

# hillviews

## CREATIVE EXPRESSION

Changing the world through passion and inspiration



# (from the president's desk)



Dear Friends,

Spend time at Texas State University and it quickly becomes clear — our community is fueled in part by creative expression. From spirited conversations underway in classrooms and in the Quad, to theatre students rehearsing lines in a quiet corner of the LBJ Student Center, to the vibrant art exhibits on display at our Round Rock Campus, creativity is cherished at Texas State.

Our creativity is rooted in the belief we can change the world. For many Bobcats, that means bringing their creative passion to life through performance and design, or on the page, screen or canvas. For others, it begins with asking the question “Why not?” in the research lab or in the field.

No matter the origin, we lean into our creativity, exploring interconnections between concepts, people, and our higher ideals. Our willingness to seek out and nurture these connections is a driving force behind the impact Texas State is making in interdisciplinary research and discovery. Rising complexity in science, art, and technology demands we foster creativity to ensure our students thrive in the future. Plus, it is more fun to live and learn in an environment where creative expression abounds.

This issue of *Hillviews* demonstrates that creativity at Texas State is more than having good ideas; it is also about acting on them. In these pages, you will learn how communication design students put this ideal into practice when they work with design professionals to create promotional campaigns that benefit local nonprofits. Some of our most creative spaces are showcased in this issue, including a tour of the childhood home of Pulitzer Prize-winning author Katherine Anne Porter, a site that now hosts visiting writers. We also preview the planned expansion of The Wittliff Collections, which is the embodiment of creative expression in writing, music, photography, and film. You will also discover a verdant “living library” — a lush, plant-filled masterpiece curated by landscape design students over the past 18 years. You’ll be introduced to nationally-acclaimed writers, such as poet Naomi Shihab Nye who is among our newest faculty; and Texas State alumnus and faculty chair at the Juilliard School, Dr. Wayne Oquin, who has been commissioned to create a composition to mark the centennial of Texas State bands.

These stories and countless others inspire the Bobcat community to celebrate the creative expression alive and well not only at Texas State but also in the lives and work of our students, faculty, and alumni.

Sincerely,

A handwritten signature in dark ink that reads "Denise M. Trauth". The signature is written in a cursive, flowing style.

Denise M. Trauth

# YOLANDA

From hometown 'basketball girl'  
to data analyst with ExxonMobil

# WILKERSON

By Natalie Chandler



Growing up in the small town of McGregor, Yolanda Wilkerson was the youngest of three daughters nicknamed “The Basketball Girls” because of their talent in the sport.

Wilkerson eventually turned her skills into a college scholarship. As her high school days ended, she caught the interest of several Division I schools, including Texas State University. “I liked the beautiful campus, my teammates, and my coaches, and felt like I had a good chance of completing the degree I was interested in,” says Wilkerson, who earned a bachelor’s degree in criminal justice in 1997.

Twenty years after she was named the top female athlete at Texas State, Wilkerson was inducted into the university’s Hall of Honor in 2017. She ranks as the sixth all-time leading scorer in the program’s history with 1,692 points. Wilkerson helped lead the team to a Southland Conference Tournament championship and the 1997 NCAA Tournament. “That was very rewarding, to be recognized for my accomplishments over the years,” she says.

In 2000, she completed her second Texas State undergraduate degree, a bachelor of business administration in computer information systems. She also has a master of business administration in finance from the University of St. Thomas — Houston. Currently an enterprise data marketplace supervisor with ExxonMobil in Houston, Wilkerson oversees the company’s data and analytics group.

“There’s a lot of data being distributed out there,” she says. “We develop systems that allow businesses to analyze the data to be more productive in the way they work or handle competition.”

It’s a bit different from her early post-college life, when she was pursuing criminal justice. Wilkerson recalls living paycheck to paycheck while working with teenagers in substance abuse facilities. When her employer eventually closed, she decided to take her career in a different direction. “That was part of why I switched. Once they said they were closing that facility it gave me the push to pursue the IT degree,” she says.

She has been with ExxonMobil more than 17 years and remains

committed to helping youth through her time spent volunteering in various organizations. She gives her time to the United Way Gulf Coast, the Black Employee Success Team, and The Links Inc. Volunteer hours are often spent leading STEM exercises to increase awareness, mentoring at local schools, reading books to young students, and organizing back-to-school supply drives at community centers in the Houston area.

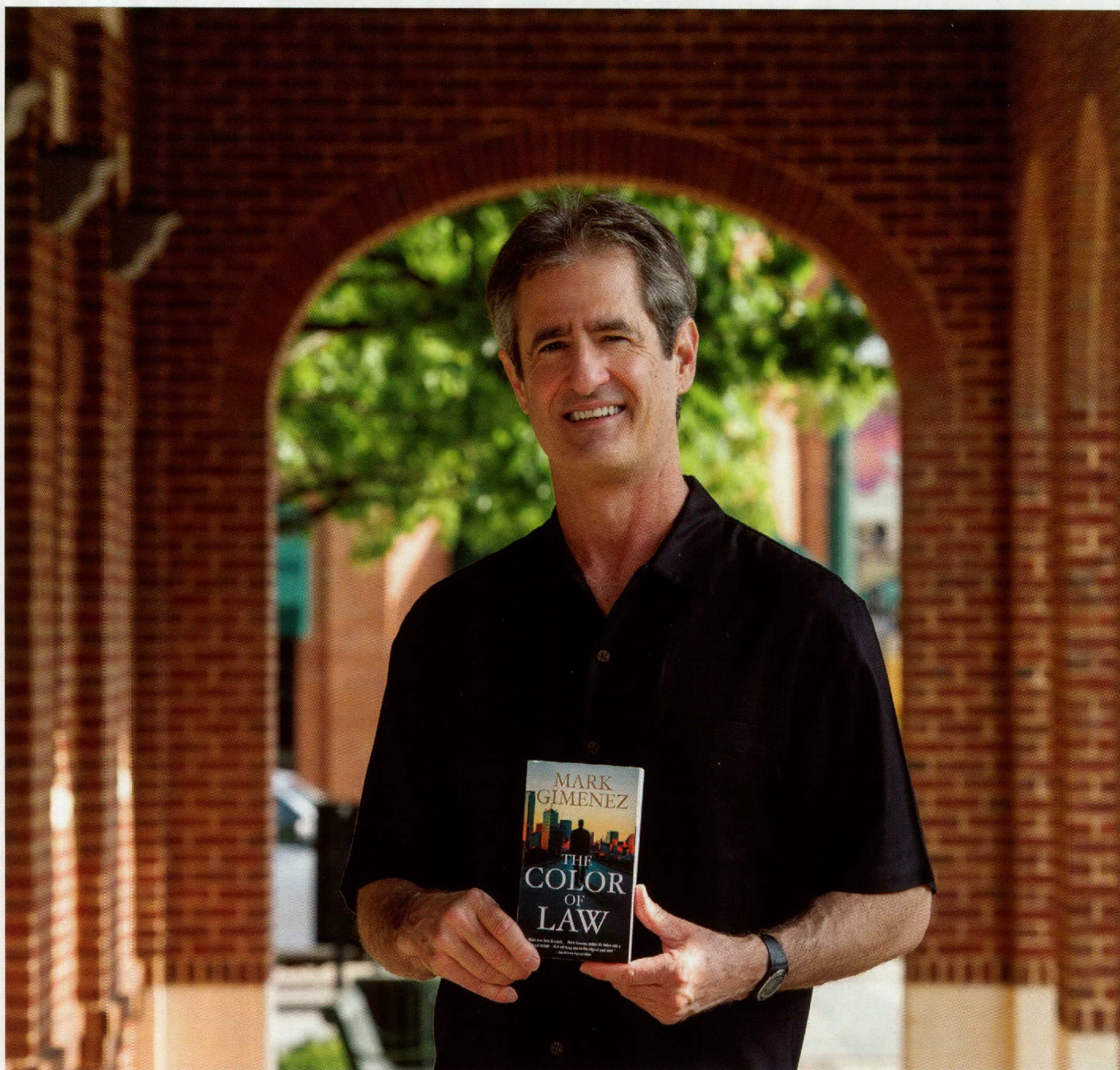
Her work with at-risk youth has given her “a bigger perspective on how other people are experiencing things in their day-to-day lives. We all come from different perspectives,” says Wilkerson, who is single and has no children. “Volunteering has helped me stay humble and grounded and want to continue to give back and help where I can.”

Although her basketball days have ended, Wilkerson stays connected to Texas State. She is involved in recruiting graduates to work at ExxonMobil, and she joined the Texas State Alumni Association Board of Directors and the committee that presents the annual LBJ Outstanding Senior Student Award.

“I feel like the university has given so much to me as a student that I want to make sure I give back and do my part,” she says. “I feel like I’m in a position to actually be able to provide real-life experience of how these IT students can get into the university. I think it’s important to give back and help shape future students.”

Her mantra to potential Texas State students is simple: “Great education, great resources, and a beautiful campus.”

“I think it’s a great place to get your education because it’s a big school but you still have the one-on-one interaction you may need from your professors,” she says. “It’s not overwhelming. The campus is beautiful, and the career resource center means you will be highly recruited for job interviews and potential career opportunities.”



# Lawyer turned novelist

Attorney Mark Gimenez riding high on the success of legal thrillers set in Texas

By Dan R. Goddard

Mark Gimenez credits Texas State University with pointing him in two different yet successful career directions — law and creative writing. He attended Notre Dame Law School and became a partner at a large Dallas law firm before writing an international best-seller, *The Color of Law* (2006, Random House).

Now the author of 10 novels, most recently *The Absence of Guilt* and *End of Days*, he's received critical acclaim around the world. Translated into 15 languages, his books have been best-sellers in Great Britain, Ireland, Australia, India, and South Africa. He attributes his global fame at least partly to J.R. Ewing.

"The TV show 'Dallas' was widely popular overseas and made Texas a mythical place, at least as viewed from abroad," Gimenez says. "*The Color of Law* is set in Dallas and inadvertently tapped into that audience."

In 2008, Texas State's College of Liberal Arts gave Gimenez its highest honor, the Distinguished Alumni Achievement Award. Since then, he's been practicing law, writing books, traveling the world on book tours, and raising two sons.

"I still represent two longtime clients who are more than clients to me, and there is always another story to tell," Gimenez says. "My sons are the joys of my life, proof that you need know nothing about parenting for your children to become great human beings."

He would not be a lawyer or a writer today if he hadn't attended Texas State, Gimenez says. Graduating in 1976 with a bachelor's degree in political science, the native Texan is one proud Bobcat.

"My professors in the political science department believed in me even if I did not; they encouraged me to apply to law schools," Gimenez says. "I was accepted to Berkeley, Notre Dame, and several others. I went to Notre Dame and fell in love with the law, if not the weather."

It was in a Texas State creative writing class where a professor first encouraged Gimenez to try writing. "Before his comments on my work, I had never entertained the idea of writing; hence, the value of stepping outside the box when choosing electives. As a poor kid from Galveston, I chose law school, but the writing bug had bitten. After a decade in a big Dallas law firm, I started scratching out stories."

He didn't set out to be the next John Grisham. "I actually never made a commitment to writing thrillers. I just wrote a story about a lawyer faced with a moral dilemma," Gimenez says. "The publisher said it had to be placed somewhere in the bookstores, so they chose 'legal thrillers.' *The Color of Law* was inspired by the great American novel, in my opinion, *To Kill a Mockingbird*.

"My son brought the book home and asked if that could happen today, an innocent man convicted because of the color of his skin. I said it could if he were poor; that the color of law is

## Online

[markgimenez.com](http://markgimenez.com)

more green than black and white. It was a light bulb moment."

The main character in his debut novel, *The Color of Law*, is lawyer Scott Fenney, who is appointed to defend a drug-addicted prostitute charged with killing the black sheep son of a powerful Texas senator whose sights are set on the White House.

Gimenez says the publishing industry has changed dramatically during the 14 years he's been writing legal thrillers. "When *The Color of Law* was published, there were no e-books, but many bookstores," Gimenez noted. "Today, e-books account for about 75 percent of fiction sales in the United States and increasing numbers overseas, and bookstores are disappearing before our eyes."

*The Color of Law*'s Fenney, now a federal district judge, weighs the case of a Muslim cleric conspiring to blow up the Dallas stadium during the Super Bowl in *The Absence of Guilt*. John Bookman, a University of Texas at Austin constitutional law professor introduced in *Con Law*, tries to rescue young girls from a cult compound near Waco in *End of Days*, which is only available as an e-book.

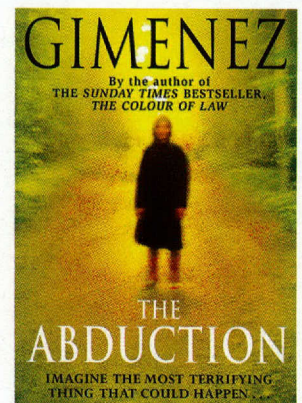
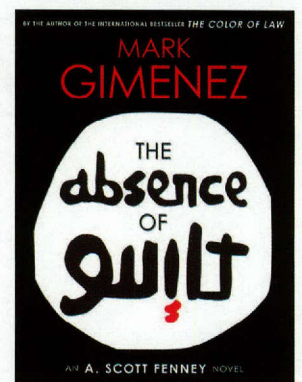
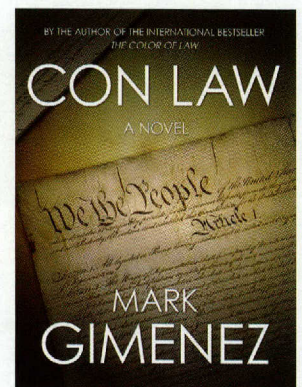
"I've lived some issues. I was a lawyer in a big law firm, and I was appointed to represent an indigent defendant in federal court (the basis for *The Color of Law*)," Gimenez says. "We lived three summers in Fredericksburg while writing *The Perk*. No substitute for being there — I read everything I can find on the subjects. I have boxes of books on Vietnam for *The Abduction*. My constitutional law professor, Charles Rice, now deceased, taught me con law again 25 years later for my book, *Con Law*. I enjoyed researching the law, so that carried over easily to researching my books."

For his next project, he plans to write a "Casablanca"-type love story set in South Africa. "Not a legal thriller, but I've always maintained that my books are actually love stories: a man's love for his two daughters, one biological, one adopted; a grandfather's love for his granddaughter; a lawyer's love for his ex-wife; a judge's love for his dead wife; a governor's love for his abducted wife; and so on," Gimenez says.

"The way I figure it, love is really the only human condition worth writing about. What is life without love?"

## EVERY STORY HAS A BEGINNING

It was in a Texas State creative writing class where a professor first encouraged Gimenez to try writing. "Before his comments on my work, I had never entertained the idea of writing; hence, the value of stepping outside the box when choosing electives. As a poor kid from Galveston, I chose law school, but the writing bug had bitten. After a decade in a big Dallas law firm, I started scratching out stories."



# Le Ciné-Club Français

*French films help students learn language, experience culture*

*By Susie Phillips Gonzalez*

**O**n a typical Friday afternoon during the fall semester, Texas State University is alive with practices by football players and band members, with students sunbathing on the banks of the San Marcos River, and with French majors, minors, and other lovers of French film, who are settling in for a cinematic treat in a screening room at Centennial Hall.

This year, students took collective “Road Trips” — the theme of Le Ciné-Club Français, a film series that has run for the last 25 years. Sophomore Elise Patterson occupies a prime seat for “The Rabbi’s Cat,” an animated film set in Algeria in the 1920s. She first attended Le Ciné-Club as a requirement for a freshman French course, but says she returned this semester “for fun” because French cinema is something she enjoys. An English major, Patterson adds, “This is another way to learn French.”

As a genre, road trip films emerged in the United States in the 1960s. The story line of such films usually involves two or more travelers and a discovery that happens along the way. Some of these films are thrillers, while others are psychological dramas, romantic comedies, or documentaries.

Dr. Jennifer Forrest, professor of French, is the founder of Le Ciné-Club Français. She enjoys celebrating a medium that was embraced by the French after the brothers Auguste and

Louis Lumière, both pioneers in French film, gave the first public film screening in Paris, France, in 1895. This year’s film series theme was suggested by Dr. Valérie Masson, a colleague of Forrest’s who also provided the titles of many of the films that are being screened.

Senior Jacob Hennigan, a French major and self-described “low-level cinema nerd,” approves. “Since France is essentially the birthplace of the medium, it’s really cool to literally witness history,” he says, adding that he embraces the approach to storytelling that French movies take. “Since there’s only so much that can be gleaned from a sterile, academic setting, consuming media is the best way to grasp the nuances and idiosyncrasies of another language.” Hennigan even watches cartoons in French.

Forrest says French film has played an important role in the development of cinematic language, including 1920’s silent French Impressionism, 1930’s Poetic Realism, and 1960’s New Wave. Film has also played an important role in Forrest’s teaching. “Dr. Peter Golato, my colleague in linguistics who studies the use of language in everyday interaction, observes that French film often depicts actors using French in their daily lives,” Forrest says. “Since work in Peter’s field has shown that language, context, and culture are always co-present in any real or depicted interpersonal interaction, he and I both see French film as a linguistic and cultural window onto how French



speakers use their language to navigate their social worlds.”

Joining Forrest in teaching film courses is Dr. Carole Martin, who holds a master’s degree in cinema studies from the Sorbonne in Paris. Martin has organized three international film festivals at Texas State, in addition to cinema seminars for the Honors College.

In addition to celebrating film, Forrest and Martin have also made efforts to develop a program with courses highlighting classical French plays. To adapt a script so that it can be performed for an audience with mixed abilities in French, students pool their talents as a professional theatre company would, by selecting acting parts, creating costumes and sets, and staging their play. Forrest’s Acting French course requires students to rewrite for a broader audience, stage, and perform Alfred Jarry’s late 19th-century farce *Ubu roi*. The course is designed to help students develop oral competence in a foreign language by learning to imitate French intonation and accents and to incorporate authentic “Frenchness” into their gestures, body postures, and movements, Forrest says.

In addition to teaching courses about film and acting, the seven French faculty at Texas State also offer introductory and intermediate courses in language, literature, and culture. Every year, the university has about 60 majors and minors in French, and graduates between

five and 10 majors.

Samantha Richter, a May 2018 graduate, notes that she took a French class in 2014 to fulfill a language requirement and never looked back. “As the language and culture was introduced to me through film, I began a new appreciation,” says Richter, who is now pursuing a master’s degree in anthropology at Concordia University in Québec, Canada. “From the Algerian War in the late 1950s to the atmosphere of Louis XVI’s court, [I learned how] film is integrated into the French classes and Le Ciné-Club. It created intrigue and inspired me to graduate with an anthropology-French double major and move to a Francophone country for graduate school.”

Geoff Sloan, a senior international studies major with minors in French and journalism, has studied French since 2015. He took the fall semester off to study in Oslo, Norway, where he has developed a circle of Francophone friends to practice with to keep his French skills current.

Forrest and her colleagues hope that all their students come to love French as much as Hennigan, Richter, and Sloan do. Thanks to Le Cine-Club Francais; its many courses in film, theatre, and literature; and the study of language itself, the French section has something for all Francophile students at Texas State.

#### SELECT FRENCH FILMS FROM THE 2018 FALL PROGRAM

- Red Lights / Feux rouges (Cédric Kahn, 2004)
- Crossed Tracks / Roman de Gare (Claude Lelouch, 2007)
- A Sweet Journey / Le Voyage en douce (Michel Deville, 1980)
- Microbe & Gasoline / Microbe & Gasoil (Michel Gondry, 2015)
- The Great Journey / Le Grand Voyage (Ismaël Ferroukhi, 2004)
- On My Way / Elle s’en va (Emmanuelle Bercot, 2013)
- IP5: The Island of Pachyderms / IP5: L’île aux pachydermes (Jean-Jacques Beineix, 1992)

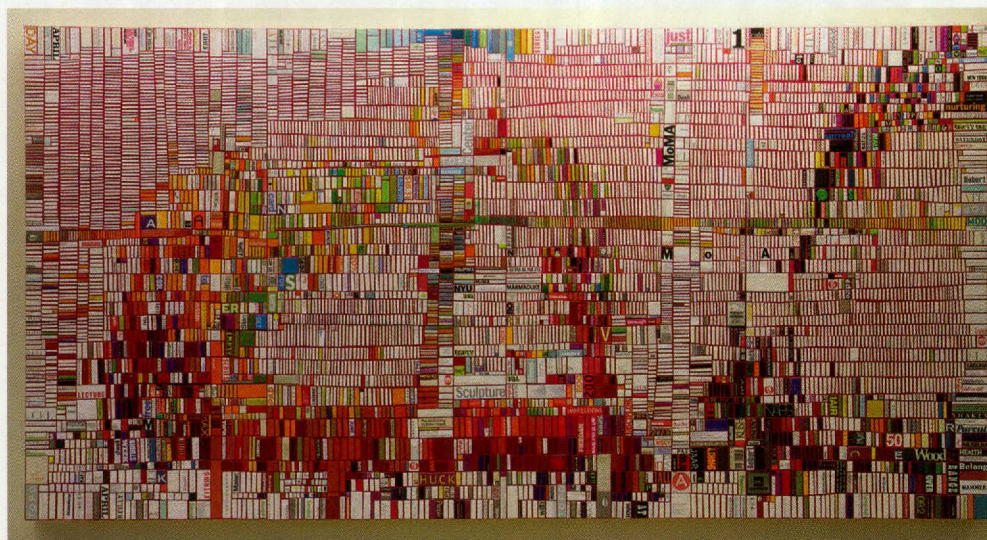
# PUBLIC ART

Beginning in 2006 with the opening of McCoy Hall on the San Marcos Campus, Texas State University began the practice of commissioning public art for all new buildings, creating a colorful backdrop for learning. The commitment to public art extends intellectual life beyond the classrooms and labs to create opportunities for conversation and gathering.

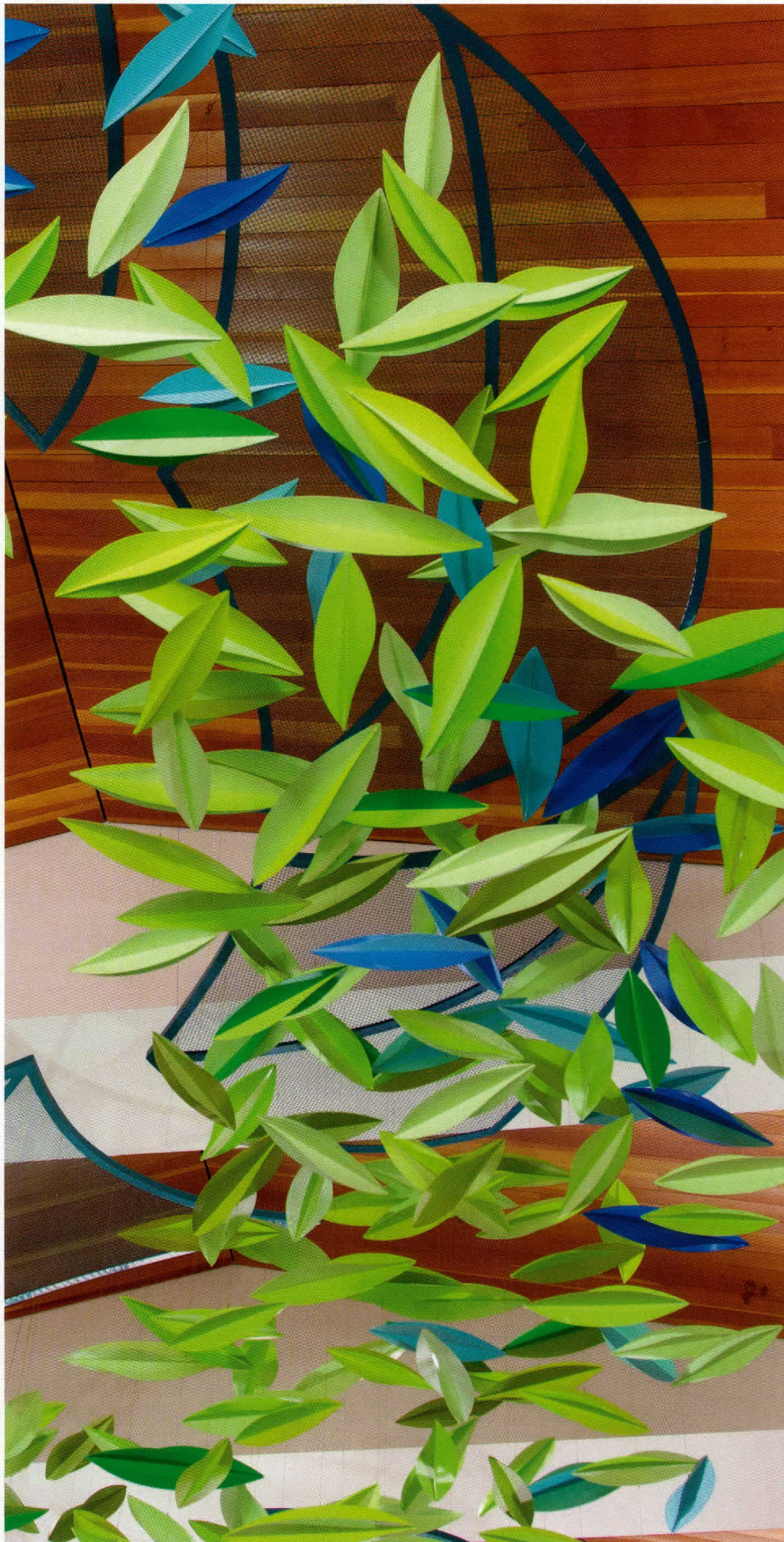
Public art is displayed boldly inside and outside of buildings and tucked away in expected and unexpected places. No matter the placement, these treasures capture the spirit of Texas State and make both campuses truly unique destinations.



*Untitled (based on "Everything you forgot yesterday"), collage on panel. By Laurie Frick. Located on the second floor of the Undergraduate Academic Center, San Marcos Campus.*







*River of Leaves (2013), mixed media. By Daniel Goldstein. Located in Chautauqua Hall, San Marcos Campus.*



*The Path, hypercollage. By Ysabel LeMay. Located in Willow Hall, Round Rock Campus.*

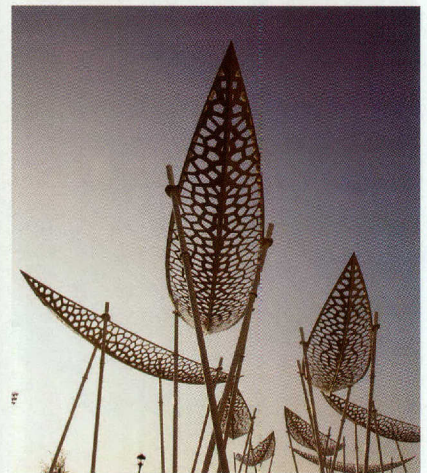
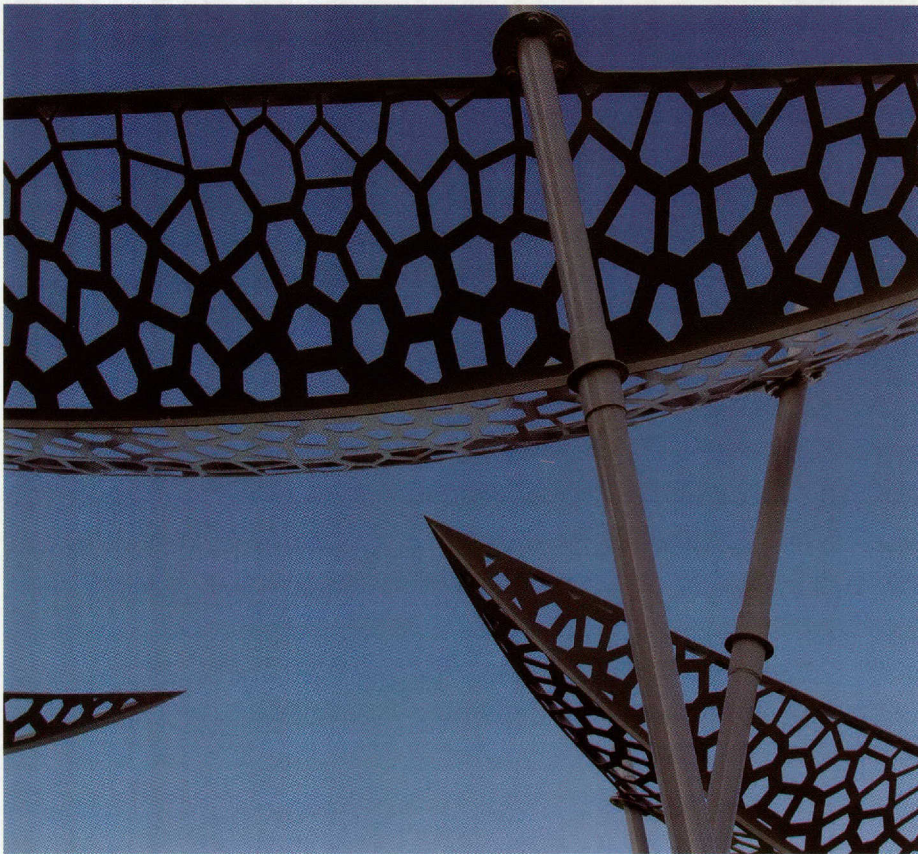


*Dot Spot Mandala, recycled plastic bags, tape, resin, and aluminum. By Virginia Fleck. Located in the Department of Housing and Residential Life, San Marcos Campus.*

# PUBLIC ART

continued from page 9

*Texas Women, airbrushed acrylic on digital canvas. By Bob Wade. Located on the fourth floor of the Undergraduate Academic Center, San Marcos Campus.*



*Vessels (2017), carbon steel. By Shane Albritton and Norman Lee. Located outside of Angelina Hall, San Marcos Campus.*

*Medieval Symbols (1985), acrylic on canvas. By Howard Somers Conant. Located in the Frost Bank Conference Room, fourth floor of McCoy Hall, San Marcos Campus.*





*Texas Twister (2018), painted aluminum. By Alice Aycock. Stands in front of Ingram Hall, San Marcos Campus.*

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*Row Houses (2004), handmade paper and acrylic. By Jean Laman. Located on the second floor of McCoy Hall, San Marcos Campus.*

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# RENOVATE, INNOVATE, CAPTIVATE

## Major expansion brings The Wittliff Collections into new frontiers

By Ramona Kelly

**F**rom the very beginning, Drs. Bill and Sally Wittliff had a unique vision: to create a place where people can stop and breathe in the spirit that inspires the artists of Texas and the Southwest. Maybe, along the way, people can be inspired to create something of their own, something that captures the Spirit of Place that makes the Southwest a little different from any other region.

Write a book, a play, a song. Take a photograph. Make a film. Find your creative outlet and use it to tell the exceptional story of this place we call home.

Creating is hard work; for proof, just look within The Wittliff Collections' archives on the seventh floor of the Albert B. Alkek Library and witness the painstaking research, countless rewrites, and agonizing edits endured by even the most successful writers.

Formed in 1986 by Texas State University in partnership with Austin screenwriter and photographer Bill Wittliff and his wife, Sally, the collection exists to preserve and share the archives of writers, musicians, filmmakers, and photographers whose work embodies the Southwest's Spirit of Place. "All artists struggle to find their voice," Bill Wittliff says. "Once I realized that it doesn't just flow from above, and you have to work at it, I said, 'Maybe I can do that, too.'"

Some collections are generously donated by artists who wish to make their life's work a part of The Wittliff, but many collections become available through public offerings and auctions. In an increasingly competitive environment, The Wittliff must rely on private financial support to ensure readily available acquisition funds for time-sensitive opportunities.

## NAME YOUR PASSION

A major renovation and expansion will make two things possible. First, The Wittliff will double its gallery space, enabling it to share more of its treasures with the public. Secondly, and for the first time in its history, naming opportunities will be available for galleries and other prominent spaces, ranging from \$60,000 for a new classroom to \$3 million for an entire wing.

All contributions to the renovation and expansion campaign will be used to build a fund dedicated solely to purchasing new collections. The goal is to build an \$8 million reserve, which will enable The Wittliff to react swiftly to acquire the literary papers, photographs, artifacts, and other creative materials that embody this region's culture. Donors at qualifying levels will be recognized in major spaces. All gifts beginning at the \$25,000 level will be recognized by name on signage in the renovated space.

Texas State is generously allocating the entire seventh floor of the Alkek Library, increasing The Wittliff's footprint from its current 20,000 square feet to more than 30,000 square feet of space.

## IT ALL STARTED WITH J. FRANK DOBIE

The Wittliff Collections began with one small but important collection: a cache of personal letters, manuscripts, journals, and other writings of the beloved folklorist J. Frank Dobie — known as the “Storyteller of the Southwest” — acquired by Bill and Sally through Dobie's estate. The Dobie papers became the cornerstone of the Southwestern Writers Collection. Other respected authors followed, entrusting their work to this budding new literary collection. Word spread, and an all-star lineup of writers joined The Wittliff family: John Graves, Larry L. King, Sam Shepard, Cormac McCarthy, Bud Shrake, Sandra Cisneros, Gary Cartwright, Elizabeth Crook, Stephen Harrigan, and scores of other literary luminaries. Researchers now come from around the world to see and learn from the treasures in the Southwestern Writers Collection, which includes the complete production archive of the “Lonesome Dove” television miniseries, said by many to be America's best-loved western.

The Wittliff then branched out into photography by establishing the Southwestern & Mexican Photography Collection, which holds large numbers of images by acclaimed U.S. photographers such as Keith Carter — known as “The Poet of the Ordinary” — Kate Breakey, Edward S. Curtis, and Rocky Schenck,

as well as the largest collection of Mexican photography outside of Mexico.

The Wittliff added music to its wheelhouse with the Texas Music Collection. Icons such as Willie Nelson, Jerry Jeff Walker, and Ray Benson have placed their personal and professional papers, artifacts, and memorabilia under the stewardship of The Wittliff.

Plans are underway to add Film & Television as a fourth collecting pillar in the future.

The Wittliff now holds more than 500 special collections, many of which reside in the Archives and Research Center, the university's state-of-the-art, high-density storage facility located at the Science, Technology, and Advanced Research (STAR) Park, less than 4 miles from the San Marcos Campus. The Wittliff has physically expanded only twice in its 33 years. The new space will be a showplace that allows this internationally acclaimed research archive to bring more of its collections to light.

Because The Wittliff Collections are used for research purposes, qualifying contributions to the campaign may be eligible for a matching grants program available to the university through the Texas Research Incentive Program. Gifts between \$100,000 and \$999,999 are eligible for a 50 percent match. Gifts between \$1 million and \$1.9 million are eligible for a 75 percent match. And gifts above \$2 million are eligible for 100 percent in matching TRIP funds. All contributions are tax deductible.

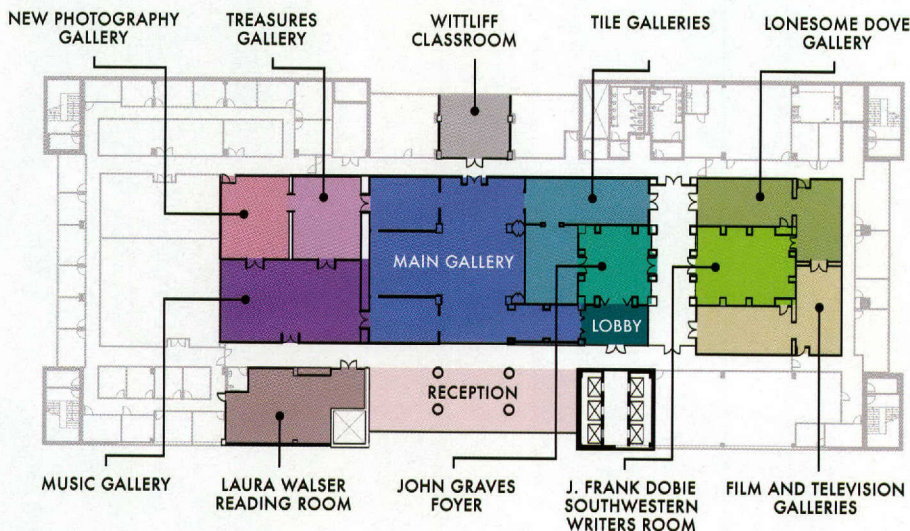
## INSPIRING IMAGINATIONS

Just why does The Wittliff and its mission matter? Dobie put it this way: “It seems to me that people living in the Southwest will lead fuller and richer lives if they become aware of what it holds.”

Or, as Bill Wittliff likes to say: “You can't know where you're going until you know where you've been.”

The Spirit of Place is alive and well at The Wittliff Collections, where the voices of writers, photographers, musicians, and filmmakers come together to tell the story of the Southwest's creative soul. While The Wittliff's primary mission is to collect, preserve, and share these voices for the benefit of all, providing inspiration for future generations is central to its existence.

“Someday, I think we'll be like a snake biting its tail,” Bill Wittliff says. “We'll be collecting the work of people whose inspiration came from our collections. I like the sound of that.”



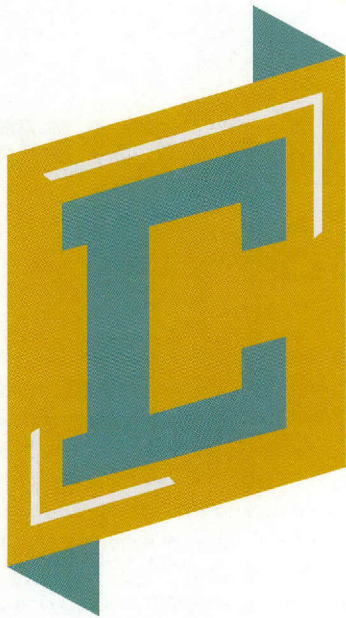
*Construction began in April 2019, with completion of the first two phases projected for the fall of 2020.*

*The Wittliff will double the gallery space as it expands into 30,000 square feet on the entire seventh floor of the Alkek Library.*

# CREATIVE EXPRESSION

Changing the world through passion and inspiration





*By Sandy Pantlik*

**Creativity** — that magical, uniquely human quality that holds the power to transform imagination, ideas, and dreams into reality.

At Texas State University, we are a community of makers, artists, explorers, innovators, builders, seekers, and big thinkers, proudly bound by the uncommon threads of creativity. Every

day, we prove that creativity is the backbone of innovation.

Creativity is as natural and essential to our environment as the river that joins the varied parts of the San Marcos Campus, serving as both a respite and a source of inspiration.

Across Texas State, creative expression thrives in expected and unexpected places. It's found on the stage and behind the scenes. In the lab, the rehearsal hall, the editing suite. It drives engineers, entrepreneurs, archaeologists, and healers. Most importantly, it is given what it needs most to flourish — passion and commitment, practice and encouragement, and a willingness to perceive the world in bold, new ways.

We've gathered a collection of stories to show the breadth of creative force that powers our Texas State community. Just as you would on a walk across our campuses, on the following pages you'll meet Bobcats following their creative flow, exploring, questioning, innovating, and growing.



# Literary history meets Hill Country charm

Built in the late 1880s, the Katherine Anne Porter house located on Center Street in Kyle, just a few blocks from Interstate 35 and the ever-popular Texas Pie Company, is a reminder of the importance not only of history but also of literature. It is a testament to Texas State University's nationally recognized graduate program in creative writing and a symbol of home and a sense of place.

Named for its most well-known resident, Pulitzer prize-winning author Katherine Anne Porter, the house was purchased in 1998 by the Hays County Preservation Associates and then leased to Texas State. The house has become an extension of the university for students in the master of fine arts program in creative writing as well as for the community of Kyle.

Known today as the Katherine Anne Porter Literary Center, the house has been fully restored with the addition of a seminar space built behind the original structure that features floor to ceiling glass doors. Lined with Texas pecan trees, the center's backyard is the perfect backdrop for readings, book signings and discussions.

Designated a National Literary Landmark in 2002, the center is also home to a writer in residence and one of the best visiting writers' series in the country, featuring six to eight writers annually. From Pulitzer prize-winning poets and National Book Award honorees to young up-and-coming writers, the visiting writers' series is consistently packed with talent. Each writer who participates provides public readings of their works and master classes to graduate students during their three-day visit.

Tom Grimes, former longtime director of the M.F.A. program at Texas State, now directs the visiting writers' series in collaboration with the Therese Kayser Lindsey Literary Series. "Writers hear about us from other writers and then wonder how to get an invitation. Our series is unique. Many writers consider it the best visiting gig in the country," Grimes says.

In fact, it was Grimes who made an appeal to a small group of community members in Kyle 21 years ago, asking for assistance in saving the house where Porter lived as a child. Fortunately, local philanthropist and literature enthusiast Bill Johnson was listening that day. Johnson, executive director and trustee of the Burdine Johnson Foundation, immediately became an integral part of the project.

"I felt a connection to Katherine Anne Porter," says Johnson, who at one time considered writing as a career. "I read one of her acclaimed stories called 'Noon Wine,' and it mentioned 'fishing at Halifax,' and it was set in south central Texas. She also wrote about going in a wagon for family picnics along a roaring river, and I knew it had to be the Blanco River. I believe that is the same Halifax hole, or pool of water, on my family's ranch in Kyle.

"When this opportunity came up I began thinking I may not be a writer, but I can be a friend to writers. That's how I see myself in this whole project, as a friend to writers."

A friend he is, indeed. Johnson invites every visiting writer to his 3,845-acre ranch on the Blanco River during their three-

day stay so they can experience the Texas Hill Country in all its natural beauty, probably the same way Porter enjoyed it as a child. His wife, Kate, and former Preservation Associates President Lila Knight were instrumental in the house being added to the National Register of Historic Places in 2006. In addition, the Burdine Johnson Foundation, named for Johnson's mother, has continuously funded the writer in residence and the visiting writers' series since their inception.

The current writer in residence, Jeremy Garrett (M.F.A. '14), appreciates Johnson's generosity. "I am most grateful for the fact that we have a literary benefactor who cares for students in the M.F.A. program; who cares enough to build a seminar space for reading in Kyle; and who cares enough to maintain this gorgeous historic house. It might not be here today if it wasn't for his generosity, and no one would know that it is where Katherine Anne Porter grew up."

Porter spent her formative years, from age 2 to 12, in the three-room house owned by her grandmother, moving there with her father and siblings when her mother died. With little formal education, she went on to become a journalist, university professor, activist, and, of course, an award-winning writer, receiving the Pulitzer Prize in fiction and the National Book Award for *The Collected Stories of Katherine Anne Porter* in 1966.

While she often wrote about Texas, Porter had a love/hate relationship with her home state, returning in 1936 to visit her mother's grave and her home, referring to it as "the small, dreary, empty house, full of dust." Porter died in 1980 at the age of 90.

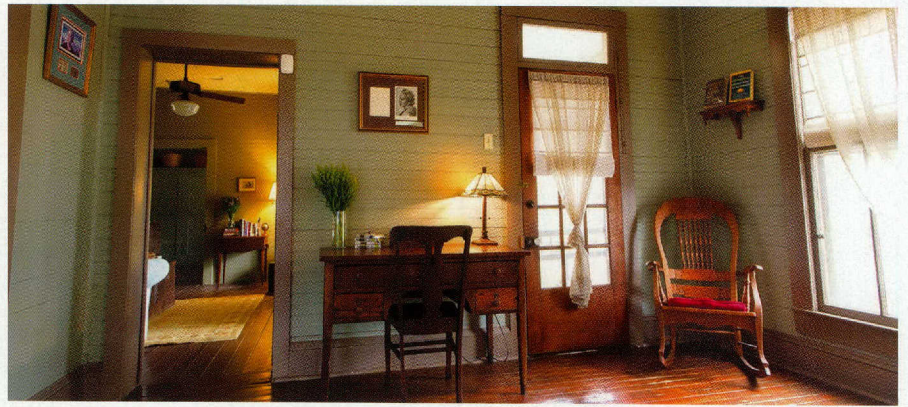
In a poem titled, "Anniversary," however, she seems to find home or her sense of place, right where she left it.

"This time of year, this year of all years, brought  
The homeless one home again;  
To the fallen house and the drowsing dust  
There to sit at the door,  
Welcomed, homeless no more."

Like Porter, Grimes, who arrived in Texas in 1992, didn't feel as though Texas was his home, but through his work with the Katherine Anne Porter Literary Center and the friendship he forged with Johnson, he says he realizes this is now his home too. (To learn more about how Grimes became involved in the Porter house, read his essay titled "Courting Miss Porter." [www.kapliterarycenter.com/CourtingMissPorter\(2\).pdf](http://www.kapliterarycenter.com/CourtingMissPorter(2).pdf))

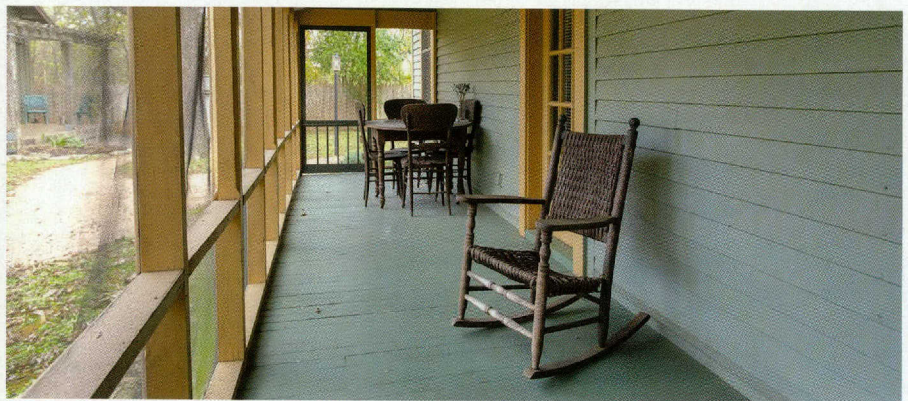
Home seems to be the central theme running through the heart of the center, and Porter would no doubt be proud that it bears her name, knowing it is home to writers and dreamers just like her. ✪

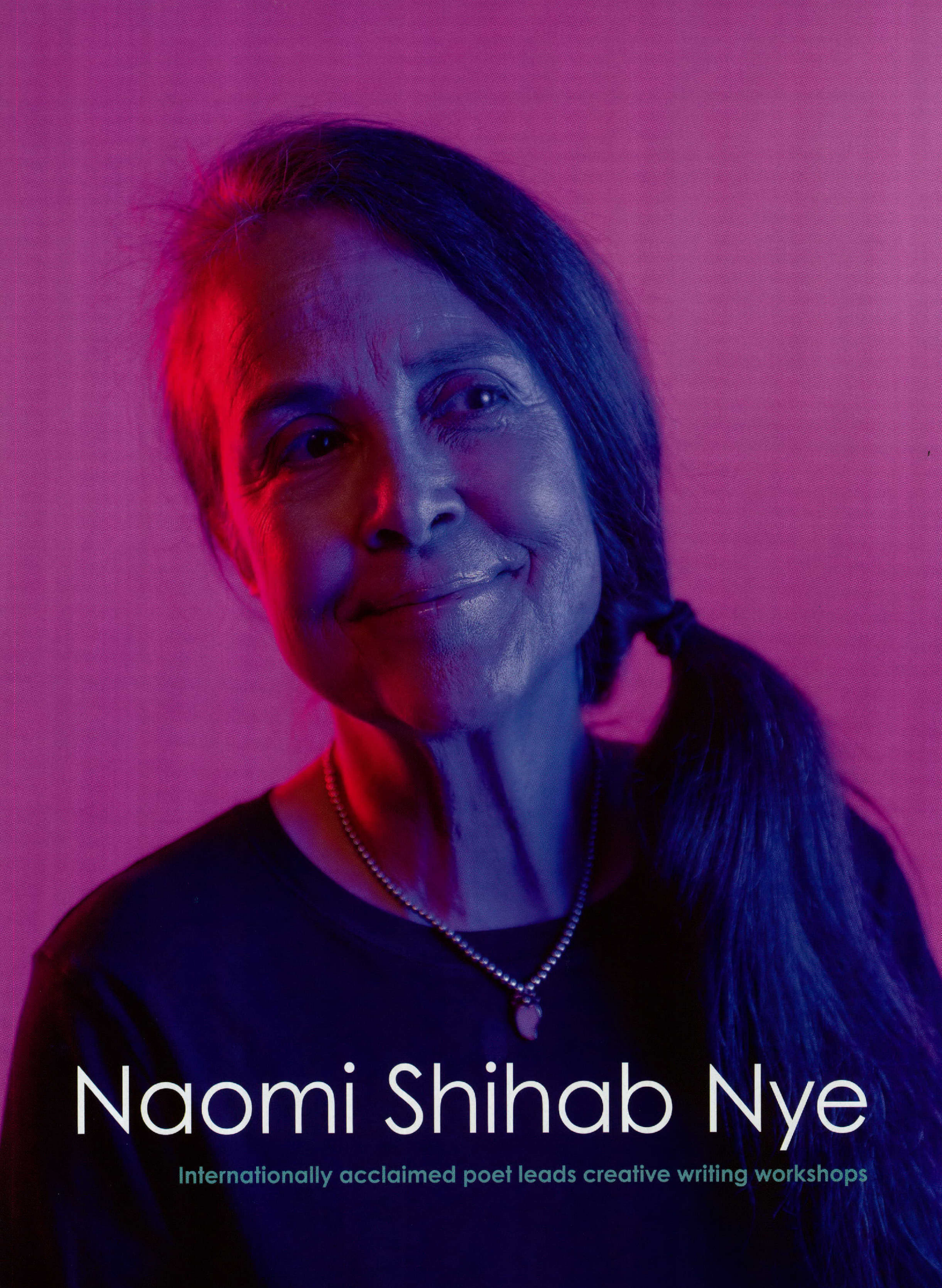




# Katherine Anne Porter house is an extension of creative writing program.

*By Salwa Choucair Lanford*

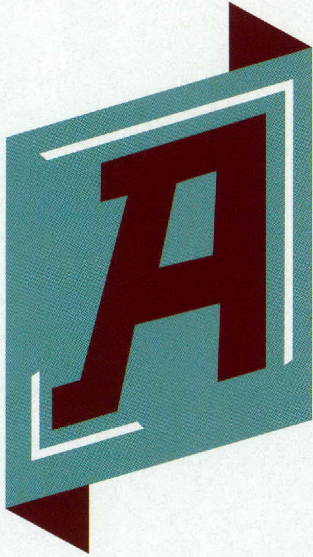




# Naomi Shihab Nye

Internationally acclaimed poet leads creative writing workshops

By Anastasia Cisneros-Lunsford



A family trip to Chicago inspired internationally acclaimed poet Naomi Shihab Nye to write down what she was feeling for the very first time. The skyscrapers huddled around then 6-year-old Naomi, compelling her to express feelings about being overwhelmed by a big city.

Titled “Chicago,” the simple four-line poem captured that childlike sense of wonder and awe. “It just struck me that first night in Chicago that I had these feelings about the experience and it was possible to write them down,” Nye says. “What I remember feeling, which would stay with me, is just a real sense of satisfaction. You feel like you’ve accomplished something; you’ve done something with your thought.”

When an 8-year-old schoolmate read her illustrated poem displayed on the hall bulletin board, she told Nye she knew exactly what she meant when she wrote: “The buildings seem so very tall compared to little me.”

Nye described this brief interaction, which is a vivid memory for her, as an exhilarating experience. “I remember thinking, I want to do this forever. I want to write things down.”

Nye began seeing her world as a poem. She believes all of living contains poems. Her idea materialized one day as she took a walk in her downtown San Antonio neighborhood where she saw three lines scrawled into cement, beckoning: “You are here.” She considered the brief phrase as a commitment to attention, to pay “attention to where you are because that’s part of the writing life.”

As the daughter of a Palestinian father and an American mother, Nye has roots in Jerusalem; St. Louis, Missouri; and San Antonio. Poet, author, and editor of more than 30 volumes, including her latest book of poetry, *Voices in the Air: Poems for Listeners*, Nye is conducting multigenre workshops for graduate creative writing students at Texas State University as a permanent faculty member and professor of creative writing.

But all titles aside, Nye sees herself as an addition to Texas State. “I’m sort of a sidekick,” she says. “Texas State’s distinguished faculty is already there, so I see myself as a consultant. I was very excited when (university officials) said I would do workshops that would be open to all writing students.” She conducted similar workshops at the Michener Center for Writers at The University of Texas at Austin for 23 years until she decided to end her commute to Austin.

Dr. Daniel Lochman, chair of the Department of English, says Nye brings her wide experience as

a writer and world traveler to Texas State’s M.F.A. program in creative writing. “She will lead writing workshops during fall and spring semesters,” he says. “Each year she will offer a public reading or a similar event for the benefit of all Texas State students.”

Nye says Texas State feels like a natural place to be. Her association with the university began 20 years ago when she became one of the readers of student manuscripts.

Lochman says Nye, acting as a mentor, has already worked with creative writers from Texas State. As a member of the faculty, she will engage students in structured workshops that will help them develop solid manuscripts, with the aim of publication.

“Her writing exudes compassion and fascination with the world and its peoples,” Lochman says. “Naomi not only explains the craft of writing and ways to approach publishers; she also models how a writer can engage with others — readers and writers, children and adults, beginning and advanced writers — and do so with expertise and joy.”

Named a National Book Award finalist, Nye has been honored with a Lannan Foundation Fellowship, a Guggenheim Fellowship, the Witter Bynner Fellowship from the Library of Congress, the I.B. Lavan Award from the Academy of American Poets, and four Pushcart Prizes as well as numerous honors for her books for younger readers, including two Jane Addams Children’s Book Awards. The Texas Institute of Letters (TIL) named Nye as the 2018 winner of the Lon Tinkle Award for Lifetime Achievement, the highest award given by the TIL.

Nye’s literary papers joined The Wittliff Collections at Texas State last spring. Her archive contains hundreds of handwritten drafts of later poems, journals from her extensive worldwide travels, numerous photographs, rare publications, publicity materials, and correspondence with other major writers. The papers are being processed and will be available for research and exhibition. A portion of her archive is on display now at The Wittliff.

Nye may see herself as a sidekick, but she has much to share about her writing experience. As a writer, it’s important to listen and observe. “Poems and stories are available to us all of the time,” she explains. “When I was a child, I’d listen to conversations, stare out the window, walk around the neighborhood. Poems exist in the atmosphere. Poems exist in human speech, an affection for a phrase. You hear a phrase and you love it.”

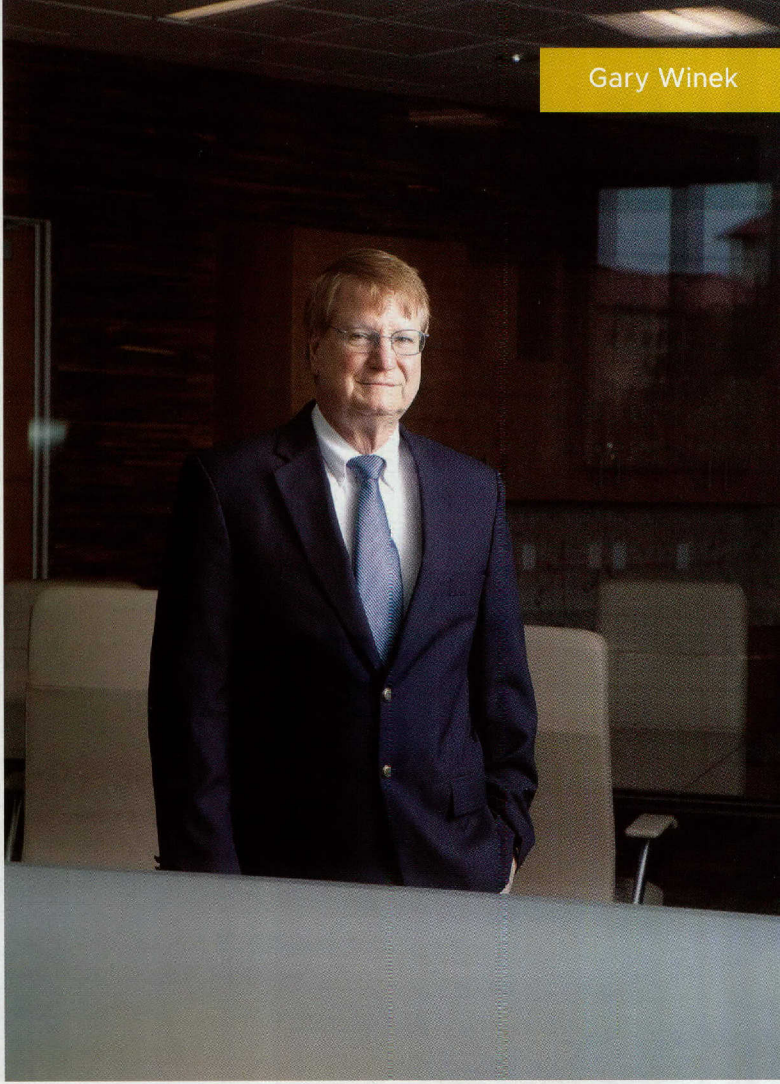
Like: “You are here.” ✨

Gary Winek

# CONSTRUCTION MANAGEMENT BRINGS CREATIVE CHALLENGES

Texas has a hot job market for those who can build

By Travis E. Poling

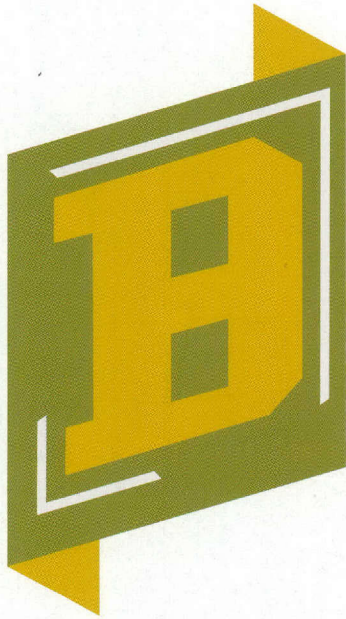


Jim Wilde



Jaime Hutton





Building a hospital, office building, school, or bridge takes complicated calculations and massive planning before the first shovel of dirt is turned. It is when that planning doesn't meet with the reality of circumstance that project managers fall back on another set of skills, those of creativity and adaptation.

"They're problem solvers, is what they are. They come up with more creative ways to build the

project on time and on budget," says Dr. Gary Winek, a professor at Texas State University's Department of Engineering Technology and coordinator of the construction science and management program.

Rearranging schedules, ensuring the proper delivery and placement of materials, and dealing with unexpected challenges take a combination of training, knowledge of problem-solving skills, and the use of tools new and old to get to the job done. The application of those skills, Winek says, is not always by rote but requires critical thinking and creative solutions to be used by individuals or teams to get the job done.

"When you hire a project manager, you're getting their professional judgment, and that's where the creativity comes in," Winek says.

Professionals in the construction industry are so much in demand that there is concern that universities may not be able to keep up the supply of construction management graduates to build and rebuild the infrastructure of the nation. With the Texas population expected to grow by 20 million residents in the next 20 years, the need for new buildings, roads, and other infrastructure projects is estimated to increase by about 50 percent.

"There is an extreme shortage of construction management people out in the world," Winek says. Texas State's construction science and management program is maxed out to help meet that demand.

Technology has helped with the problem-solving and the basic tenets of projects that are on time and on budget, but its application by an agile human mind is key, says Dr. Jim Wilde, professor and director of the concrete industry management program. "The software helps, but it's an art form."

Students get a chance to show their creativity in concrete, a subset of the construction industry, each year with competitions such as making bowling balls out of the compound. They are tested for how round and strong they are. Each student team brings two concrete "bowling balls" to the

competition. "They had a fun time getting that through security at the airport," Wilde says. Other creative tests in competition include devising environmentally sustainable concrete.

"Every project is different. It's always an opportunity to apply lessons learned, best practices, and computer modeling," says Matt Bearden, a commercial construction manager at SpawGlass. "I had been in the construction industry before and it was just pick up your hammer and get it done." The team approach, he says, is much better because it puts professionals with different or overlapping skills and situational experiences together for creative problem-solving.

Bearden, who has been on a major hospital project in McAllen, says his first project after his 2015 graduation from Texas State was a natatorium in the coastal town of Flour Bluff. They encountered ground water five feet into a 30-foot dig in the sand. The team devised a plan to de-water the area, a process that worked well until they were hit with 15 inches of rain in a week.

"There's a tremendous unknown when you dig a hole," Bearden says of the need to have a system in place to come up with solutions to challenges initial planning didn't foresee.

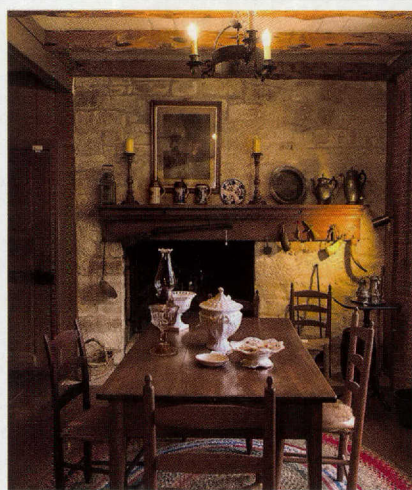
Joel Stone is a 1988 Texas State construction and industrial technology graduate and CEO of SpawGlass. His company has about 40 Bobcats on the staff and continues to recruit heavily from the construction science and management program.

Jaime Hutton, a 2016 Texas State graduate, was brought in by SpawGlass to work on the \$120 million Bruce and Gloria Ingram Hall. Hutton says she finds her strength in planning. "I love building things for people. You come to work every day, and something is different," she says. "It's very rewarding, especially when you plan for that."

Stone says SpawGlass takes well-trained graduates and puts them through an internal training on its nine core processes, which have both a practical and creative approach. "Texas State has a program that has really evolved," Stone said from the company's executive offices in New Braunfels, one of 10 offices across the state.

"If you follow our nine core processes, that doesn't create robots but frees up more time to do creative problem-solving," Stone says. Beyond the basic training in the company is a leadership training program that includes "a good amount of time in using creative problem-solving tools," he says. "You can't really identify all the situations, so you have to give them the tools to deal with them."

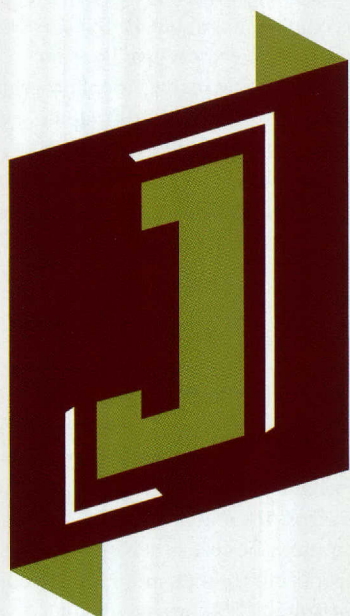
"There is stress in the job," Winek says, "but because of the creativity involved and the problem solving, they're not going to be bored 30 years later." 🍀



# A passion for presenting history

By Travis E. Poling

## Scholars challenged to make creative displays, collections



Justin Ball is surrounded by a collection of historic buildings full of furniture, housewares, tools, and more aged knickknacks than he has room to store properly. Each piece at the Museum of Texas Hand-made Furniture tells a story tying it to the early history of the state. For Ball, each item and structure also comes with a challenge.

“Finding inventive ways to get people interested has become a full-time job in itself,” says Ball, executive director of the New Braunfels museum and a graduate student in public history at Texas State’s Department of History. “It’s about taking massive amounts of information and breaking it down into bite-size chunks.”

Ball is just one of many public history students and graduates coming up with creative ways to gather, preserve, display, and present public history in museums, in archives, and within cultural organizations. Launched in 1997, the public history

graduate program puts students deep into the people, places, cultures, events, and things that make up the past and living history of Texas and beyond. The creativity in the process comes in part from satisfying a specific audience or multiple audiences who might interact differently with the information.

“You have to think about the audience and work backwards,” says Dr. Lynn Denton, a professor in the Department of History and director of the public history program. In museums, “you have research and you have to figure out how to present that for different types of exhibit goers including studiers, speed walkers, and strollers,” she says of the speed with which people want to experience the information. “To create a narrative arc, you have to ask, ‘What images and documents can best say this without using a thousand words?’”

Recently, students have created interactive online maps to present the history of Texas bridges for the Texas Department of Transportation, discovered ways to make pictures of inanimate objects such as political campaign buttons accessible



“Everybody loves history, but if you ask them, they don’t think they do. We have to figure out ways to engage them,”

— Dr. Lynn Denton

for publication by the LBJ Presidential Library, and unearthed the history of a goat barn on the Shield Ranch to determine if it was worthy of historical designation.

“Sometimes we get jealous of the natural history museums because they get the dinosaurs and the sea creatures,” Denton says of displays that wow audiences with their size or oddity. Public history has documents, stories, and artifacts that can take ingenuity to get a reaction from the viewer.

“Everybody loves history, but if you ask them, they don’t think they do. We have to figure out ways to engage them,” Denton says. Technology, including creative uses of virtual reality, offers public history professionals new tools to give people a sense of place and being part of the history, she says.

Megan Blair Firestone (M.A. ’09), a former U.S. Air Force historian at Randolph and Whiteman Air Force Bases, was able to exercise her passion for presenting history in ways accessible to the public with projects such as an oral history of the first 10 female fighter pilots in the Air Force. She has taken on a very different challenge creating a new archival collection from scratch as part of her role as archivist for St. Edward’s University in Austin. While most archives come to university libraries as a donation of a body of work done by one individual or a private collection gathered over the years, Firestone set out last winter to gather items that tell the story of beer brewing in Texas.

While a handful of the state’s breweries, which now number more than 220, have donated items to the archive, the interesting task has been getting breweries to understand why everything from their incorporation papers to brewer’s notes and beer menus to label art might be important to future researchers.

“It doesn’t have to be old to be history. It’s the history of now,” Firestone says. “I’m telling them that we need more than flyers. What you’re doing now is important and we need to preserve it now before it’s lost. I’ve had brewers thank me for this. They are surprised someone is interested.”

In late 2018, Firestone began the process of collecting oral histories from those involved in Texas’ brewing history to capture what she can when documentation is long gone from early in the state’s brewing renaissance of the 1990s.

She is drawing on lessons learned from Dan Utley, public history lecturer and chief historian of the university’s Center for Texas Public History. “We learned to just sit back and listen,” how to ask questions and create a shared experience. “That’s part of my job, to keep those stories alive.”

Firestone is joining those bringing a new mindset to archives by going after history as it happens. “We need to think about who the groups are doing new things and tell them they need to save it,” she says. 🍀

# FASHION MERCHANDISING

IT'S ABOUT CREATING A LIFESTYLE

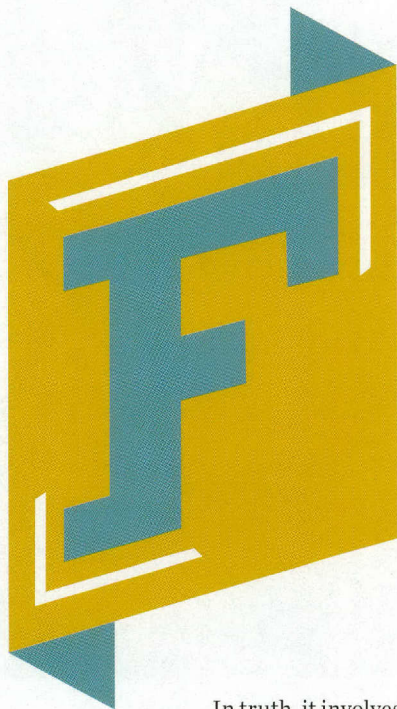


HEATHER FRIERSON  
(B.S. '99)  
FOUNDER OF  
CREATED WOMAN



JESSICA SALAZAR  
(B.S. '11)  
AUSTIN INFLUENCER  
AND DESIGNER





By *Jacque Crouse*

Fashion merchandising may conjure up pictures of someone dressing a mannequin in a storefront window or a retailer artfully arranging jewelry to draw the customer's eye.

In truth, it involves a much broader spectrum of merchandise, goods, and careers. It also has experts assessing trends and developing creative solutions to meet new and emerging lifestyle movements.

"Creativity is a mindset, a perspective. Innovation is creativity in action," says Dr. Gwendolyn Hustvedt, professor and fashion merchandising program coordinator. "Fashion merchandising is specialized merchandising; it is about lifestyle. Creating a quality of life in a home requires artistic tools."

Fashion merchandising is part of the School of Family and Consumer Sciences in the College of Applied Arts. There are currently some 385 fashion merchandising majors and 100 minors. Fashion merchandising majors are required to minor in business administration. Sewing classes were first offered in San Marcos in 1911, the fashion merchandising concentration started in 1972, and by 1982 it became a major at the university.

Bobbie Moore, senior lecturer, says it is not unusual for a student to complete an internship and get a job offer. "Our students are heavily recruited by top employers," she says. "We have a Fashion Merchandising Forum each spring that brings many different career industries on campus to talk to our students. We invite students from local area high schools, too." The forum has become a special regional event and hosts some 400 attendees each year.

Moore also oversees an internship program brimming with opportunities. "We have [students at] Target, J.C. Penney, Kohl's, Academy, Nordstrom, Dillard's, and many more," she says. "Our students may go on to work in corporate offices in fashion merchandising, as business analysts in fashion, in store leadership, or they may decide to open their own business. There are so many options."



“

Buying is an art and a science. While the math and business acumen are critical to building and executing successful strategies, the buyer is a pivotal director of the products that come to the market.”

— Sarah Hadley, Academy Sports and Outdoors assistant buyer



The student-run Fashion Merchandising Association holds a fashion show each semester. The spring fashion show was held at San Marcos Courthouse Square.



They are coming up with different takes, meeting the needs of consumers in a new way. The fashion experience never holds still or stays the same. You must be creative to be successful.”

— Bobbie Moore



A business analyst in fashion is different from those in other areas, Moore says. “They study fashion sales and trends, and that requires a deeper knowledge of fashion merchandising. They are coming up with different takes, meeting the needs of consumers in a new way. The fashion experience never holds still or stays the same. You must be creative to be successful.”

Beth Guastella (B.S. ’85) started her career working at Foley’s in an executive training program in Austin. A Distinguished Alumna, she rose through the ranks and was recruited by such fashion corporations as Laura Ashley, Hermès, Kate Spade, and Nike’s Cole Haan. She lives in New York and is the vice president and general manager for Jo Malone London, an Estée Lauder company. Guastella says with the emphasis on data, social media and digital platforms make it even easier to be creative.

“We used to talk about the Chicago customer, but with data, we find there are actually 13 distinct profiles of customers in Chicago,” she says. “We can do visual merchandising to fit customers, and social and digital media. You need to be more strategic and that means being more creative.”

Heather Frierson (B.S. ’99) founded the Created Woman foundation based on fashion and faith. The nonprofit teaches leadership and confidence by using fashion, whether it be a corporate executive, medical professional, or soccer mom. “We focus on both faith and fashion, and every month bring in speakers from both areas,” she says. “Using fashion as a reflection of yourself isn’t about vanity; it is about valuing who you are. Without this degree, I would not be doing the creative work I love.”

Austin influencer and designer Jessica Salazar (B.S. ’11) may opt for another creative path. Last year, she taught fashion design at Texas State and was an assistant women’s golf coach. Before that, Salazar earned a master’s in fashion entrepreneurship from the London College of Fashion, traveled to China, worked in Milan with a fashion designer, and lived in Paris.

“I decided last year I needed to fulfill my passion for ethical fashion,” Salazar says. Today, she focuses on women’s welfare and animal welfare, and leaving a lighter ecological footprint. She promotes ethical fashion brands, coordinates events

dedicated to ethical lifestyles, and declutters spaces to encourage a more minimalist lifestyle. She is becoming recognized as an expert in her field and has begun to speak at conferences.

Hustvedt points out that, like architecture, fashion merchandising requires the successful meeting of creativity, design, and math. “If you don’t like math and do not want to use it, fashion merchandising probably isn’t the place for you,” she explains.

The new look of fashion merchandising is a world where graduates may work at a corporate level to create plans for many stores to follow. The work involves analyzing sales and style trends. Professionals are also affiliated with online merchandising because they can understand how style attributes like color work to create sales.

“One student just made a plan for a business that sells plants,” the professor says. “It is a lot more than clothing. It has to do with forecasting customer taste and lifestyle.”

That said, if you work in fashion merchandising, at some point you may have to work in a store, and both Hustvedt and Moore agree that Texas State students



usually put in this part of career development while in school. “Our students are not afraid of hard work. They are used to solving challenging issues and have an amazing work ethic,”

Hustvedt says. “You don’t join the army and expect to be a general in four years. Stores are the battlefields of the fashion industry. Our students get good experience at the outlets while they are in school.”

Sarah Hadley (B.S. ’11) attended the Fashion Merchandising Forum and later joined Academy Sports and Outdoors as an assistant buyer. The Houston resident has been there for more than seven years. She currently manages a team that includes an assistant buyer, a merchandise planner, and a replenishment analyst.

Hadley loves her work, especially the creative side, and says no two days are ever the same. “Buying is an art and a science. While the math and business acumen are critical to building and executing successful strategies, the buyer is a pivotal director of the products that come to the market,” she says. “The buyer has to understand what the customer wants and be able to apply trends, color direction, and mitigate risks with new ideas while applying logic and math to support the decisions.”

Hustvedt says the core of being successful in this field is a good work ethic and remembering that it is a myth that a beautiful fashion experience “just happens.” Those who create that experience know that it is put together through hard work and careful planning. “Fashion is the creating of a fantasy experience that others can enjoy, and you will have to get behind the scenes and know the nuts and bolts to create that experience for others,” the professor says.

Guastella says when she graduated in the mid-1980s, her brothers laughed at her degree in fashion merchandising, with one calling it “one step up from basket weaving.”

The tables have turned. “Now, I am the one laughing — literally all the way to the bank,” she says. 🌟

# READY FOR THE REEL WORLD

Texas State's B.F.A. in performance and production teaches students to view the industry through a practical lens

*Bravo Michael Nwosu on the set of the film "Bull."*

*By Robyn Ross*

Bravo Michael Nwosu (B.F.A. '18) trudged across the Wharton County ranchland, squinting into the midday sun as he dodged piles of cow manure. The camera equipment he was carrying felt even heavier in the muggy 100-degree heat. Rivulets of sweat trickled through the layer of dust that had settled onto his skin.

Two months after graduating from Texas State with a degree in performance and production, he was working in the film industry. The conditions on location for “Bull,” cowritten and produced by Texas State assistant professor Johnny McAllister and directed by Austin filmmaker Annie Silverstein, were tough. The film, set in the rodeo world of African-American bull riders, was shot last summer in hot, dusty arenas near Houston.

Nwosu wasn’t complaining. He was learning, and he was expanding his network. When filming wrapped in August, his New York-based contacts encouraged him to move to the city. He packed a suitcase and bought a one-way ticket. He got jobs almost immediately as an assistant on a Fashion Week shoot, as a production assistant on a film, and as director of photography for some shows at the comedy club Upright Citizens Brigade Theatre. All the gigs came through connections he’d made during “Bull.” His housing was also a benefit of networking; Nwosu crashed on the couch of the gaffer, or head electrician, his first three weeks in the city.

Students such as Nwosu are launching careers with the help of Texas State’s practical, industry-focused film program, a sequence of courses within the B.F.A. in theatre. The classes are taught by experienced professionals who help students tap into their network in the growing industry.

“This is a golden age for film and television, and I think Texas State has an important part to play,” says Deb Alley, chair of the Department of Theatre and Dance.

While the university doesn’t offer a degree in film, students in Theatre, Performance and Production can customize their studies by taking a growing number of film classes. It’s unusual for a university to house film courses in a theatre department — but that strategy has two advantages, says Tom Copeland. A former Bobcat (1968 to 1972), Copeland retired from the faculty of the College of Fine Arts and Communication in 2018. He was also the director of the Texas Film Commission before joining the university and establishing the program’s courses.

“It’s difficult to get a job in the arts, no matter what you’re doing,” Copeland says. “Film pays a lot better, and there are a lot more jobs in film than in theatre. If one doesn’t work out, maybe the other will.” In addition to helping theatre majors discover more career options, locating film courses in the theatre department assists budding filmmakers. When they need actors, set



Annie Silverstein, director of the film “Bull.”



It’s difficult to get a job in the arts, no matter what you’re doing. But film pays a lot better, and there are a lot more jobs in film than in theatre. If one doesn’t work out, maybe the other will.”

— Tom Copeland

designers, and makeup artists for their projects, student talent is available.

When Copeland began teaching at Texas State in 2005, his objective was clear: to show college students how the film industry really works. He’d met too many young people who expected their film degree to launch them straight into writing and directing. “It just does not work that way at all,” he says. “The only way in is the entry-level position: production assistant.”

At Texas State, Copeland created a course called the Business of Film, “a reality-based class that tells you how to get your foot in the door.” He brought in guest speakers — producers, production managers, location managers, production designers — who often gave students their email address.

McAllister, who joined Texas State in 2017, joins other part-time faculty with experience in the industry: Betty Buckley, Susan Busa, Shelby Hadden, Randy Huke, Clay Liford, Bryan Poyser, and Richard Sadders. “We are sitting on a gold mine of talent,” Alley says.

McAllister has filmmaking experience in crewing, lighting, editing, and production management. He teaches the hands-on film

practices; directing for film; and advanced directing, in which students endeavor to make a festival-worthy film. These courses complement the department's existing classes in editing, cinematography, production design, and film producing. The goal is for each graduate to be what McAllister calls "a complete filmmaker: someone who has a lot of different skills, understands all aspects of the filmmaking craft, and feels comfortable in different settings."

What makes a person successful in film, Copeland and McAllister agree, is versatility, a good network, and a willingness to work hard. Texas State theatre students have that practical mindset.

"It's not that they're not artistic, because they are," Alley explains. "They understand the value of hard work, of discipline, of going out and working your way up, and paying your dues. They're not afraid of getting their hands a little dirty."

Students pursuing the film focus have interned on films made by Austin directors Robert Rodriguez and Richard Linklater, on the television series "Friday Night Lights," and at the Texas Film Commission.

Stacey Rice (B.A. '11) launched her career with the help of an internship at the Texas Film Commission. She landed that job through a colleague of Copeland's who'd spoken to her class, and her work at the commission led to an internship with director Terrence Malick ("The Tree of Life" and "Thin Red Line"). When Rice realized she wanted to pursue casting, Malick recommended her to Beth Sepko, an Emmy-winning Austin casting director. Sepko hired Rice first as an intern and then as a casting assistant for television shows "The Son" and "The Leftovers" and the big-budget Robert Rodriguez-James Cameron film "Alita: Battle Angel." Last year Rice moved to Los Angeles, where she works for one of the country's top casting directors on shows including HBO's dark teen drama "Euphoria."

"Having been in Tom's class and making these contacts, one thing kind of led to another, which is truly how the film industry works," Rice says. "It's networking and making the contacts and putting in the hard work — and I really learned that at Texas State." ✪



*Actor Rob Morgan ("Stranger Things," "Mudbound"), in a production still from the film "Bull."*



They understand the value of hard work, of discipline, of going out and working your way up, and paying your dues. They're not afraid of getting their hands a little dirty."

— Deb Alley, chair, Department of Theatre and Dance

# MUSIC OF THE HEART

## Wayne Oquin's compositions have opened doors around the world

By Julie Cooper

Author and poet Hans Christian Andersen is quoted as saying, "Where words fail, music speaks."

One who understands this well is Dr. Wayne Oquin, award-winning composer, a 1999 graduate of Texas State University, and a 2009 Distinguished Alumnus. In December, his composition "Song for Silent Voices" was premiered at the Midwest Clinic International Band and Orchestra Conference in Chicago by the Marjory Stoneman Douglas High School Wind Symphony.

"Song for Silent Voices" is an instrumental version of a choral work that Oquin began in fall 2017 to honor the memory of his long-time friend Dr. Herbert M. Loyd. The text of the original choral piece consists of one word: Alleluia.

"I became fascinated with the idea of setting this single utterance hundreds of ways, each repetition determined to portray some new element of this ancient sacred expression," Oquin says. "Even before I knew the ending or how it would arrive, I was certain I wanted to explore an instrumental version."

More than two dozen ensembles, including the U.S. Air Force Band, Ohio State University, the University of Wisconsin, Texas A&M University, New England Conservatory, Indiana University, and the University of Florida, have commissioned "Song for Silent Voices." Referring to the December performance by the Stoneman Douglas Wind Symphony, Oquin says, "What an honor to have my work premiered by, and dedicated to,

these brave young musicians. Having been through unspeakable tragedy, they are an inspiration to us all."

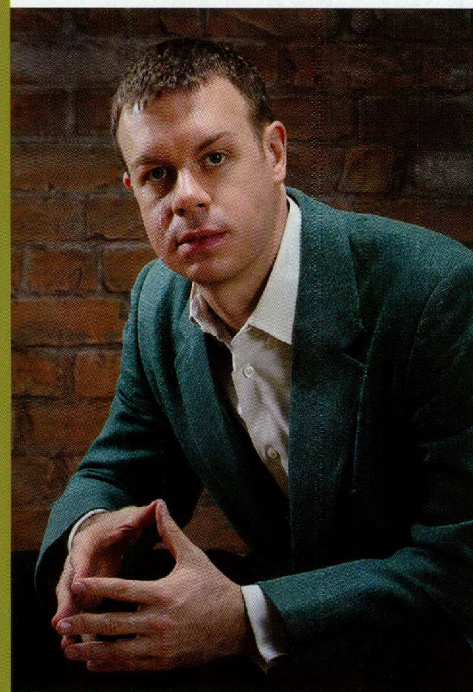
In 2018, Oquin won the William D. Revelli Composition Contest for "Song for Silent Voices" from the National Band Association.

A native of Houston, Oquin is among today's most regularly performed American composers. He has had premieres on five continents, in 20 countries, and in 41 states. His music has been commissioned and programmed by the Danish National Symphony, the Munich Philharmonic, the Pacific Symphony, and the Philadelphia Orchestra.

Texas State University has commissioned Oquin to compose a piece to celebrate the centennial of bands. It will premiere May 2, 2020, and will cap off a gala university event in the Performing Arts Center.

In October 2017, the United States Marine Band performed his piece, "A Solemn Place," on the steps of the U.S. Capitol. "Tower Ascending," a tribute to the rebuilding of ground zero, has been performed more than 100 times throughout the United States and abroad. In recognition of their extensive collaboration with Oquin, the U.S. Air Force honored the composer with its prestigious Commander's Medal of Excellence.

Oquin joined the faculty of The Juilliard School in New York City in 2008. As chair of Juilliard's musicianship department, Oquin teaches music theory and graduate studies courses. He has returned to Texas State several times. In 2014, Juilliard Joins Texas State, featuring Oquin and artists from the school, was part of the University's Encore Performing Arts Series at Evans Auditorium. Oquin was recognized by Texas State as one of five Distinguished Alumni during the 2009 homecoming celebrations. 🌟



What an honor to have my work premiered by, and dedicated to, these brave young musicians. Having been through unspeakable tragedy, they are an inspiration to us all."

— Dr. Wayne Oquin, talking about 'Song for Silent Voices' performed by the Marjory Stoneman Douglas High School Wind Symphony

A teal-tinted photograph of a wooden grid structure, possibly a bookshelf or a display rack, with several white papers hanging from it. The grid is composed of vertical and horizontal wooden slats. The papers are of various sizes and are partially obscured by the grid. The overall lighting is soft and even, creating a clean and professional aesthetic.

# THE ART OF MARKETING

*By Catherine Duncan*

BUSINESS STUDENTS IN MARKETING, ADVERTISING  
PROGRAMS LEARN VALUABLE WORKFORCE SKILLS





Karen H. Smith, Ph.D., faculty advisor for the Texas State AMA

For students in the McCoy College of Business Administration, innovative programs are enhancing classroom learning and providing invaluable professional and personal skills.

An active Texas State chapter of the American Marketing Association (AMA) and a national competition hosted by the American Advertising Federation offer students many opportunities to enhance their communication and leadership skills, network with professionals and fellow students, develop marketing and advertising campaigns, and learn about their chosen career fields.

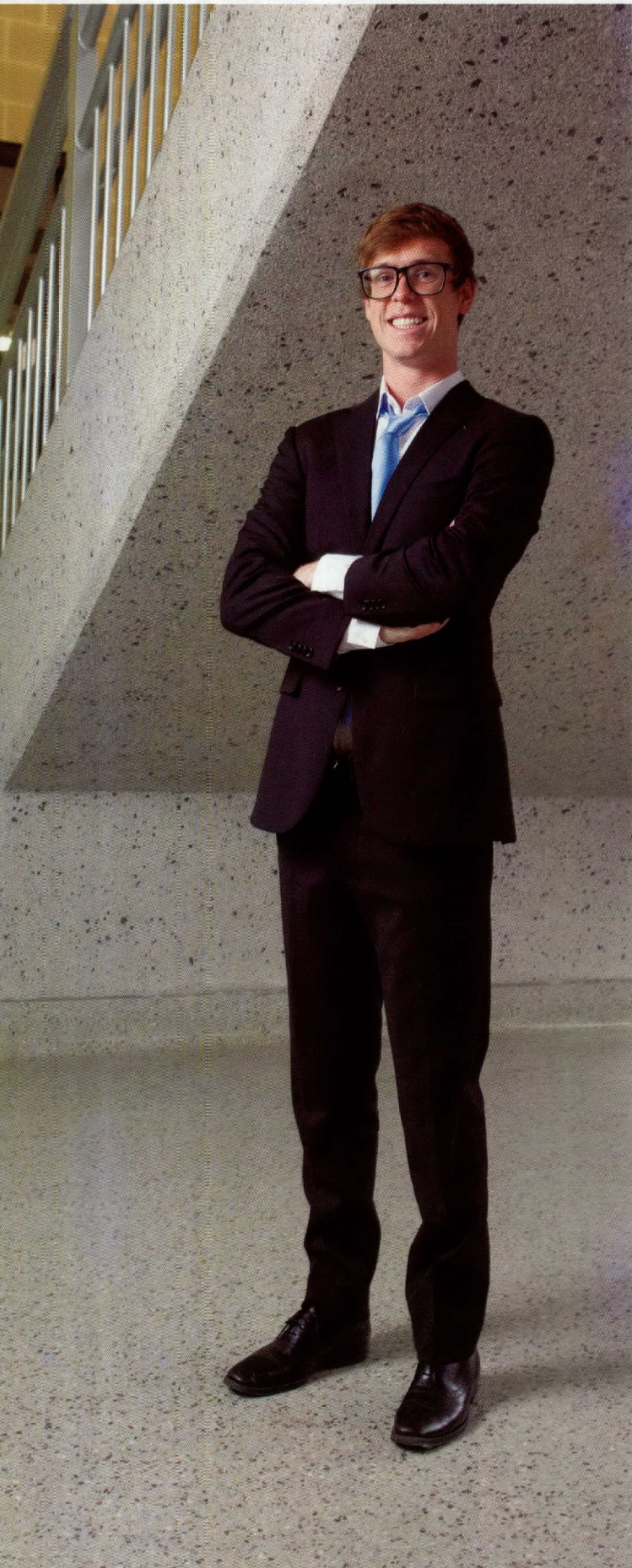
Dr. Karen H. Smith, faculty advisor for the Texas State AMA, says the student chapter is led by 15 officers who oversee meetings featuring marketing professionals, workshops for skills building, etiquette dinners, and casual socials to meet other students. "Student leaders gain a great level of self-confidence and learn how to manage their time between the organization, classwork, and jobs," says Smith, professor of marketing.

The Texas State AMA hosts an annual regional conference and invites students from other universities to benefit from speakers, a career fair, and competitions, such as elevator pitches and marketing strategies. Members of Texas State's AMA also participate in the AMA Collegiate Case Competition in which teams develop a marketing strategy for a real company with a marketing challenge. Texas State's team is coached by Dr. Gail Zank, professor of marketing. The top eight will compete at the international level by making a presentation to company representatives at the International Collegiate Conference in New Orleans, Louisiana. Texas State's teams have ranked among the top eight plans for 11 of the 13 years they have been competing and earned first place in 2013-14 and in 2016-2017.

The student chapters also compete for honors at the annual conference. "Our students have done well in the competition over the years. Out of 340 collegiate chapters in the U.S., we were in the top 20 the last nine years. Texas State won international chapter in 2013-2014," Smith adds.

Melissa Black, Texas State AMA president and a business marketing senior, has been involved since her freshman year. "I really wanted to get involved in a business organization because I want to work in corporate law. I went to the first meeting with my resident assistant. I didn't understand all they were talking about, but I knew I wanted to learn," she says.

Black said she recognized that participation in the AMA chapter would advance her business skills. The chapter has its own marketing consulting



Walter Murray, AMA vice president

business that local businesses hire to create marketing campaigns, especially ones directed to fellow students. “We create a marketing campaign at a low cost. It is great experience for students,” she says.

One benefit from the biweekly workshops was the hands-on learning. “We had a LinkedIn workshop where students walked in with little knowledge, and they walked out with a completed LinkedIn profile.”

Biweekly speakers, socials featuring local professionals, and networking with AMA chapters from other universities were all highlights for Black. “Personally, I learned very valuable skills for the workplace. I’m now a certified digital marketer, and I wouldn’t have done this without the experience and confidence gained from the AMA.

“I think the AMA helps students come out of their shells and really figure out who they are as individuals and as professionals. I think we at Texas State excel at that.”

Walter Murray, AMA vice president and an accounting junior, believes he has benefited greatly from networking with professionals and students from other universities. “This has been a perfect way to work on my soft skills. As an accounting major and more of an introvert, this experience makes me talk to people who I wouldn’t have otherwise. As an officer, I know I need to show up at every event ready to make students feel welcome.

“I also have been getting more comfortable with public speaking. I think this will help me when interviewing for a job,” Murray says.

Dr. Rick T. Wilson, associate professor of marketing, serves as the co-faculty advisor for the National Student Advertising Competition by the American Advertising Federation (AAF). Each year, a team from Texas State develops a professional-quality advertising campaign for a company and then competes against teams from across the country. It is jointly taught by faculty from mass communication and the business school.

In the fall, Wilson teaches a case competition course with 10 students who are responsible for gathering research on the clients’ product, the marketing challenge, and the targeted consumer group. In the spring, students take the research and turn it into a formal campaign with all the creative materials, media budget, and promotional calendar.

“The company for this year’s competition is Wienerschnitzel. The selected company usually wants to target a younger demographic,” he says. “Our students will submit their advertising campaign in March. In April, they pitch their idea to industry judges in the district competition. If we win district, then we go to the virtual competition



Melissa Black, AMA president

against the top 20 teams in the country. The top eight teams go on to the national competition at the AAF professional conference.”

Wilson says since 1990, Texas State students have placed first in the district competition 10 times and first in the national competition twice. “I think the competition is a great confidence builder for the students. At first, they are unsure about the entire process. They learn to understand the challenge and the work involved. Some really find their passion while working on this project. That is very exciting to see,” he says.

The yearlong project, Wilson says, truly puts Texas State students ahead of others. “They end up with an impressive skill set. They really get to apply what they have learned in class.”

Chelsea Rosine, a 2017 graduate with a bachelor’s degree in marketing and an international business minor, says the entire experience was very hands on, and students saw all the work involved in creating an advertising campaign. “You had to make sure every part of the campaign made sense, and it all worked together. It was fun because you had to put all the parts together: idea generation, market research, product positioning, and media planning and buying,” says Rosine, who served as the team’s media planner.

She is now working as a digital marketing specialist at WebCE. “I was able to walk into my job interview with a hard copy of the marketing campaign and discuss it thoroughly. They were impressed by my knowledge and experience. They later told me the campaign was one of the reasons I was hired.”

Tyler Price, who earned a bachelor’s degree in marketing in 2016, was in the fall class that was responsible for conducting the research necessary to understand the product and determine how to market to a younger audience. “We surveyed students to learn how to market to college-age students. Then we packaged what we learned and gave it to the spring class who did the creative part of the campaign,” he says.

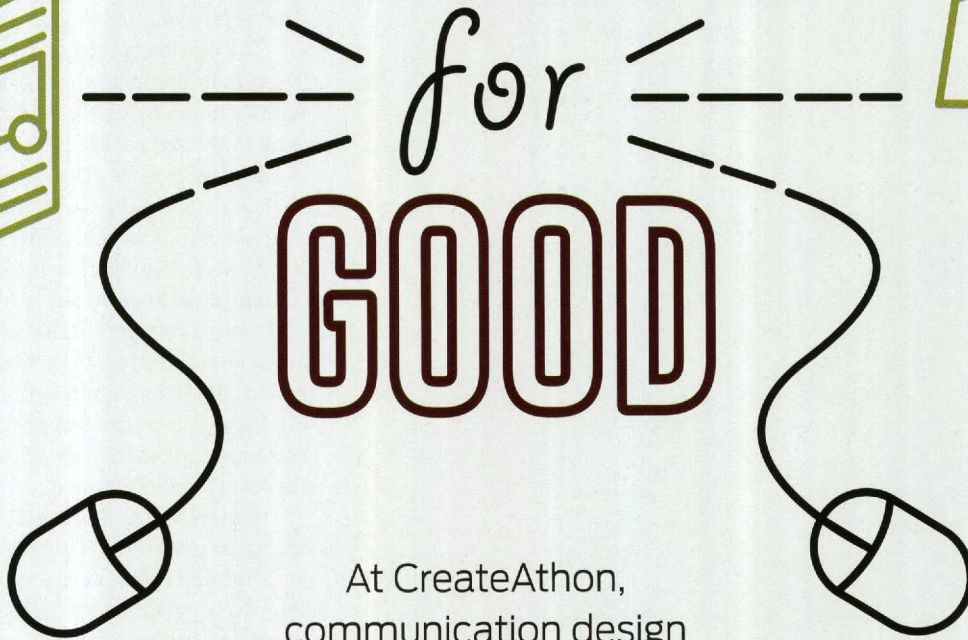
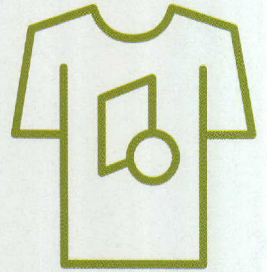
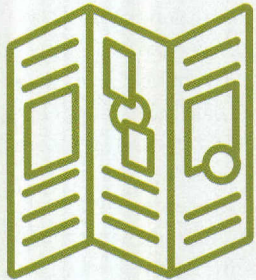
Price says he learned “it is good to be thrown into a mix of people and learn how to work well with others. You have to learn how to communicate with different types of personalities and work toward a common goal.”

Today he works as a social media analyst for Just Media in Austin. “What we did in that class for the competition was really relevant to the career path I wanted to take after graduation,” Price says. “I had a great experience at Texas State in general. My professors were really dedicated to the students. Their dedication helps us be hired over other job candidates and to be prepared to succeed in our careers.” 🌟

# BRANDED

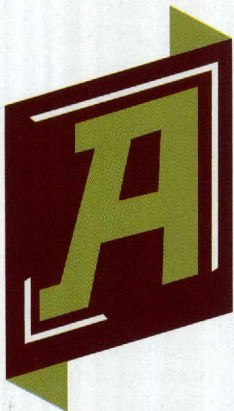
for

# GOOD



At CreateAthon,  
communication design  
students get a crash course  
in design for social good

*By Michael Agresta*



As a rule, college students are discouraged from waiting to begin work on an important assignment until the night before it's due. But in the real world, and particularly in the fast-paced design industry, sometimes things require immediate turn-around.

In the midst of an academic calendar of meticulously planned and revised assignment work, Texas State University communication design students find a thrill in the annual CreateAthon — a 24-hour, all-hands-on-deck, real-world practicum, where teams of students pair with professional designers at Austin's Alchemy Design Co. in April to create promotional design work for local nonprofits.

“Sometimes students in class will complain that they have only two or three weeks to complete a project,” says Claudia Roeschmann, associate professor and coordinator of the communication design program at Texas State. “Well, now they have a day. That’s a very real-life scenario.”

CreateAthon is not unique to Texas State. The format came to Alchemy, an international design firm with an office in Austin, via a nonprofit also called CreateAthon. Texas State’s program also bears some similarities to the Design Jam, a global collaborative design initiative out of the Netherlands that Texas State will participate in this fall.

CreateAthon was introduced to Texas State by Josh Cunningham (B.F.A. ’05), senior art director and creative lead for the Austin office of Alchemy. “We wanted to do something charitable for the community but also be able to use design as the means to that end,” Cunningham says. “I wanted to use it as an opportunity to get more involved with my former college, and to also meet new up-and-coming talent.”

For two years, Alchemy has been all-in on the collaboration. “They’ve literally shut down parts of their office in North Austin for two days to work on these projects,” Roeschmann says. “If you’re inviting 40 students to use your studio and even put out sleeping bags, that’s amazing.”

A limited number of students are selected to join the design teams for each nonprofit. Every student participant must have been accepted into either the B.F.A. or the M.F.A. degree program. To date, 75 percent of the participants have been undergraduates. “We have a lot of students who want to participate, but we have to cap it,” Roeschmann says. “We did increase the number of participating students this year, knowing we had a larger pool of clients that wanted help.”

Six weeks before the event, the communication design program hosts a kickoff on the San Marcos Campus.

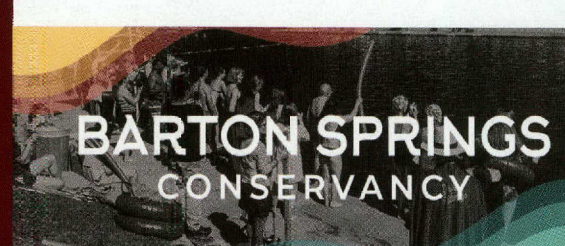
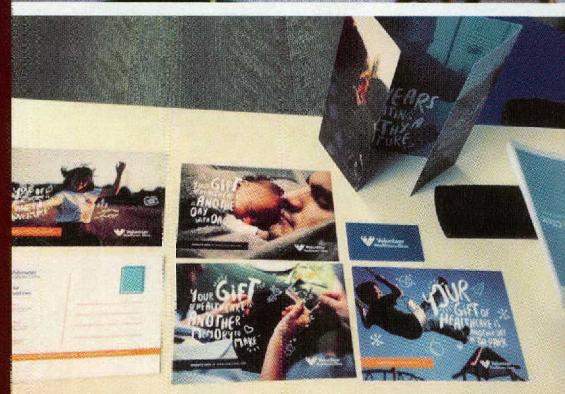
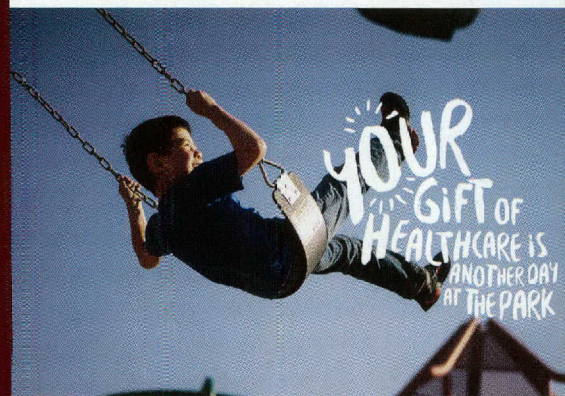
Students are introduced to the selected nonprofits and decide which team they want to join. Then, teams receive research about their nonprofit and review a creative brief from Alchemy. This information identifies design elements the nonprofits need. These may include logos, websites, printed promotional materials, or videos. In 2018, participating nonprofits included the Trinity Child Development Center and the Austin Black Cultural District.

Finally, the big day arrives. Teams meet at Alchemy at noon on a Thursday and work, almost without interruption, until 10 p.m. Students take a brief break at 6 p.m. for presentations and to show how far they’ve gotten. Overnight, Alchemy employees mock up the projects as designed, using in-house video and editing teams. Then, on Friday morning, nonprofit representatives arrive for the final presentations — led in part by Texas State students.

“Having the opportunity to present to the client on Friday, and meeting potentially even the CEO or marketing director of the client, is a big moment for our students,” Roeschmann says.

Students come away from CreateAthon with a renewed understanding of what they’re capable of as budding professional designers. “They are exhausted, and they are beyond shocked by what they can accomplish in a short time frame,” Roeschmann says. “It’s a rewarding experience and they appreciate the opportunity to put this on their resume or to say in an interview, ‘Yes, I’ve worked with a nonprofit client. Yes, I’ve worked with a team, and I’ve worked with a tight deadline.’”

Students also come out of CreateAthon with a larger professional network, including alumni, designers in the field, and classmates. “As important as this experience is to our students, we like to think that the main beneficiaries of CreateAthon are the nonprofits and the communities they serve.” 🌟



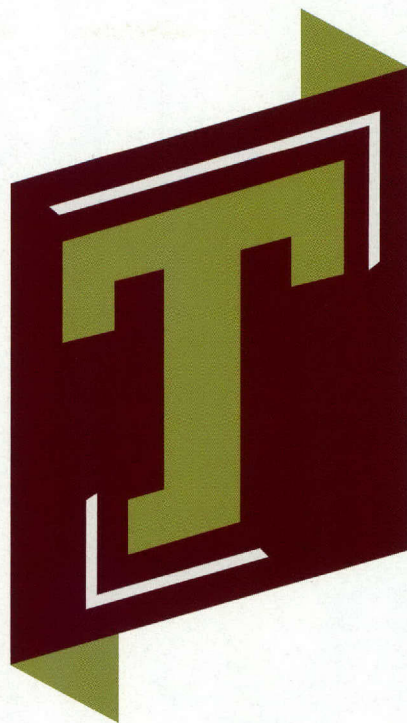
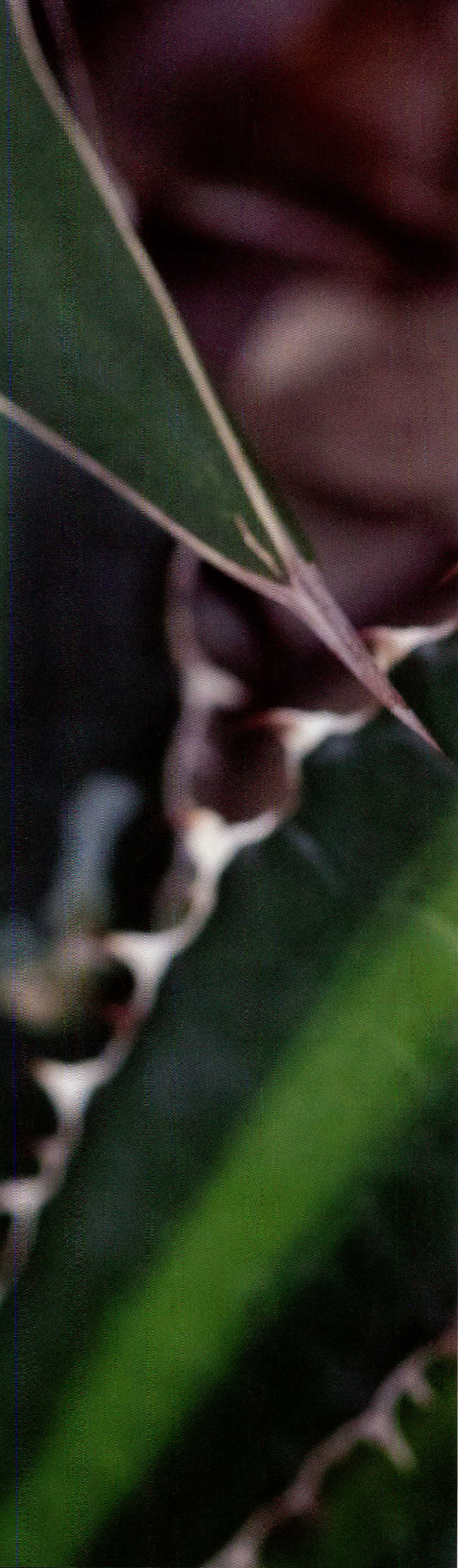
*Projects that were completed by the Texas State University Communication Design students for the 2017 and 2018 CreateAthon.*



# THINGS are BLOOMING in the LIVING LIBRARY

Landscape design students get hands-on experience, and the wildlife benefits

*By Tracy Hobson Lehmann*



Things get a little wild on the northeast fringes of the San Marcos Campus. There, in one of the university's most scenic laboratories, students might be serenaded by chirping frogs as they lounge in hammocks. Deer or a fox might forage among the plants.

Natural beauty blossoms according to plan in the sky-capped Living Library. Since 2001, Texas State students in the landscape design class have mapped out the plantings that wind around the Agriculture Building and Hines Academic

Center. Those plans take root and thrive thanks to students in other horticulture classes who plant and tend the landscape.

"I try to really get the students involved in a hands-on way where they can see and learn and experience," says Dr. Tina Marie Cade, the Department of Agriculture professor who oversees the gardens. The living laboratory provides in-depth lessons in plant cultivation and other practices, such as beekeeping, rainwater collection, permaculture, and vermicomposting.

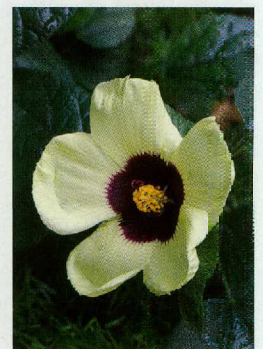
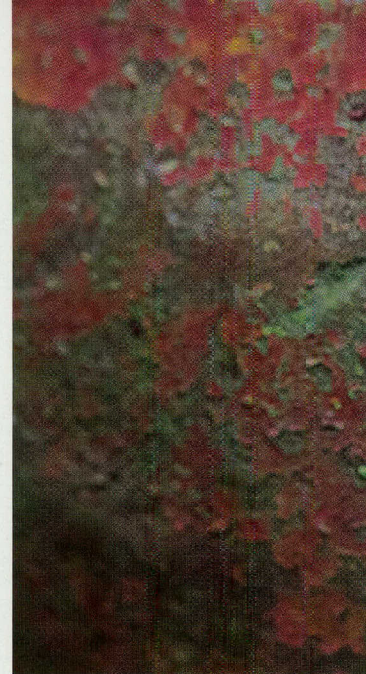
The space also opens a window for observing the symbiosis of flora and fauna of all sorts. With its combination of food and water sources for insects, birds, and mammals, the Living Library earned the National Wildlife Foundation's designation as a Certified Wildlife Habitat. It's registered as a Monarch Waystation, too, because it provides milkweeds and other plants to feed and shelter monarch butterflies and their caterpillars.

"It's not a giant garden," Cade says. "It doesn't take a whole lot of acreage to help network for the wildlife."

Mice that live in the garden's limestone cliffs began nibbling on melons and cucumbers. Before long, Cade saw a problem-solving owl swoop down over the landscape. Students occasionally find a nonvenomous rat snake or blind snake in the space, all part of the food chain.

"We like that we have an ecosystem," says Cade.

The Living Library comprises more than a dozen individual garden styles. One features shade-loving plants; another herbs. Space is designated for salvias, and another area for cactuses. Students



raise vegetables and fruit in the organic area, and the Zen garden encourages visitors to chill.

Students, faculty, and staff find their way to the garden to study, reflect, and maybe practice yoga. Some make use of the hammocks students designed into one area, while others hone photography and art skills in the space. Still others stop to scrawl clever philosophical statements on a chalkboard in the outdoor classroom area.

Elsewhere on campus, plants stick to a palette specified in the university's master plan. In the Living Library, students cultivate hundreds of varieties of plants used in the nursery and landscaping industry.

"If you walk through the gardens, you might think, 'Wow, this is a weird, eclectic mix of landscaping,' but that's on purpose," Cade says. From the professor's perspective, it's a laboratory where students learn not only plant names but also how they grow through the seasons.

That can be especially instructive as plants get thirsty in summer. Only two of the beds have irrigation systems, so student gardeners water almost everything by hand. They develop deeper appreciation for native plants and those adapted to the sometimes harsh and dry Central Texas climate.

Cade's hands-on teaching philosophy also reaches outside the Living Library and into the

community. Rather than giving hypothetical assignments to landscape design students when the classes convene every other spring semester, Cade identifies a handful of public projects.

Students interview clients, work up scale drawings, and pitch their proposals at sites for the city of San Marcos, not-for-profit agencies, neighborhoods, and even the university. Sometimes one idea stands out, and other times elements of different plans are chosen, says Amy Kirwin, manager of community initiatives for the city of San Marcos.

Kirwin has worked with student designers on a project at a senior center, which will be implemented in phases after capital improvements work wraps up, and in pocket parks around the city. Students might have to plan around traffic and sight lines, or design with plants that will survive without irrigation.

"They're getting real-world experience working with a municipality and some of the real-world parameters they will face," Kirwin says.

On campus, Cade observes how student ideas blossomed at the sloping site around the Education Building. Their plan called for a pathway, sitting area, and cascading woodland plants. "You can really see their ideas on the plan and how it turned out in real life," she says. 🍀





## By the numbers

Step Up for State

**\$250,502**

amount raised in  
2018 Step up for State

**\$15,000**

match from University Federal  
Credit Union

**3,252**

total number of gifts,  
surpassing the goal of 3,000

**2,283**

donors gave during  
2018 Step Up for State

**845**

donors who gave for the first time

**44**

out of 50 states represented.  
Gifts also came from Washington,  
D.C.; British Columbia; Coahuila,  
Mexico; Victoria, Australia; and  
London

### Dollars by Category

Scholarships  
**\$94,285.67**

Alumni & Athletics  
**\$63,417.83**

Opportunities for Students  
**\$27,276.96**

Research/Creative Expressions  
**\$25,618.48**

Student Support  
**\$12,862.00**

Community Impact  
**\$5,252.53**

Source: *University Advancement*

## Women's Volleyball wins Sun Belt Conference championship



*In November, the Texas State women's volleyball team won its first Sun Belt Conference regular season championship and first Sun Belt Championship Tournament title since 2013. The Bobcats defeated the Rice Owls for their first NCAA First Round victory in university history. In the NCAA Second Round match in Austin, the Bobcats dropped a 3-0 decision against No. 5-seeded Texas. The Bobcats concluded the 2018 season with a record 27-7 overall record. That same week, Coach Karen Chisum was named Southwest Region Coach of the Year by the American Volleyball Coaches Association.*



**McCOY COLLEGE  
OF BUSINESS**  
TEXAS STATE UNIVERSITY

### New logo introduced for the McCoy College of Business

The McCoy College of Business Administration recently got a new look with the introduction of a redesigned logo.

The goal was to create a consistent, holistic, and highly visible identity for the McCoy College of Business (and Foundation). The Office of University Marketing created the logo in collaboration with McCoy leadership, the McCoy College of Business Foundation, and the McCoy family.

"Branding is so important to any organization, school, or business, and this has been a fun project to enhance the image of both the school and foundation," says Brian McCoy.

### Fall freshman class at record-setting 6,087

Texas State University announced a record-setting freshman class of 6,087 for fall 2018, a 3.6 percent increase over the previous record set in 2017. It marks the sixth straight year for record freshman enrollment.

Overall, Texas State reported a total enrollment of 38,661 students for fall 2018, which was relatively flat from a year earlier. Significantly, the makeup of the student body more closely mirrors that of the Texas population than ever before. Texas State's student body is comprised of 37 percent Hispanic, 11 percent African-American and 2.5 percent Asian. When all demographics are combined, ethnic minorities comprise 53.1 percent of the student population.

## Find some summertime learning, fun

Summer camps at Texas State are plentiful. Last year, 35 camps were held on or near the San Marcos Campus. Here are just some of the camps that will be operating this summer.



### MATH CAMP

**Who:** Students in grades 3 to 8, 6 to 8, and 9 to 12

**When:** June, July, August

**Information:** [txstate.edu/mathworks/camps/Summer-Math-Camps-Information.html](http://txstate.edu/mathworks/camps/Summer-Math-Camps-Information.html)

### THEATRE CAMP

**Who:** High school students

**When:** July 14-27

**Information:** (512) 245-2147 or [vs1020@txstate.edu](mailto:vs1020@txstate.edu)

### AQUATIC SCIENCE ADVENTURE CAMP

**Who:** Students ages 9 to 12, and 12 to 15; residential and day campers

**When:** June 2-Aug. 2 (weekly session)

**Information:** (512) 245-3541 or [eardc\\_education@txstate.edu](mailto:eardc_education@txstate.edu) or [eardc.txstate.edu/camp/session.html](http://eardc.txstate.edu/camp/session.html)

### AUTISM SUMMER CAMP

**When:** July 8-Aug. 2

Application deadline: June 1

**Information:** Ting Liu, Ph.D., [tingliu@txstate.edu](mailto:tingliu@txstate.edu)  
[hhp.txstate.edu/Collaboration---Outreach/Camps/Autism-Camp.html](http://hhp.txstate.edu/Collaboration---Outreach/Camps/Autism-Camp.html)

### FUN & FIT 4 LIFE

**Who/what:** Session one is for students in kindergarten through grade 4 and focuses on the fundamental motor skills (e.g., kicking, striking, hopping, jumping) in a fun, skill-mastery environment. Session two is for grades 5 through 8 and incorporates outdoor/adventure activities (e.g., kayaking and mountain biking).

**When:** June 3-7 and June 24-28

**Information:** Kent Griffin, (512) 245-2561 or [kentgriffin@txstate.edu](mailto:kentgriffin@txstate.edu)

### TEXAS STATE STRINGS CAMP

**Who:** Students ages 12 to 18

**When:** June 23-29

**Information:** [music.txstate.edu/stringcamp/](http://music.txstate.edu/stringcamp/) (512) 245-3377

### CONCERT BAND CAMP

**When:** June 9-14

### SASi LEADERSHIP CAMP (drum major)

**When:** June 16-19

### PERCUSSION CAMP

**When:** June 15-21

### CHOIR CAMP

**When:** July 6-11

**Information:** [music.txstate.edu](http://music.txstate.edu) or (512) 245-3377

## ACCOLADES

### Regents' Professor, Scholar honored

The Texas State University System Board of Regents named Texas State University faculty member **Lawrence Estaville** Regents' Professor, and student **Kendria Shields-Rhodes** Regents' Scholar on Nov. 16, 2018.

The Regents' Professor designation honors outstanding members of the System's professoriate who have achieved excellence in teaching, research and publication, and community service, while demonstrating an unwavering dedication to their students and university.



Estaville

Estaville, an esteemed faculty member, leader, and special friend to Texas State for more than two decades, passed away Dec. 16, 2018. After receiving the Regents' Professor award, he and Shields-Rhodes were honored by




Shields-Rhodes

President Denise Trauth and the Texas State community at a special reception.

A professor in the Department of Geography, Estaville came to Texas State in 1994. He served as chair for 10 years and pioneered the department's first three doctoral programs. He published 10 books, 36 peer-reviewed articles, 19 peer-reviewed book chapters, and 92 conference papers. He secured more than \$6 million in grants.

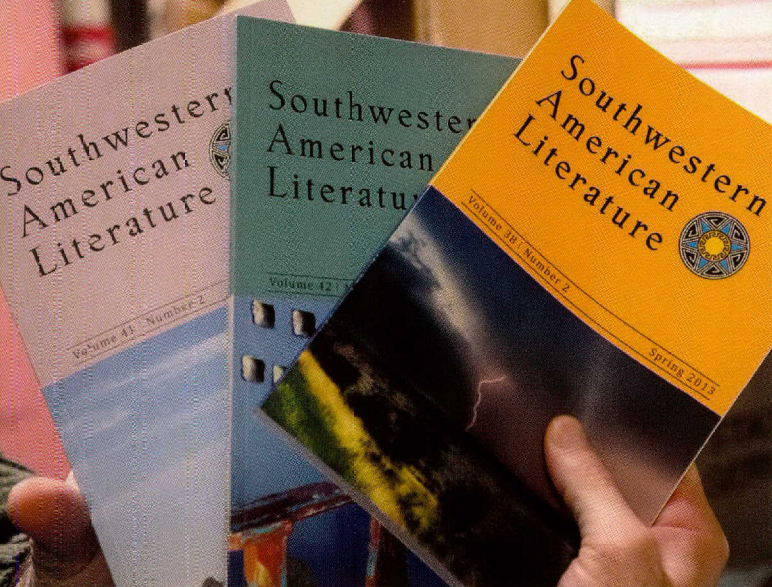
Shields-Rhodes, the third Regents' Scholar at Texas State, is a senior from Cedar Hill double-majoring in psychology and Spanish. She has a cumulative grade point average of 4.0. She has earned Dean's List recognition for six consecutive semesters, and received several prestigious awards and scholarships, including the Lyndon Baines Johnson Civic Leadership Award, the Office of Student Diversity and Inclusion Top Scholar of the Year Award, and the Benjamin A. Gilman International Scholarship.

*By John Mckiernan-González*



# Center for the Study of the Southwest

Celebrating the diversity  
of this unique culture



Throughout its 28-year history, the Center for the Study of the Southwest has made understanding change in the physical and cultural ecology of the Southwest its core mission.

The Center provides ways for students, staff, and faculty to research, discuss, and debate recent and longstanding transformations of the Southwest, a challenge that has concerned those linked to Texas State University long before the establishment of the Center in 1992.

A pioneer in Southwest study was writer and teacher María Elena Zamora O’Shea, who enrolled in 1906 at what was then Southwest Texas State Normal College. As the Texas Centennial approached in 1936, she worried about what would be said about life in Tejas before the Republic. Zamora O’Shea used her craft of historical fiction to dramatize the ecological impact of mechanized irrigation and railroads on South Texas. In her novel *El Mesquite*, she used a mesquite to connect Apache communities, Mexican cattle hands, Tejano migrant workers, and Midwestern farmers. Zamora O’Shea’s broad historical discussion of everyday life through a mesquite ends with the arrival of the railroad — “Another surveying party came through. They have changed the route of the road and it passes through me.” Her novel strikes a hopeful note: A school teacher photographs the tree and plans to bring South Texas history to the world.

Understanding why Zamora O’Shea adopted the mesquite in 1935 as an active fictional protagonist is as important as understanding the hydrological and ecological dimensions of the oil-driven mills and pumps that turned the cattle country of the South Texas chaparral into one of the most productive agricultural regions in North America. The Center for the Study of the Southwest holds faith with Zamora O’Shea that generous, shared, interdisciplinary, and humanistic approaches can help us recognize the changes and transformations that define the Southwest.

Today, Center activities flow along three paths: public programming, publications, and curriculum development. Tammy Gonzales, the program coordinator, fosters and manages relationships with the wide variety of departments and organizations that overlap with the mission of the Center. She worked with Centro Cultural Hispano to create programs that explore the cultures, histories, and creative potential of people in San Marcos. The program, *Mi Cultura, Mi Comunidad*, [My culture, my community], encourages middle school and high school students to engage with local civil rights elders, migration stories, and Spring Lake creation myths.

This spring, the Center will host HPN25, an exhibit marking 25 years of the Hispanic Policy Network’s presence at the university. Previous exhibits have included gentrification-inspired folktales from Santa Ana, California; Comanche imprints on landscapes in Mexico and the Southwest; photographs from the roads to Abilene; the history of black theater in Texas; and *ladrilleria*, manual brick construction in Reynosa.

The Center has also created the Our Southwest Moment Lecture series with the Center for Diversity and Gender Studies and the Latina/o Studies minor, which helps people see emerging trends in the Southwest.

The Center is also responsible for two journals, *Southwestern American Literature (SAL)* and *Texas Books in Review*. *SAL* publishes poetry, fiction, essays, and reviews that provide a cultural sense of what it means to be Southwestern. *Texas Books in Review* helps readers get a sense of the intellectual world around them by featuring recent publications that speak to Texas issues and highlight important works about the state. Each year, the Center bestows the Free-tailed Bat Award for Excellence in Criticism on a deserving critic.

The third tier of the Center is curriculum development, connecting the research endeavors of faculty with the daily lives of students. Will Jensen, Senior Lecturer, instructs Southwestern Studies I and II in the English department, which examines the literatures, histories, and cultures that have emerged across the Southwest.

Geneva Gano, Ph.D., the current Jones Professor of Southwestern Studies, is developing courses and symposia that will bring attention to author Sandra Cisneros and other special writers and artists in The Wittliff Collections. Gano is also coordinating a Study-in-America program to Taos, New Mexico, for students to engage with the history of multicultural encounters and entanglements in the headwaters of the Rio Grande in the Sangre de Cristo Mountains.

Over the past two years, the Center has invited scholars who speak on both the diverse peoples and the physical ecology of the Southwest. This year, the Crossing Borders series brings work on Mexican American efforts to publicly remember massacres on Texas soil, the possibilities black Texas migrants created in Mexico at the dawn of Jim Crow, and a poet and performance studies scholar on the echoes of Vietnam in the everyday life of San Antonio.

In 1929, Zamora O’Shea wrote historian Carlos Castañeda, “I so want with all my heart to prove that Texas was settled and had communication with the rest of North America before La Salle’s arrival.” The Center wants all to grasp the many deep connections people have forged between the Southwest and the world.

The Center for the Study of the Southwest holds faith with María Elena Zamora O’Shea that generous, shared, interdisciplinary, and humanistic approaches can help us recognize the changes and transformations that define the Southwest.



John Mckiernan-González, Ph.D., is the director for the Center for the Study of the Southwest.



# It's a Bobcat baseball scores big with Jaylen Hubbard

# WIN-WIN

By Mark Wangrin

Jaylen Hubbard has the type of skills to stand out in baseball.

At 5 feet, 9 inches tall, and 200 pounds, he is powerful yet lithe. He can run the 60-yard dash in 6.35 seconds — considered the top-end-speed in the pros, much less college — has a deft glove, good arm, and the courage required to stand less than 90 feet away from a batter who can launch a hard, tightly wound ball at more than 100 mph.

"I love third base," says Hubbard, who has the versatility to play shortstop, second base, and the outfield. "Sometimes I feel it's just you and the ball. It comes at you so quickly."

Hubbard is still playing ball with the Bobcats as he works on a second bachelor's degree. He earned his first, in economics, and walked the stage in May 2018. He also earned the Athletics "T" Ring awarded to all student-athlete lettermen. He wears it proudly.

Somewhere along the way, school officials mistakenly thought he had exhausted his eligibility. Under NCAA rules, the ring could be considered an "extra benefit," which potentially could impact his remaining year of eligibility. After checking with the NCAA, which touts the term student-athlete with pride, Texas State Athletics concluded that such an award fulfilled "student" but did not jeopardize "athlete." Hubbard gets to keep the ring and the Bobcats get to keep their dynamic fifth-year senior third baseman expected to lead a baseball team filled with youth and promise. By any scorecard, that's a win-win situation.

Staying healthy has sometimes been a challenge for Hubbard. At 10, he was a hard-throwing pitcher — "I wouldn't call it pitching; I'd call it throwing. I had no type of mechanics. I'd just try to throw it over that white thing (home plate)." That resulted in the separation of the growth plate in his right shoulder.

As a freshman at Dulles High School in Sugar Land, Hubbard was pitching batting practice when he didn't fully duck back behind the screen fast enough — a mistake a ballplayer never makes more than once — and the ball hit him near his right eye.

"I thought I was done," Hubbard says solemnly. He wasn't, but that didn't mean caution was a lesson learned. "The day after I was cleared, I dove right into the fence chasing a ball," he recalls. "My coach yelled, 'What are you doing?'"

As a Bobcat freshman, Hubbard was batting against Central Michigan on a cold, rainy day when he took a fastball off his right hand. The umpire called it a foul ball. Hubbard finished the at bat but came out of the game with a broken hand, and his season was over.

Healthy again, Hubbard has increased determination and desire to prove himself, not just to help the Bobcats win but to impress Major League Baseball scouts, says Bobcats head coach Ty Harrington. "Things are turning his way," Harrington says. "Not that he didn't do this before, but sometimes when we put our

full force and commitment into something, we have a little more edge to us, a little more motivation, to prove to people what we can do or what we're worthy of. One more swing, one more rep, one more moment of focus, one more whatever. In life we all do that, right?"

Trenidad Hubbard gave his son more than advice. He played at Southern University and was drafted in 1986 by the Houston Astros. His professional baseball career spanned 19 years — including nine years with MLB teams before retiring in 2005. If that wasn't enough baseball DNA, Jaylen's maternal grandfather, Hillary Bossier, was an All-American pitcher at Grambling University who once struck out 21 batters in a game.

At Dulles, Hubbard was first-team All-Houston, led the Vikings to the state finals, and was recruited by several Louisiana schools and Houston. Then he visited Texas State. "It's two hours from home, the wind blows out to left (field)," Hubbard says. "It didn't take long for me to call back and say, 'Hey, I'd like to be a Bobcat.'"

The 2019 Bobcats are young, rebuilding after losing talented upperclassmen, three of whom were drafted by the major leagues. "We have 13 seniors coming back, but the starting lineup will be young," Hubbard says. "But if you take that leadership and experience from the juniors and seniors and the skills and athleticism of the younger kids we're bringing in, we can definitely put something great together."

Hubbard's working on a second degree in journalism and mass communication and building toward the Major League first-year player draft in June. After baseball, his goal is to become a lawyer or a sports agent.

"Education was the number one thing that was drilled in my head, by both sides of my family," Hubbard says. "You can't play forever, but they can never take that piece of paper away from you."

If you don't believe it, just check out the ring that Hubbard proudly wears on his left hand.

*"I love third base," says Hubbard, who has the versatility to play shortstop, second base, and the outfield. "Sometimes I feel it's just you and the ball. It comes at you so quickly."*



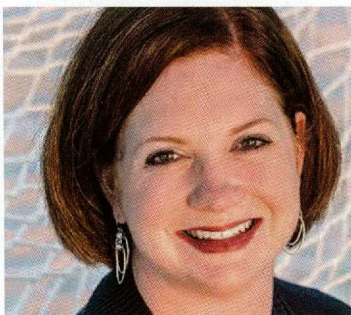
Bobcats all: Each woman now calls Florida home, and each one is a success in her field

*By Natalie Chandler*



**EDITOR'S NOTE:**  
In September, Texas State's University Advancement along with the McCoy College of Business Administration hosted its first alumni event in Florida. Held at Goldmark Farm in Ocala, Florida, the event was an opportunity to bring together some of the 1,300 Bobcats who call the Sunshine State home. Florida is among the top five states where Bobcats live and work. The Northeast Florida alumni chapter is the newest group.

## Florence Nollkamper Carlsson



### Pensacola

Numbers have been on Florence Nollkamper Carlsson's side since she decided to leave the town of Shiner for San Marcos. Working 40 hours a week at Texas State's Student Health Center while juggling a full-time class schedule allowed her to pursue a career in accounting, taking her all the way to the political world of Washington, D.C.

Carlsson joined the U.S. Army Reserves to help pay for college and obtained a bachelor's degree in business administration in 1999. She received her master's degree in accounting in 2004. After working as an auditor at a Waco firm and later for Dell Financial Services in Austin, Carlsson served as controller for Rodeo Austin before getting hired by the Republican Party of Texas. She has spent the past 14 years as controller for BGR Government Affairs, a lobbying group in the nation's capital.

A few years ago, her employer agreed to allow her to work remotely in Pensacola, Florida. "We wanted to get away from the hustle and bustle of D.C.," says Carlsson, a mother of three girls.

Carlsson participates in her local Big Brothers/Big Sisters program, coaches her daughters in soccer, volunteers at their school, and is on the board of directors of an all-female krewe, an organization that puts on Mardi Gras celebrations.

Math still works in her favor. "Math seemed to come easy to me, along with my drive to do better not just for myself but also my family and community," she says.

## Stephanie Zerbel Adams



### Orlando

Long before Stephanie Zerbel Adams entered Texas State University, she knew she belonged on the stage.

Community theatre, dance classes, and vocal lessons filled her childhood and teenage years, and as a high school senior she was president of her choir. "I was one of those kids standing on my bed with a hairbrush in my hand, performing to my stuffed animals," she says.

The university's "warm, welcoming" environment immediately appealed to Adams. She combined elective classes in acting with P.E. classes in dance to create her own musical theatre program. Adams graduated in 1988 with a bachelor's degree in music education.

For the past 27 years, Adams has been a performer at Universal Studios Florida, entertaining visitors as Lucy Ricardo from "I Love Lucy," Popeye's Olive Oil, and Wilma Flintstone.

She landed at Universal touring with a theatre company alongside her husband, Ben, another Texas State alumnus. He is now director of visual arts and technology at St. Luke's United Methodist Church in Orlando. They have a 20-year-old son, Asher.

Adams stays active in their church's dance ensemble and with Shepherd's Hope, a program that provides health care for the uninsured and underinsured. She also does voiceover work for local children's audiobooks and corporate videos.

"Texas State gave me a lot of amazing teachers and friends who I've had for life," she says. "I'm really happy I've been able to do so much."

## Sherri Hune Daniels



### *Palm Beach Gardens*

An entrepreneurial spirit was strong in Sherri Daniels' family long before she obtained a degree in political science with a pre-law emphasis in 1993.

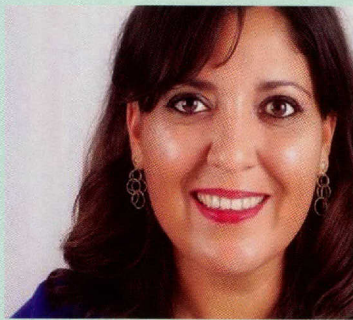
"I saw a lot of sacrifice on (my parents') part, a lot of drive and determination and hard work," she says. "They weren't afraid to do what they needed to support their family and give us financial security."

At the suggestion of a friend, Daniels took what she expected to be a temporary job at E.F. Hutton in Houston and soon abandoned the idea of becoming a lawyer. Daniels eventually landed at an investment advisory firm in Florida where she headed a wealth management division, an independent broker dealer, and an investment company. After merging with another advisor and growing to nearly \$5 billion, the partners sold to a public company. In 2017, Daniels helped to create Slate Stone Wealth, which focuses on financial planning and custom asset management.

"We start from a financial planning approach, learning how our clients think about money, then guiding them through life and major transitions. Our mission is to give them clarity and assurance to live their life with passion and confidence," she says.

Daniels, who lives in Palm Beach Gardens, Florida, with her husband and two children, has created an endowment at the McCoy School of Business for young women interested in the financial industry. "I wanted to provide for a young student to come in and have the courage to go into this field."

## Sonia Diaz



### *Miami*

Staying connected to her culture has always been a part of Sonia Diaz's life. The Texas-born Diaz spent her childhood summers in her father's native Dominican Republic. These experiences would eventually influence and shape her career path.

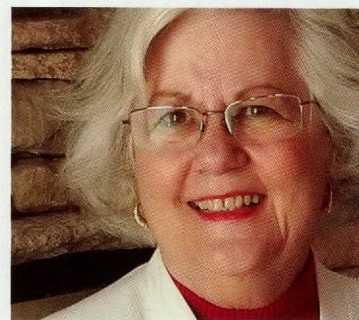
After graduating in 2006 with a bachelor's degree in Spanish, Diaz moved to Miami. Today she serves as director of public relations and digital strategies for Balsera Communications, a leading firm for public affairs and issues advocacy. She leads campaigns that focus on raising awareness around such issues as education, labor rights, climate change, clean and renewable energy, and immigration.

Diaz has found that her work affords her the opportunity to educate populations about the issues that are most impacting their lives. Her latest assignment, Resilient 305, is an initiative that forms part of the 100 Resilient Cities project pioneered by the Rockefeller Foundation. It seeks to create a culture and consciousness among Greater Miami residents about the importance of being resilient in the face of economic, social, or environmental threats.

She is also proud of being part of the team that helped bring a union contract to Spanish-language performers at Telemundo. As a result, actors at Telemundo can receive health benefits, minimum day rates, and residuals for projects.

Diaz recently joined the inaugural board of the Miami chapter for ColorComm, an organization dedicated to the professional development of minority women in the communications field.

## Linda Selk Fox



### *Umatilla*

When Linda Selk Fox graduated with an English degree in 1963, the options for a woman from a rural community seemed limited.

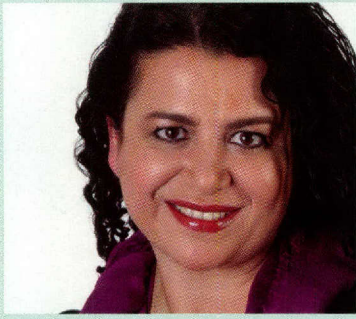
"Basically, you could become a secretary, a teacher, or a nurse," says the native of El Campo. "I thought I would love teaching. Ten years into teaching, I realized that teaching was not for me."

A temporary position at a mortgage company in Houston proved to be more fun for Fox than dealing with teenagers. She spent the next 30 years in management and executive positions in the mortgage and technology fields, managing operational departments, implementing software automation systems, and helping companies improve their existing systems. Most of that time was spent in central Florida, where she also developed corporate training programs and provided consulting for Walt Disney World on its Y2K project.

In 2006, Fox and her partner formed Peak Performance Resources Inc., a consulting company based in Winter Park, Florida, that specializes in mortgage lending nationwide.

Fox, who now lives in Umatilla, Florida, has visited Texas State to speak with students in the English department about her experiences in the business world. In 1999, at 57 and while working full time, Fox obtained her master's degree in organizational management from the University of Phoenix along with her one of her sons, who received his bachelor's degree. "You're never too old to learn," she says. "Life is a learning experience."

## Lorena Garcia



### Orlando

Advertising and marketing have been a lifelong interest for Lorena Garcia. While watching TV, she wasn't the type to tune out during commercials.

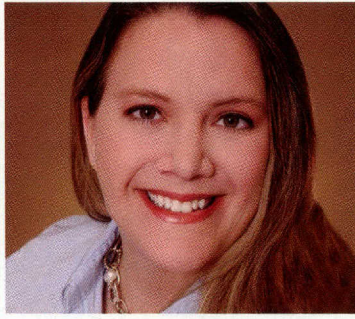
"I've always been fascinated with advertising, what you're able to do with an idea and getting that idea out to the masses," she says.

A Corpus Christi native who grew up in Mathis, Garcia received a communications degree in 1996. She is now the global director of tourism for the East Coast at Simon Property Group in Orlando, Florida, where she oversees tourism for over 100 shopping destinations including malls, mills, and outlets.

The position came 20 years after Garcia sold her belongings and moved to New York City with just a résumé. A data entry job in educational publishing led to advertising, and she eventually moved back to San Marcos as a regional tourism director for the outlets. Garcia then worked her way up to her current position, where she oversees tourism marketing of shopping destinations as well as in-country agencies in South and Central America, Europe, and India.

"Don't be afraid to take risks," she says. "Going to New York was a little crazy at the time, but I stuck it out and it changed the whole course of my career and my life. Remember, you can always come back if it doesn't work out. The goal is to do your due diligence in everything you do. Really think about what is it that makes you happy and work towards getting into a career that speaks to that. If you can accomplish this, it won't ever feel like a job."

## Jennifer Stapleton Hanley



### Jacksonville

Since receiving a bachelor's degree in political science in 1992, the ups and downs in Jennifer Stapleton Hanley's life have given her a Ph.D. in perseverance.

A native of El Paso who grew up in Austin, Hanley drove her pickup truck to Washington, D.C., after graduation to walk the halls of Congress with her résumé. But by that time, a new administration was in place and all the jobs were filled. She got a job with AOL, but then her entire department was laid off.

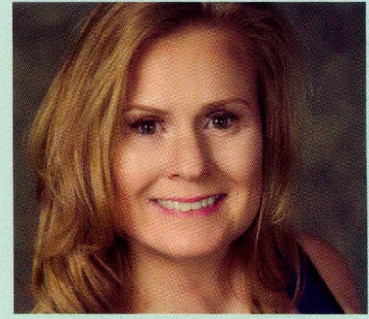
"I ended up meeting a politician who was looking for someone to raise money," she says. "I got to use my degree, which I loved."

Her political career ended when the candidate eventually lost a race, but Hanley had found a passion for marketing and sales, something she shares with her husband, Kevin. "We researched cities across the United States and narrowed it down to six or so places we would want to raise a family and live," she says.

The couple found a home in Jacksonville, Fla., but their careers unexpectedly stalled. "We were pregnant, in a new city, had a new house, and we had no jobs," she says. "I asked him, 'What do you want to do?' He said he had always wanted to be a real estate agent, and I said OK." Despite a national recession that prompted a housing slump soon after, they are still owners of Hanley Home Team, one of the top real estate firms in Florida.

"Just keep swimming. We're just optimists. It could be worse — if nothing else, I learned that," she says.

## Dr. Lori Lane



### West Palm Beach

When diabetic patients face the prospect of amputation of a lower extremity, they visit Dr. Lori Lane. Lane and her group, LA Podiatry Group, specialize in limb salvage. She recently treated such a patient who was told by three physicians that amputation was her only option. Lane was able to restore blood flow and control infection, and the wound healed. Today, the patient is walking and working.

The Baytown native, who received her bachelor's degree in biology in 1989 from Texas State, sees patients like this almost every day. "When you know that 50 percent of diabetics will develop a wound on their lower extremities, and 50 percent of those progress to amputation, what I do can be life-saving. And most of the amputations are preventable," she says.

Lane lives in West Palm Beach, Florida, and is the mother of three boys. Her podiatry work is now part time while she has branched out to create Palm Beach ACO. The company contracts with the U.S. government to provide evidence-based value care, a payment model known as Accountable Care Organizations that have been created since the Affordable Care Act went into effect.

"I wake up every day and know that I make a difference in patients' lives," she says. "When you have a wound that's threatening amputation, your whole life stops. There is this spiraling effect into depression, loss of employment, and loss of homes. I see a controllable crisis and do my best to control it. This improves the quality of life for patients."

# THE MUSIC MAKERS

A pair of Sound Recording graduates follow dream, open studio

By Dan R. Goddard

Two 2012 Texas State University sound engineering graduates, James Campbell and Jack “Landis” Chisenhall, are building what promises to be one of San Antonio’s premier recording facilities, Cibolo Studios.

Campbell, who plays guitar, and Chisenhall, a drummer, began writing music and doing projects together while attending the university. Campbell studied jazz at University of North Texas State in Denton before entering the sound recording technology (SRT) program at Texas State. Chisenhall studied music at the University of the Incarnate Word in San Antonio and Marshall University in West Virginia. Both men said Texas State changed their lives.

Texas State established the state’s first bachelor of science in sound engineering program in 1992, which is limited to just 15 students a year. SRT majors learn live and multitrack recording, production, mixing, mastering, nonlinear recording, and editing at the university’s Fire Station Studios, a multipurpose recording facility and television/film sound stage.

Their mentor is another Bobcat, multi-Grammy winner Chet Himes, who has worked in Austin and Los Angeles with artists such as Christopher Cross, Ry Cooder, Joe Ely, Eric Johnson, Carole King, and Jerry Jeff Walker.

“We were always dreaming of having our own studio,” Campbell says. “I am fascinated with how bands make music in a studio together. The SRT program taught me how to capture signal in an accurate, knowledgeable way. Now I’m developing my skills with artists and technical gear. Hands-on experience building the studio has taught me acoustics, woodworking, and connection types. Chet Himes has been an integral part of all of that. My



Jack “Landis” Chisenhall, Chet Himes and James Campbell of Cibolo Studios.

## More Information

**Cibolo Studios, 10305 N. IH-35**  
**facebook.com/CiboloStudios**  
**940.367.0305**

philosophy on recording is trying to best create what the artist has in mind.”

Himes and Chisenhall’s father, Jack Chisenhall Sr., were roommates at Texas State in the 1970s. Himes earned a degree in physics and began his sound engineering career working with Cross (“Sailing” and “Arthur’s Theme”), which took him to Warner Brothers Studios in Los Angeles. Chisenhall Sr. earned a degree in industrial design in 1970, and is now president of Vintage Air, which designs air conditioning systems, in San Antonio.

They have been in the process of building Cibolo Studios for the past three years. The 1,850-square-foot studio features a live tracking room for controlled “live performance” recording, two isolation sound rooms, a Baldwin Baby Grand piano room, and a control room equipped with a classic 1989 Solid State Logic console. Already they have worked with artists such as The Canvas People, David Beck, Jay Bleu, Crypt Trip, and Brian Volante.

“We had some great professors at Texas State,” Chisenhall says. “It’s a tough, heavily math-oriented program, but there are only a handful of sound engineering programs in the country and Texas State is one of the few where you can actually get a bachelor of science degree. We were all kind of mad scientists. But we feel we have the experience and know-how to make Cibolo Studios one of the best sound recording studios in Texas.”

## Christopher Dunston: Analyst by day, music producer by night

With a lifelong passion for music, Christopher Dunston, a 2009 Texas State graduate with a master’s degree in geography, has taken a do-it-yourself approach for his state-of-the-art studio, Big Chrizzle Productions, in his San Antonio home.

Dunston has been playing and recording music since he was in the band at Judson High School in Converse. But he majored in geography, earning his bachelor’s at The University of Texas at Austin before getting his master’s degree at Texas State, which he says has one of the best geography programs in the country. That eventually led to his current day job as an analyst at United Services Automobile Association.

These days, music remains a big part of his life since he established Big Chrizzle Productions in 2005. He’s produced music for MTV shows as well as working with artists such as Dom, Gabriela Soul, T.A., Teresa Cole, and Darryl “GI” Jackson of H-Town.

“I started in high school making ‘beats’ using a Yamaha keyboard,” Dunston says. “Now my primary Digital Audio Workshop (DAW) is Cakewalk Sonar Platinum, which I’ve been using for 20 years. I like to record each part of a song individually so there are fewer mistakes. I can mix more than 500 tracks if I want to.”

—Dan R. Goddard

## More Information

**bigchrizzlemusic.com**  
**210.454.6324**

By Brian Hudgins

Two years after graduating from Texas State University, Justin Hernandez (B.S. '05) helped to launch Impossible Possibilities (IP), an educational nonprofit. Little did he know that the timing was not the best.

In a few months after the launch, Americans would begin feeling the effects of a serious economic downturn. Hernandez, who earned his degree in finance and economics, and his twin brother, Joshua, laid the foundation for the program in 2007 with a goal to provide scholarships and literacy programs to students in the Dallas/Fort Worth area. "Joshua and I put ourselves through college," Hernandez says. Joshua Hernandez has a degree in journalism and mass communications from the University of Colorado.

"We worked many hours and realize how difficult that can be. We didn't have much, but we knew the importance of education. We wanted to give students opportunities to succeed. We didn't want to wait until we retired and were comfortable to begin giving back," Hernandez says.

Born and reared in Victoria, Hernandez has lived in San Angelo, Monahans, and Haskell. This gave him some insight into the needs of students coming from small towns. "I knew anything was possible with an education," he says. He also had the daily example provided by his father, Dr. Gene Hernandez, who emigrated from Colombia.

"To leave any country in your 20s and then work your way to becoming a doctor — seeing how that has translated into helping many people — that is one of the reasons why we started," Hernandez says. "A lot of these students just need a chance. Mentorship and funding go a long way toward doing that."

In August 2018, IP celebrated its 11th anniversary. The group that began as a self-funded venture has awarded 67 scholarships totaling more than \$120,000. There is also an incentive-based reading program, Maven's Milestones, that rewards youngsters for reaching reading milestones.

Hernandez credits his Texas State economics professors with teaching him the value of money and banking. "I learned (at Texas State) how to take a small amount of funding and allocate it to maximize value," Hernandez says. "In addition to the work

# IMAGINE THE POSSIBILITIES

Bobcat and his twin provide bridge to education opportunities



we do with Impossible Possibilities, Joshua and I both have full-time jobs. Allocating our time is just as important if we want to continue accomplishing our goals."

Hernandez is a vice president of finance and treasurer for Dallas-based Chief Oil and Gas.

"At first, it was strictly us talking to students and school administrators," Hernandez says. "We would get maybe 50 scholarship applications. Now it's 150 to 200 applications without all the promotion. People know about our scholarships program and we have interns who work with us and do a lot on social media."

Fellow Texas State alumnus Johnathan Baker (B.B.A. '04) has also played a pivotal role in Impossible Possibilities as a member of the board of directors. "Justin and I worked together at our first jobs at Lockheed Martin," Baker says. "I had been involved volunteering at events for Impossible Possibilities before being on the board of directors for the last several years. It was very much a word-of-mouth effort. We would put flyers on cars. We started hosting an annual 5K race event to get out there in the community."

At the five-year mark, the organization

## More Information

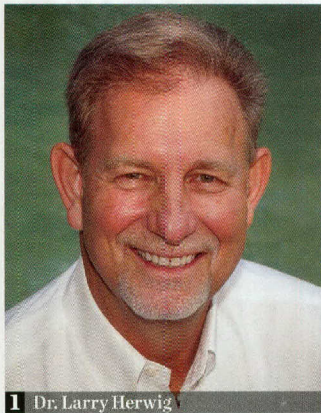
[ipdfw.org](http://ipdfw.org)

began to gain traction within the local business community. "These first few years were difficult because a lot of discretionary funds dried up during the Great Recession," Hernandez says. "After year five, donors know you have gotten through the growing pains."

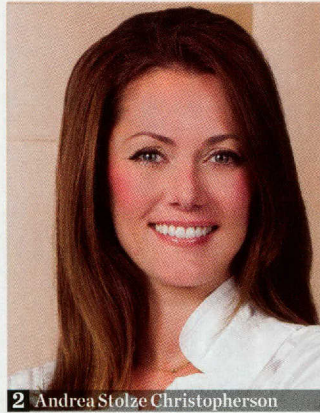
Last year, the first international scholarship was awarded to a student in Kenya through an IP program called Past the Periphery, which partners with international organizations. Plans are underway to start offering continuing education scholarships for years two through four. The organization also launched a scholarship network to help past and present scholarship recipients communicate with each other.

Hernandez took another big step last year when he married his wife, Katelynn. Impossible Possibilities played a big part. "It just so happens that my wife was one of Impossible Possibilities' first volunteers," he says.

# (class)notes



1 Dr. Larry Herwig



2 Andrea Stolze Christopherson



3 Chelsea Livit



4 Robert Arriola

## **Dr. Paul Phillips III '77**

Fredericksburg, has opened a medical practice in his hometown. He was previously chief of professional services with the 228th Combat Support Hospital based at Joint Base San Antonio-Fort Sam Houston. In 2012, Phillips was named a Texas State Distinguished Alumnus and serves on the Development Foundation Board.

## **Nancy Rainosek '80**

Austin, was nominated for an Outstanding Women in Texas Government Award. She is currently chief information security officer at the Texas Department of Information Resources.

## **Dr. Larry Herwig '81**

Dallas, was recently honored as the 2018 Distinguished Alumnus for Texas A&M College of Dentistry.

## **James Taylor '81**

Austin, has been appointed Honorary Consul for Spain.

## **Martha Mosier '82**

College Station, has been reappointed to the Texas State Board of Social Worker Examiners by Gov. Greg Abbott. She is currently the vice president and chief operating officer of Hospice Brazos Valley.

## **Jeff Hutchinson '84**

Durango, Colorado, has been named director of the Animas Museum.

## **Diane Morrison '85**

Orlando, Florida, has joined Mattamy Homes as chief sales and marketing officer. She was previously national vice president of marketing and sales for Lennar Corp.

## **Cyndy B. Dunlap '86**

Waco, has been named the chief nursing officer for the Providence Healthcare Network. She previously served as vice president of clinical initiative and quality at the Texas Hospital Association Foundation in Austin.

## **Dr. Deborah Bergeron '87**

Washington, D.C., was recently appointed to serve as director of the Office of Head Start at Health and Human Services Administration for Children and Families.

## **Emily McClung '88**

Houston, has been named vice president, community partnerships and employee engagement for Apache Corp.

## **James Wilcox '88**

Fremont, California, has been named president of Raymond Handling Concepts Corp. He joined the company in 1989.

## **Javier Villalobos '89**

McAllen, was appointed to the Prepaid Higher Education Tuition Board by Gov. Greg Abbott for a term that will expire February 2023. Villalobos is an attorney and a commissioner for the City of McAllen.

## **Jennifer Herron '93**

Nashville, Tennessee, is the first woman disc jockey to be inducted into the Texas Country Music Hall of Fame. She is currently the co-host of the "Cheyenne Country" TV show on the Heartland Network, presents a weekly radio show on Nashville's WSM, and operates Jennifer Herron PR.

## **Wess Moore '94**

Little Rock, Arkansas, has joined the sports talk morning team on KABZ-FM 103.7 The Buzz. He has been covering sports in Arkansas for the past 15 years and continues to serve as sports director for Fox16 television.

## **George Willey '91, '95**

Taylor, was selected as the chief academic officer for Taylor ISD. He has been in education for 27 years.

## **Stephanie Rivas '97**

Midland, has been named general manager at the Wagner Noël Performing Arts Center. She was previously director of marketing. Rivas is the first woman to manage the facility, which opened in 2011.

## **Edi Patterson '97**

Los Angeles, California, is co-starring in the HBO TV series "The Righteous Gemstones" alongside John Goodman and Danny McBride.

## **Andrea Stolze Christopherson '98**

Dallas, was named chief innovation and engagement officer for SalesBoost, a web-based, on-demand sales development tool. She previously worked for Omni Hotels & Resorts.

## **Nathan Pence '98, '02**

Seguin, has been named executive manager of environmental science and community affairs for the Guadalupe-Blanco River Authority.

## **Randy Staats '01**

Seguin, has joined the Guadalupe-Blanco River Authority as executive manager of finance/CFO.

## **Joshua Whitley '02**

New Braunfels, has been named vice president of accounting and controller for McCoy's Building Supply.

## **Dusty Parker '02**

Lubbock, has joined Americot Inc., a supplier of premium cottonseed, as a sales representative.

## **Lindsey Geeslin '04**

Waco, has been appointed to the Texas Workforce Investment Board by Gov. Greg Abbott.

Send your Class Notes contributions to:  
hillviews@txstate.edu

**Robert ‘Trey’ Moody ’06, ’09**  
Omaha, is now a tenure-track assistant professor of English at Creighton University.

**Ana Marilín “Mari” Garza ’06, ’07**

San Marcos, recently opened the Law Offices of Mari Garza and Lynn Peach. Garza is a lecturer in the legal studies program at Texas State.

**Clint Garza ’07**

Bee Cave, was named city manager for Bee Cave.

**Amber Bostad ’07**

Willmar, Minnesota, has been promoted to marketing project coordinator at the corporate offices of Jennie-O Turkey.

**Andrew Freeman ’07, ’12**

Amarillo, is the director of the newly restructured planning and development services department for the city of Amarillo.

**Raul Santiago ’09**

Washington, D.C., has joined the Siegfried Group, a national accounting firm, as D.C. Metro manager.

**Alfonso Longoria ’02, ’10**

Round Rock, was named principal of Tippit Middle School in the Georgetown ISD.

**Annie Spilman ’03**

Austin, was named state director for Texas by the National Federation of Independent Business. She previously served as the group’s primary legislative advocate

**Kash Greathouse ’12**

New Braunfels, has been named principal of Rodriguez Elementary School in the San Marcos CISD.

**3 Chelsea Livit ’13**

Honolulu, has been promoted to senior account executive with Anthology’s public relations group.

**Ardis Reed ’13**

Hideaway, was appointed by Gov. Greg Abbott to the Texas Diabetes Council to a term that will expire in February 2023.

**Julie Villapando ’13**

San Marcos, recently graduated with distinction from the FBI National Academy in Quantico, Virginia. She is a captain with the Hays County Sheriff’s Office.

**Jessika Palmer ’14**

Dallas, has returned as a member of the Dallas Cowboys Cheerleaders.

**4 Robert Arriola ’16**

Seguin, was named principal of Rodriguez Elementary School in Seguin ISD.

**Trevor Callarman ’17**

Princess Anne, Maryland, is the new head coach at the University of Maryland Eastern Shore volleyball team.

**Alexi Upton ’17**

Sulphur Springs, has been named head boys soccer coach for the Sulphur Springs High School Wildcats.

## IN REMEMBRANCE

**Jetta Finn Talley (B.S. ’72, M.S. ’88)** who spent most of her 29-year teaching career in Del Valle, died Aug. 9, 2018. Survivors include her husband, Tom Talley; and a son, Todd Talley.

**Jack C. Hoggett (B.S. ’54)** who spent 25 years at Junction ISD teaching and coaching, died Aug. 18, 2018. He is survived by his wife, Rosemary; and sons, Jack Jr. and Jerry.

**Patricia Siler Bedford (B.S. ’51)** who was known for the extravagant fashion shows she staged while working as a home economics teacher, died Aug. 14, 2018, in Corpus Christi. Survivors include her daughter, Tricia; brother, David; and four grandchildren.

**Allen C. Straus (B.S. ’82)** who served as the national president of the of the Equipment Maintenance Council and as president of the Central Texas chapter of Texas Public Works, died Aug. 20, 2018, in Waco. He joined the Air Force in 1951, served in the Korean War and did three tours in Vietnam before retiring in 1977. He was awarded the Bronze Star.



**Dr. Lee H. Smith**, president of Texas State University from 1974 to 1981, died Sept. 19, 2018. Smith oversaw the university’s move to NCAA athletics, enrollment growth, and the acquisition of more than 78 acres of property that enlarged the San Marcos Campus.

**Carlton “Buzzy” Keller (M.A. ’66)**, a coach and baseball scout, died Aug. 27, 2018, in Seguin. He received two American League Championship rings while working with the Texas Rangers. Survivors include his wife, Bertha Marie; sons, Kevin Keller and Kolin Keller; and daughter, Kerry Morawietz.

**Mary Ann Williams** of San Marcos, who worked at Texas State for more than 30 years until her retirement in 1991, died Sept. 22, 2018. Williams was the first African-American woman to serve on the Board of Trustees for San Marcos CISD.

**Truett K. Whitmire II (B.S. ’68)** of Jourdanton, who served in Vietnam as a Marine captain after graduating from the university, died Sept. 27, 2018. Survivors include his daughters, Elizabeth Whitmire and Kendra Whitmire.

**Jim D. Thorne (B.S. ’62, M.S. ’64)** who became a proponent of play therapy during his career in education and counseling, died Oct. 4, 2018. Survivors include his wife, Mary Helen; and daughters, Debbie and Catherine.

# The (last) view

*Texas State University graduates always stand out, but this student showcased her personal story on her cap. "From the concrete grew a rose," was her motto glued onto her commencement regalia. Some 3,500 candidates were honored Dec. 14 and 15 in six commencement ceremonies held at the newly renovated Strahan Arena at the University Events Center.*

*Photo by Chandler Prude*





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## from the collections



Shannon Stirnweis, *Lonesome Dove (detail)* 1985

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Literary Frontiers presents hand-written manuscripts, vintage maps, rare photographs, and artifacts that highlight authors' sources of inspiration and track the creative process. The exhibition also includes artwork such as the original oil painting used as the cover art for the first edition of *Lonesome Dove*.

To learn more, visit [www.thewittliffcollections.txstate.edu](http://www.thewittliffcollections.txstate.edu) or call (512) 245-7431.