Dial Books for Young Readers, 2021)

\*2017 finalist, Tomas Rivera Mexican American Children’s Book Award

Courtesy photo credit: Kristel Puenté

# A SIDE GIG WITH A SILVER LINING

By Dan R. Goddard



## Texas Rangers help point the way to second career for artist Wayne Franklin

Wayne Franklin (B.S. '77) spent more than 30 years teaching high school art in his hometown of Cotulla, but his real passion was his side gig – silversmithing. Along with earning his bachelor's degree in art education at Texas State University, he focused on learning about jewelry-making and art metals. After securing his teaching post, he bought jewelry-making books and improved his techniques for making rings, earrings, necklaces, pendants, and belt buckles.

"I was working a dual career," Franklin says. "I was a full-time, full-service jewelry maker, as well as a schoolteacher. I was setting stones, doing alterations, and eventually added engraving to my repertoire. I never apprenticed with anyone, and I never turned down a job – even if I wasn't sure how I would do it. I read, studied, experimented, and figured it out."

By 1985, Franklin had built up a good sideline when he was introduced to a pair of Texas Rangers with a silversmithing problem. Doyle Holdridge from Laredo and Coy Smith from Uvalde often met in Cotulla to catch up and compare notes. Cotulla is a small town in LaSalle County, with a population of just over 3,600 in 2010. This is where Lyndon Johnson, then a young Texas State student, first taught public school in 1928.

Holdridge asked Franklin if he could attach a silver steer head from a keychain onto a silver pistol grip. "Never turning anything down, I said, 'Sure,'" Franklin says. "Doyle noticed the belt buckle I was wearing and asked if I had made it. I said, 'Yes,' and took it off for him to have a closer look. He immediately asked if I would make him one with his brand on it.

"Then he asked if I had ever made any pistol grips. I said, 'No, I never knew anyone that would be interested in having some made.' He asked, 'Do you think you could make a set and put a buffalo skull on each side?' I said, 'Sure.' This was the start of many friendships and a long journey with the Rangers through my work."

Franklin made several sets of grips and multiple belt buckles for the two Rangers. "Then it spread through the ranks and I got the opportunity to build pistol grips for quite a few Texas Rangers,"

Franklin says. "I built grips for two of the four Medal of Valor recipients – Ranger John Aycock, a two-time recipient, and Ranger Bill Gerth. I built grips for the most famous living Texas Ranger at that time – Joaquin Jackson. We became good friends."

Currently, two sets of pistol grips Franklin made for Holdridge are on display at the Texas Ranger Hall of Fame and Museum in Waco. "I made pistol grips for him all these years up to his retirement," Franklin says. "I told Doyle many years ago that, 'When you're inducted into the Texas Ranger museum, I'm going with you.'"

Franklin grew up on a ranch 30 miles east of Cotulla, just outside a tiny town called Fowlerton. "The many hours sitting on a tractor, breathing dirt, convinced me that I needed to go to college," Franklin says. "I had a really great experience at Texas State University."

After the initial basic courses, he decided to work on a degree in art, although at the time, no bachelor of fine arts degree existed. "But I was hooked on jewelry-making," Franklin says. "Charles Suckle (then-chair of the Department of Art) said I should get a teaching certification and teach while making jewelry on the side." In 1979, he completed a master's degree in studio art at Sul Ross State University.

"In 2013, I retired from teaching and I'm still running my custom silver business. It's now 45 years I've been a jeweler/silversmith," he says.

For more than 30 years, Franklin has participated in the "Trappings of Texas" exhibit sponsored by the Museum of the Big Bend in Alpine. "Through this show, my work has been seen by thousands of people from all over the state and elsewhere," Franklin says. His work has also been included in the "Made in Texas" exhibit at the Institute of Texan Cultures in San Antonio.

"I try to do my best on each piece," Franklin says. "I put my name on each piece as my guarantee and bond to my customer. I try to build things that will last and be passed down to grandchildren and their children, too."

# FOR TIANNA FLORES, A CAREER IN CONSTRUCTION WAS WORTH THE CHALLENGE



By Jeff Power

## BOBCAT IS FIRST WOMAN IN HER INDUSTRY WITH TRIPLE CERTIFICATIONS

American Sports Builders Association (ASBA): Field builder, Track builder and Tennis Court builder

Tianna Flores (B.S. '10) is the first woman in the sports construction industry to hold all three certifications for synthetic turf, track, and tennis court building. Flores, vice president of design for Austin-based Hellas Construction, earned her degree in industrial and construction technology at Texas State University while working full time.

Construction wasn't always the plan. Flores started in chemistry and changed her major to construction science and management after speaking with Dr. Gary Winek, director of the Construction Science and Management program.

"Dr. Winek completely sold me on construction, reminding me that being a woman meant I would be among the 3% as a female in this construction business," Flores says. "I was ready for that challenge." She remembers walking into her first college construction class with close to 300 students. She was the only female. "I came into that class a little intimidated. As I walked through and picked a seat, I could see that all of the guys in the class were just as intimidated as I was." She says that through the years, many of those students would become like brothers.

The Flores family, which includes two older brothers, moved from the small West Texas town of Hamlin to Abilene. Flores, who graduated from Abilene Cooper High School, says, "I've never been intimidated in this male-dominated construction world."

In a field that is booming and changing, construction is more diverse today than when Flores was pursuing her degree.

Last fall, women made up 7.5% of the construction technology enrollment.

As a student, Flores was part of the Austin chapter of the Associated General Contractors. She took courses in estimating, project management, AutoCAD, and design. In 2010, she was interning at Hellas Construction in an entry-level position. Right away, she says, there were contributions she could make.

"Our people are our most important assets at Hellas, and Flores exemplifies what makes our company great: the drive and dedication to always improve," says Reed J. Seaton, president and CEO of Hellas Construction.

Flores says she cares about not only the people who work at Hellas but the people who are buying the facilities they install. "I care about the communities we work with and I genuinely love what I am doing."

To become certified by the American Sports Builders Association (ASBA), Flores took a four-hour comprehensive exam on construction, surfacing, design, administration, and renovation. "Without my experience at Hellas, there is no way I could have passed the tests," Flores says. She attributes her success to the knowledge and support of Hellas staff and management. Flores passed her certified field construction test, followed by a track certification. She realized that by earning the tennis court builder certification, she would be entering uncharted territory as a woman in the field. Since passing the exam at the ASBA Technical Meeting, she hasn't

looked back.

The ASBA certification programs were developed to help raise professional standards and improve the practice of sports construction. They assist the general public in evaluating experience and expertise and distinguish those who have met a designated level of experience and knowledge. "Everybody's goal in life is to be successful. Besides feeling personally successful in my own life, I think it's neat to be recognized by the university I graduated from," she says.

“Everybody’s goal in life is to be successful. Besides feeling personally successful in my own life, I think it’s neat to be recognized by the university I graduated from.”

# (class)notes



1 Teresa Recar

### Kelly Frels '66

Houston, has authored *School Law's Evolution - Reflections of a Texas Lawyer*, published by the Education Law Association. The stories illustrate the development of the law involving significant changes in education and society. Frels is a Texas State Distinguished Alumnus.

### Dr. Johnny Brown '70

Port Arthur, was honored with a Legacy Achievement Award from The University of Texas Black Student-Athlete Summit. Brown was a coach and school administrator at several school districts including Austin, Port Arthur, and Houston. He is currently field supervisor for Lamar University's superintendent certification program.

### Mike Easley '74

Austin, has been appointed by Gov. Greg Abbott to the Governor's Broadband Development Council to a term set to expire in 2024.

### Dennis E. Dominic '76

Houston, has been appointed an independent member of the board of Acams Resources & Energy Inc. He has more than 40 years' experience in the oil business, most recently with Valero Energy Corporation.

### Keith Marlow '79

Orlando, Florida, has joined the law firm of Lowndes, Drosdick, Doster, Kantor & Reed as chief operating officer.



2 Ray Hernandez

### Bonita Hall '83

Pflugerville, has been named the new People + Culture director by the city of Pflugerville. She will oversee the city's human resources and personnel issues related to compensation, recruitment, retention, employee relations, and employee benefits.

### 1 Teresa Recar '83

Austin, was named Broker of the Year by the Austin Board of Realtors.

### Rusty Hitt '87

Corsicana, has been named to the board of directors of the Independent Bankers Association of Texas. He is currently CEO of Community National Bank & Trust of Texas in Corsicana.

### Patricia Moreno '87, '97

Kyle, has been named the first fine arts director for Hays CISD. She co-founded the Hays CISD honor choir and the Kodály music certification program at Texas State.

### Melinda "Mindy" Casso '90

Laredo, recently returned to the anchor desk of KGNS-TV.

### Dr. Shelton Goode '90

Atlanta, Georgia, has been named to *Forbes* magazine's list of "10 Diversity and Inclusion Trailblazers You Need to Get Familiar With." Goode is the CEO and president of Icarus Consulting, a veteran-owned consulting company.



3 Todd Washburn

### Jodi Steen '90

San Marcos, has been appointed to the Hays County Child Protection Board. She will serve a three-year term.

### Ignacio Tomas Gutierrez '92

Laredo, is the continental information systems security officer for the Veterans Health Administration.

### Dr. Silvia Salinas '93

Dallas, has been named executive director of athletics for Dallas ISD. A native of Brownsville, she is the first woman to head athletics for the district.

### Stephen Kehrt '94

Annetta, recently retired from the U.S. Navy as a commander after 20 years of service.

### David Miketinac '94

St. Paul, Minnesota, has been named executive vice president/Americas for Ergotron. He previously spent 25 years with Dell EMC.

### Brady Dubois '95

Fort Wayne, Indiana, was named chief executive officer of Lutheran Hospital. He was previously president of Mosaic Life Care in St. Joseph, Missouri.

### Michael Chase '96 and Ella Chase '97

San Marcos, have opened a second location for their Topsy Cow Ice Cream on North LBJ in San Marcos. The first store opened in New Braunfels in 2018.



4 Monique Henderson

### 2 Ray Hernandez '97

Huntsville, has been named the CEO and president of the Huntsville-Walker County Chamber of Commerce.

### 3 Todd Washburn '97

Dripping Springs, has been named superintendent for Dripping Springs ISD.

### James Stewart Jr. '01

Waco, was named principal for Waco High School. He has served Waco ISD for 18 years as coach, teacher, and assistant principal. Stewart lettered in football at Texas State.

### Jason Washington '02

Starxville, Mississippi, has been named to the coaching staff of Mississippi State University. He previously coached at Texas State, The University of Texas at Austin, and Rice University. Washington was a defensive back for the Bobcats.

### Dr. Lesley Casarez '03

San Angelo, has been named 2020 Distinguished Young Alumna for Sul Ross State University. She is currently an associate professor at Angelo State University.

### John Anger '06

Houston, has been named a partner by MARION Integrated Marketing.

### Sonia V. Diaz '06

Coral Gables, Florida, has been named senior vice president of Balsera Communications. Diaz is a member of the university's Liberal Arts Advisory Board.

**Dr. Ellen Foster '06**

Oxford, Mississippi, was awarded a 2019 Distinguished Teaching Award in Higher Education from the National Council of Geographic Education. Foster is an associate professor of social studies at the University of Mississippi.

**Jessica Magee '06**

Austin, has been named executive director of the Texas Psychological Association.

**Valentin DeLeon '07**

Austin, has been appointed vice president of the Housing Trust Group, a Florida-based developer of affordable housing communities with offices in Texas.

**Monique Henderson '07**

New York, has joined the commercial division of Hollingsworth Real Estate Group White Plains.

**Jenna Edge '08**

Austin, was named president of Ash Creek Homes. Edge was previously the company's project manager.

**Amanda Ruiz '08**

St. Louis, Missouri, has joined Psychological Associates as a project assistant.

**Catherine Sylvester '08**

Corpus Christi, has been named vice president/insurance services for KJZT Family Life.

**Nancy Zamora '08**

Gainesville, serves as the director of the TRIO Student Support Services program

for the North Texas College District, president of the Texas TRIO Association, and board member for the Southwest Association of Student Assistance Programs.

**Corey Roberson '10**

Boerne, has joined Cordillera Ranch as the new director of golf. He previously worked at the Preston Trail Golf Club in Dallas, where he was Northern Texas PGA Assistant Golf Professional for 2018.

**Tabitha Mullins Perez '12, '13**

New York, has joined the Siegfried Group as an associate manager. She was previously a senior financial analyst at Gates Corporation.

**Dr. Ryan S. Luna '13**

Alpine, was honored with the 2019 Sul Ross State University Outstanding Teaching Award.

**Colton J. Read '16**

New Braunfels, has been appointed to the State Independent Living Council by Gov. Greg Abbott.

**Malik Mingo '17**

New Orleans, has been named the host of "Great Day Louisiana" on WWL-TV. A native of New Orleans, Mingo relocated to Texas after Hurricane Katrina.

**Melissa McCollum '18**

Buda, has been named the new director of planning for the city of Buda. She previously served as planning manager for the city of Cedar Park.

Send your Class Notes contributions to: [hillviews@txstate.edu](mailto:hillviews@txstate.edu)

## IN REMEMBRANCE

**Robert Weiss (M.Ed. '75, B.S. '63)**

who served the Copperas Cove ISD as teacher and principal for 36 years, died Nov. 14, 2019. Survivors include his wife of 42 years, Shirley; sons Grant Weiss and Jeff Favorite; and two daughters, Heather Dalton and Wendy Crockett.

**Shirley Williams Crabtree (M.Ed. '78)**

who spent more than 20 years as a clinic director and case worker in Gonzales, died Nov. 18, 2019. She also helped develop a geriatric, psychiatric day-treatment program for the Gonzales Memorial Hospital and was co-creator of the Heritage Program for senior citizens. Survivors include a daughter, Julie Crumley, and sons, Michael Crabtree and Patrick Crabtree.

**Billy "Rex" Turner (B.S. '65)**

who led the Bobcats to an undefeated season and a Lone Star Conference championship in 1963, died Nov. 28, 2019, in Itasca. During his senior season, he set the record for

most points scored in a single season with 78 points, including eight touchdowns, and led the team in rushing. The 78 points scored in one season currently ranks eighth all-time in Bobcat football. A coach and teacher for more than 25 years, he was head football coach and athletic director at Killeen and Alvin high schools. He also coached track and field for 13 years. In 2013, he was inducted into the Texas State Athletics Hall of Honor. Survivors include his children, Tracey Richardson, Jeff Turner, and Meridith Nussbaum.

**Hilary Brumley Doran Jr. (B.A. '58)**

a former state legislator, lawyer, and chief of staff to Gov. William Clements, died Dec. 21, 2019, at his home in Coronado, California. A graduate of The University of Texas School of Law, he represented Del Rio and Val Verde in the Texas House of Representatives from 1967 to 1975. He was appointed to the

UT Board of Regents and later served as the first chairman of the Texas Racing Commission. Survivors include his wife, Julia; sons, H.B. Doran III, David Doran, and Gregory L. Doran; and stepdaughter, Kathy Keller.

**J.L. Lewis (B.S. '87)**, a two-time PGA Tour winner, died Dec. 31, 2019, after a lengthy battle with cancer. Lewis made 353 starts on the PGA Tour, where he had 23 top-10 finishes and nearly \$7.5 million in earnings. Lewis retired from competitive golf in 2012. He opened a golf academy outside Austin. In 2002, he was inducted into the Texas State Athletics Hall of Honor. Survivors include his wife, Dawn; a son, John Cole (B.S. '08); and a daughter, Sherry.

**John Hale Hunt (B.S. '64)**, a former walk-on basketball player under coach Vernon McDonald, died Jan. 15, 2020, in San Antonio. He worked in pharmaceutical sales and was

active in community basketball, including summer camps, UIL, and the Special Olympics. Survivors include his wife, Leslie; a daughter, Courtney Moore; and a son, Jeffrey Hunt.

**E. LaViece Rood**, who spent 26 years as an administrative assistant in the College of Fine Arts and Communication, died Jan. 28, 2020, in San Marcos.

**Dorothy Richter (B.S. '42)**, who was dubbed the "Mayor of Hyde Park," died Jan. 30, 2020. A pioneering Austin environmental and neighborhood activist, Richter helped save the historic firehouse in Hyde Park as well as many of its stately Victorian homes. She was preceded in death by her husband, Walter Hobby Richter (B.A. '38).

**Ben Cureton (B.B.A. '01)**, president and CEO of Workman Commercial Construction died Feb. 21, 2020. He is survived by his wife, Amy, and two children.

# The (last) view

*During April and May when the San Marcos Campus was devoid of most students and wearing masks was not yet mandatory, there were many who continued to report to their department during the coronavirus pandemic. Among those were staff in the LBJ Student Center (top photo), the Student Health Center, and University College – PACE Center.*

*Photos by Stephanie Schulz*



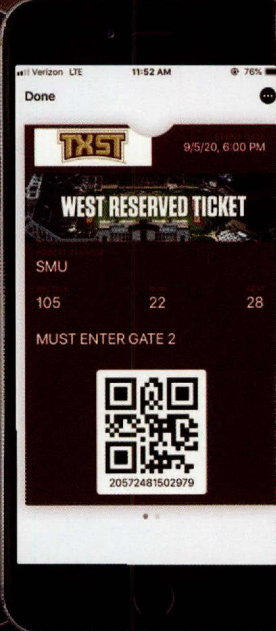


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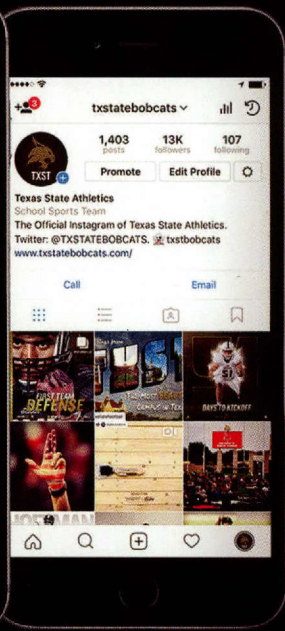
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## from the collections

### AT THE WITTLIFF COLLECTIONS

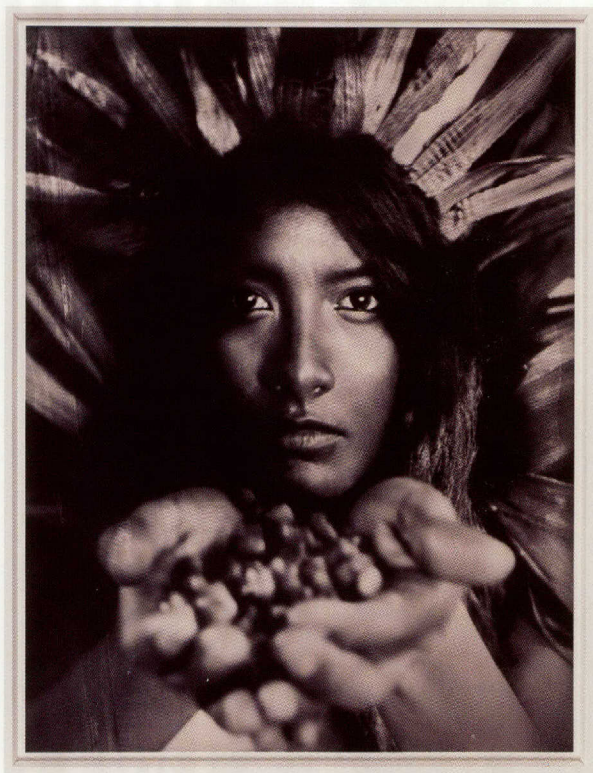
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*Cecilia, from the Mestiza series by Citlali Fabián, 2018.*