

SPIRIT



The Magic of Horses

Texas A&M's equine therapy program is changing the lives of veterans and people with disabilities.

Horse Power



Six years ago, my daughter Eliana took up horseback riding. She competes in both Western and English disciplines, and she is absolutely in love with her big, beautiful gelding, Butler. I think she takes after her grandfather, who was a natural horseman.

What's even more remarkable are the changes horseback riding has brought out in her: increased confidence and maturity, and a greater sense of responsibility and commitment. These changes are not so different from those professed by participants in Texas A&M University's Courtney Cares program, which offers free therapeutic riding sessions for veterans and people with disabilities. You can read more about this important program, which is part of the College of Veterinary Medicine & Biomedical Sciences, on page 18.

During the past six years, of the 25 adults, children and veterans served per semester at Courtney Cares, more than 90 percent have reported improvement in independence and life skills. While Eliana's reason for riding isn't therapeutic, I can see that it has the same effect. The bottom line is that horseback riding is empowering: The rider has command of a 1,200-pound animal. It's no wonder that one's physical and emotional well-being should

improve from the experience. Learning how to cope with ambiguity and how to harness the energy and power of these animals requires discipline and a real respect for them.

Courtney Cares teaches us that horses make good candidates for therapy because they are trainable and have a gait that mimics human movement, which can improve the body's balance, core strength and motor skills. After undergoing riding sessions, some Courtney Cares participants speak or sit up for the first time. According to instructors, riding is the highlight of the week for many of them, even if they are nonverbal or don't make eye contact. For their families, it is a joy to watch such progress. As many of you know, there is no better feeling than watching a loved one succeed or overcome challenges.

The Courtney Cares program has made a tremendous difference in the lives it has touched during its brief lifetime and is another example of a good philanthropic investment at Texas A&M. My team is proud to help grow the program and its capabilities through our efforts. I encourage you to read this issue's cover feature to learn more about the history of the program, where it's headed and the Courtney behind Courtney Cares. After reading it, I think you will agree that we titled the feature appropriately. The things happening under Freeman Arena are, indeed, magical.

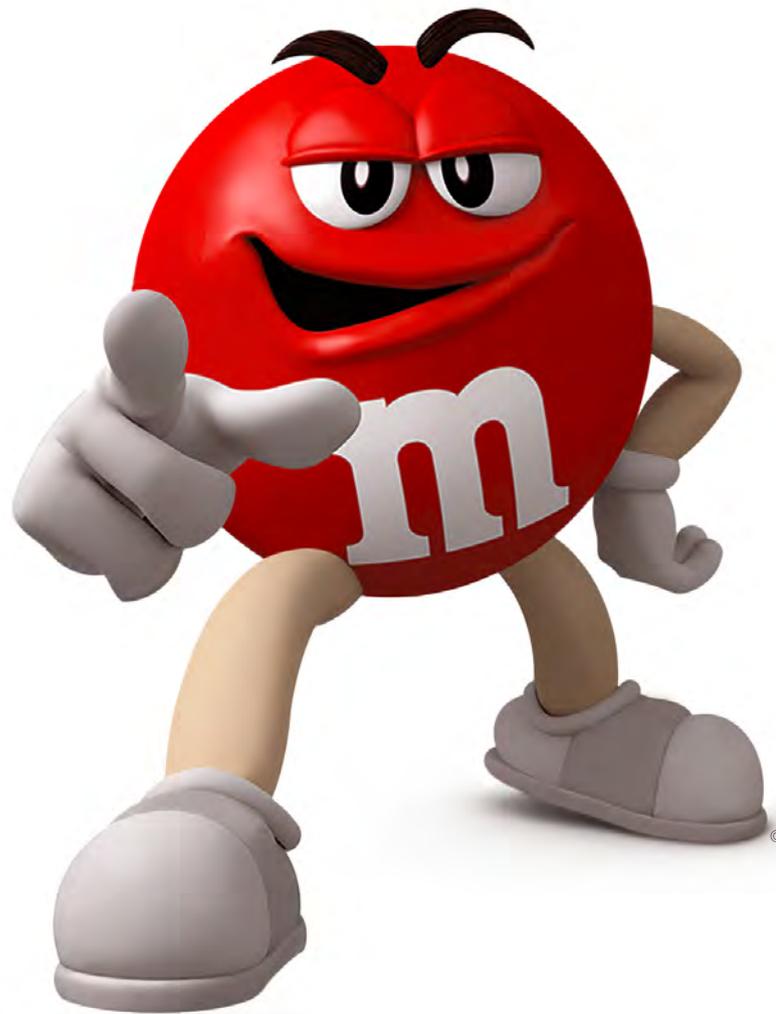
Thanks for all you do.

A handwritten signature in black ink, appearing to read 'Tyson Voelkel '96'. The signature is stylized with a large, sweeping 'T' and a long horizontal line extending to the right.

Tyson Voelkel '96

PRESIDENT, TEXAS A&M FOUNDATION

ISSUE



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Meet Kirk Kelley '82, the creative mastermind behind famous commercials for brands like M&M's and Chipotle.

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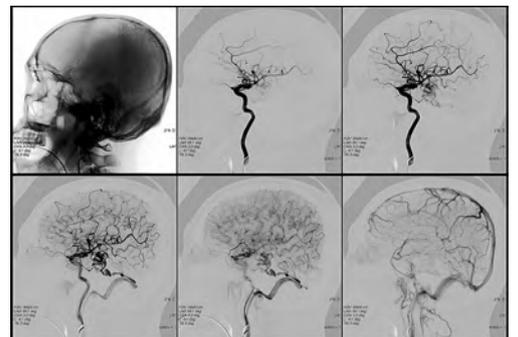
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Imagination Knows No Bounds

Walking into the Old Heep Laboratory Building on main campus, I found it an unlikely place for Texas A&M University's newly created School of Innovation. With a name like that, you'd expect a Silicon Valley vibe with bright spaces, modern furniture and a collaborative, hub-like feel. Instead, the building—constructed in 1957—felt like it was constructed in 1957.

But once I walked into the actual School of Innovation offices, I could tell they were making lemonade out of lemons. The first thing I noticed was life-size cardboard cutouts of innovative thinkers and doers: Alan Turing, George Washington Carver, Marie Curie, Mozart and Georgia O'Keefe. Another room housed a collection of inspiring books and brainteasers such as magnet puzzles, LEGOs, Rubik's cubes and various games that test your mind, memory and logic—all things your inner child would enjoy. There were some random items too, just for fun: a giant stuffed animal fish and a stuffed animal of Dogbert, the talking pet dog from the Dilbert comic strip. Downstairs, the atmosphere continued with hanging Edison string lights and a "campfire" circle of chairs to stimulate conversation. Whimsical and quirky, the whole place inspired a sense of wonder (read more on page 14).

Multiple stories in this issue elicit that same sense of imagination, including the article about the LEGO replica of the Academic Building created by Luke Lyons '08 '18 (page 16) and our

feature on Kirk Kelley '82, the creative guru for M&M's advertising (page 30). Like Andy Morriss '18 at the School of Innovation, these individuals are passionate about exploring, learning, having fun and being creative—and what a hallmark that is.

We should never forget that an imaginative mindset promotes new ideas, keeps our minds sharp, encourages us to be life-long learners and drives solutions to some of the world's toughest problems. Even a small idea can lead to something great, as so many examples throughout history would support. Without such imagination and investigation, our knowledge would languish. Luckily, in a place like Texas A&M, imagination abounds everywhere you look.

Dunae Crenwelge

Dunae Crenwelge '15

EDITOR, SPIRIT MAGAZINE

letters

Share Your Comments: *We always enjoy receiving our readers' reactions to Spirit. If the magazine's content moves you to write, please email us at info@txamfoundation.com or send a note.*

DUNAE CRENWELGE '15
Editor

Dog Days of Summer

The article on Ranger in the spring 2018 issue was very well done and brought back many fond memories. In that time, Marks-A-Lot was on the market, and it was commonly used on Rudder's (more commonly he was known as Rudder) side and behind for Corps outfit emblems, slogans and the like. You would see Rudder under your table at Sbis or Duncan Dining Hall and later sleeping in the main hall of the Academic Building or, perhaps, in the back of a lecture hall.



Actually, Rudder was much more popular with students than Reveille II. You encountered Rudder around campus every day, but Reveille was only seen with Company E-2 marching to chow or on football weekends. If you were not in E-2 or their dorm, you seldom saw Reveille.

The Class of 1966 did give Ranger II to the Rudder family after the first Ranger died. The pup was presented by Thomas Hargrove '66, the class vice president.

—JACK GADEN '66
Round Rock, Texas

The article about Ranger I in the spring 2018 issue of Spirit kindled the memories of many readers. After Ranger I passed away, the Class of 1966 Vice President Thomas Hargrove, (right) presented Bob Rudder with Ranger II as a gift from the class to the Rudder family.



“Anyone who had any contact with Ranger would believe even the tallest tale about him because they witnessed something at least as memorable.”

—DOUGLAS SHARP '67

Dog-Tired

As a member of the Class of 1965, I remember Ranger well. As the spring 2018 issue reported, everyone called him “Earl.” My favorite memory of him was from the library. While I was there one afternoon, I heard someone snoring loudly. Sometimes, students who were off-campus residents would nap in the library’s big, overstuffed chairs. The snoring became so loud that it disturbed my concentration, and students began looking around to see who was embarrassing himself. It turned out to be “Earl,” who had curled up on one of the chairs for an afternoon nap and was sawing logs loud enough to be heard all over the reading room. It was a sad day when we learned “Earl” had died.

—JIM MCCOLLUM '65
Great Falls, Montana

Hitchhiking Hound

It was so good to see a picture of Ranger (who we also called Rudder) in the spring 2018 issue, as I had not seen him since I was an undergraduate at Texas A&M.

When I was a sophomore, we moved from the old Corps Dorm 12 to a new dorm near Sbis Dining Hall. I had all my clothes in the car, clean and pressed to meet Corps standards. In driving to the new dorm, I encountered Ranger sitting in the middle of the road. As I approached, he jumped up and bit my car’s front grill. I tried everything to get him to move—honking, inching forward—but nothing worked and traffic was building up behind me. Finally, I got out of the car, picked him up and put him in the back seat. Tired from jumping

on my car, he proceeded to slobber all over my uniforms. He was in my car until I got to the new dorm, making a huge mess of everything in the back seat.

That is my most vivid memory of Ranger, because he cost me so much time and hassle. But I thought he was a very funny dog, and he was loved by everyone.

—DR. CLIFFORD FRY '67
College Station, Texas

It’s a Dog’s Life

Reading the article about Ranger reminded me of an experience I had with him, when some of my “buddies” decided to put him in my bunk. I got to my room about midnight, opened the door and heard quite a racket. Like most English bulldogs, Rudder snored. I reached around the corner, flipped on the light and there he was, fast asleep. I slept on the floor.

—DR. EDDIE JOE DAVIS '67
Bryan, Texas

Bon Appétit

Ranger was known to pull the knobs on the candy machines with his teeth. Occasionally, good fortune dispensed free candy, and usually he removed the wrapper. Company E-2 was especially fond of “seating” Ranger at a mess table with a senior’s hat and a napkin tucked into his collar. A freshman provided meal service by handing him chicken fried steaks. Anyone who had any contact with Ranger would believe even the tallest tale about him because they witnessed something at least as memorable.

—DOUGLAS SHARP '67
Houston, Texas

digitaldialogue



Dr. Berry is the best at what he does. It has been 26 years since I served with him at Mays Business School’s Center for Retailing Studies, but his investment in me personally and professionally carries on today.

—KENNY GIBSON '91
Montgomery, Texas

Dr. Red Duke '50 was one hell of a man and a great Aggie doctor.

—BARBARA BIGLEY CZENCZ '93
College Station, Texas

Yep! Ranger would roam campus, but stayed at President Rudder’s house. He would stand by the door at the Memorial Student Center until you let him in, and then follow you to the coffee area and beg for donuts. Great dog!

—ROY PRICE '69
New Braunfels, Texas

Members of the Corps of Cadets wrote more than just their outfit names on Ranger—usually a little more colorful language. Ranger often visited our house south of campus. One time, when my mom hosted a party, all the women arrived to find Ranger lounging on our front porch greeting them with colorful language written all over him. Fun memories!

—NANCY LANCASTER SMITH '76
Wichita Falls, Texas



Alamo Cannons Restored

Researchers at the Texas A&M University Conservation Research Lab, located on the RELIS Education and Research Campus in Bryan, unearthed surprising secrets about two cannons from the Texas Revolution's 1836 Battle of the Alamo. The cannons, the Rio Grande Cannon and the Spanish Cannon, underwent a four-month conservation process to remove oxidation and corrosion.

While restoring the cannons, Research Associate Jim Jobling '93 and his team found an unfired cannonball inside the Spanish Cannon and discovered that the gun was likely more than 100 years old when it was used during the Alamo battle. After inves-

Two cannons used in the 1836 Battle of the Alamo underwent a four-month conservation process at the Texas A&M University Conservation Research Lab. Over the next few months, researchers will clean and conserve a total of nine Alamo cannons.

tigating the "B" cast on the side of the Rio Grande cannon, researchers determined it was produced at the Bersham Foundry in Wrexham, Wales, in the late 1700s.

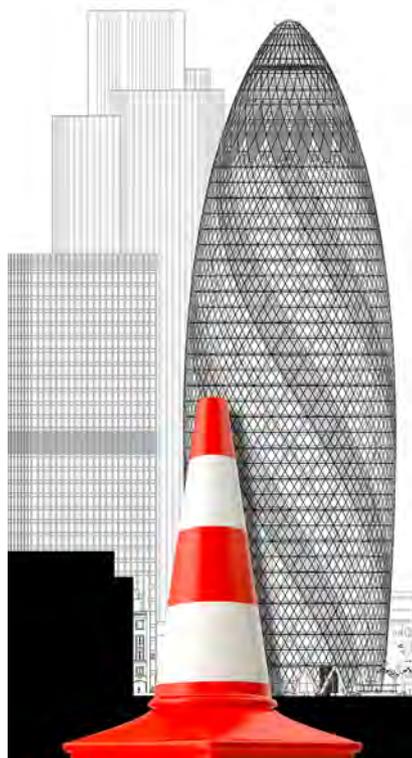
"It's amazing that after 180 years, we're still learning new things about the Alamo's history and the 1836 siege and battle," said Jobling. "We were thrilled to be part of this special effort to preserve the cannons for future generations of Texans."

After an official unveiling on March 2, the cannons are now on permanent display at the Alamo for visitors and Texas enthusiasts to enjoy.

Aggies Construct Monuments in England

During one of the most unique semester-long study abroad experiences offered at Texas A&M, construction science students build scaled-down versions of bridges, buildings, dams and civil engineering projects from around the world at the Constructionarium, a 15-acre, hands-on site in Northeast England.

Texas A&M students are the only U.S. students who build



30 St Mary Axe (informally known as The Gherkin) is a contemporary skyscraper located in London's financial district.

structures at the site. During a recent excursion, students served as project managers, safety officers, and accounting and scheduling heads to build scaled-down replicas of monuments such as The Gherkin, a London skyscraper, and the Millau Viaduct, the world's tallest bridge.

Students also take rigorous classes in London and gain a first-hand view of British

construction practices from visits to numerous job sites and builders' offices; field trips to iconic British cultural sites; and internships with leading construction firms. Participants also receive an overview of industry ethics and are introduced to legal topics, project decision-making and risk analysis, and how to adapt to international job sites.



Rooted in Tradition



Aggie Replant—recognized as an official Aggie tradition since 1991—is a student-run organization that coordinates tree planting events and environmental service activities. The group annually organizes Replant Day, the largest one-day, student-led, environmental service project in the nation, during which students plant trees throughout Bryan-College Station.

“We plant at local parks, schools, non-profits, cemeteries and private home sites,” said Hunter Williams ’19, the organization’s director. “Last year we had approximately 400 volunteers, and we always plant between 200 and 500 trees.” The group fundraises year-round so that

trees can be provided at no cost.

In addition to its local work, Aggie Replant has a history of partnering with the Texas A&M Forest Service. From 2013 to 2017, the organization helped with the reforestation efforts of Bastrop State Park following the 2011 wildfire that destroyed most of its tree life. Over five years, volunteers planted a total of 45,000 pine seedlings.

In February 2018, students also helped restore flood-damaged areas of the Blanco River in San Marcos by planting more than 1,500 tree seedlings along its banks. To lower costs, the group is working to establish a sustainable farm to grow its own trees.

How would you give back to Texas A&M?

“I would give a scholarship. Physical things can be taken away, but education is eternal.”

Martha Vilas '19
URBAN PLANNING

“I would provide more resources for aspiring student writers with gifts to the visualization and English departments.”

Bailey Payne '19
TELECOMMUNICATION
MEDIA STUDIES

“I would help renovate Bolton Hall and endow a chair for a faculty member. The professor makes the class.”

Shanti Israni '18
COMMUNICATION AND
FINANCIAL PLANNING

“I would fund state-of-the-art media labs to enhance the agricultural communications program...or finance a West Campus Starbucks!”

Addie Davis '18
AGRICULTURAL
COMMUNICATIONS
AND JOURNALISM

Hacking a Better Tomorrow

The fourth annual TAMUhack event on Texas A&M’s campus brought more than 500 students, 60 mentors and 50 volunteers from across the country together for a free event to see who could create the most innovative projects using technology.

For 24 hours straight, teams created hardware and software solutions and developed applications. One of the most novel ideas was an application that utilizes social media data to benefit first-responders. Judges from companies such as American Airlines and Microsoft awarded the top seven teams based on technical difficulty, design and problem addressed.

The event’s balanced participation of new and experienced hackers fosters collaboration. “The transition between college and industry is steep for some students,”



said Himank Yadav '18, TAMUhack director and computer science major. “Our goal is to help bridge that gap by giving students an opportunity to explore innovative ideas and work on interesting projects outside of class.”

TAMUhack also hosts technical workshops and events throughout the year to teach Texas A&M students new engineering tools and technologies.



College of Architecture graduate and U.S. Marine **Kyle Lobpries '06** broke the North American record for speed skydiving, an extreme sport in which people free fall headfirst toward the earth while minimizing drag to reach the ground as fast as possible. He jumped from 13,500 feet and reached 293 mph!

Texas A&M University received a gold ranking for sustainability efforts

in the Association for the Advancement of Sustainability’s 2017 Higher Education Sustainable Campus Index. The university earned a perfect 100 percent in the research category, defined by schools that “help the world understand sustainability challenges and develop new sustainable technologies, strategies and approaches.”



Mays Business School professor **Henry Musoma '00** has generated significant media attention in the last few months as one

of many faculty members who go above and beyond. He allowed a student mom to bring her son to class—a gesture that earned the pair a spot on “The Ellen DeGeneres Show”—and jointly raised money for a student who couldn’t afford a textbook.



CBS This Morning aired a feature on Musoma’s small acts of kindness in February.



With a grant from the National Science Foundation, Texas A&M graduate student Niloofar Zarei '19 (above) helped develop a technology that allows blind individuals to access more literature and gain increased command over their reading experiences.

A New Reading Experience for the Blind

Thanks to a new technology developed by Francis Quek, a Texas A&M visualization professor, blind individuals can better control their reading experiences.

Known as STAAR Description Format, Quek's technology converts any PDF to a version the blind can read on an iPad. The technology consists of software and a user interface. The software, designed with graduate student Niloofar Zarei '19, renders audio for every word and formats the document, while a plastic overlay provides a tactile landmark grid.

With the overlay applied to an iPad screen, blind readers scan the text left to

right at their own pace, and as their fingers glide over the words, the system announces them audibly. The sound of crinkling paper alerts readers when they stray outside the boundary of a sentence; a clicking noise alerts them when they miss a word; and an old-fashioned typewriter "ding" lets them know when they reach the end of a line.

Braille, on the other hand, only allows the blind to read letter by letter, rather than word by word. Quek and Zarei are refining their system to give blind readers the ability to highlight text and make notes, just as sighted readers studying often do.

The Ends of the Earth



Texas A&M University graduate student Mauricio Coen '15 envisions a world where a 3-D printer would reduce space exploration costs and revolutionize how scientists manufacture technologies for space.

Texas A&M University aerospace engineering graduate student Mauricio Coen '15 is preparing for life on Mars. Coen participated in a Mars simulation called AMADEE-18 that took place in the Middle East in February.

His project, A3DPT-2 Mars, was a collaboration with seven international students and one of 18 experiments conducted during the simulation. It investigated how 3-D printers could transform scientific work—

particularly geological sampling—for astronauts.

A 3-D printer would provide astronauts with the ability to build, repair and replace tools, parts and materials that would otherwise need to be transported

from Earth to Mars.

"Instead, astronauts could 3-D print things as needed, allowing them to quickly adapt to changing mission goals," Coen said. "Crew time is one of the most valuable assets in any space explo-

ration mission, and 3-D printing embedded in daily operations can reduce the time spent on cumbersome tasks."

Having a 3-D printer on board would take up less space and allow astronauts to operate more efficiently by

bringing along only the printer and a hunk of plastic that could be melted and reused as needed.

Couch Potato Science

Genes dictate our height and eye color, but do they also play a role in our activity level? While researchers previously thought that activity levels were based entirely on individual motivation, Texas A&M University kinesiologists have found that genetics do influence activity level.



Dr. Timothy Lightfoot, director of the Texas A&M Huffines Institute for Sports Medicine and Human Performance and the Omar Smith Chair in Health and Physical Education, was instrumental in the discovery. "Everyone knows someone who can't sit still or someone who can't get off the couch," he said. "Most traits or behaviors have a biological component, so we asked: Do genetics control activity?"

Translational studies have found that between 40 and 70 percent of daily activity as an adult is controlled by genetic architecture. Activity is defined as any kind of voluntary movement, from gardening to jogging.

Lightfoot cautioned that a genetic predisposition is not destiny. Environmental factors in a person's life also play a role, including family support, diet and toxins. "We can't change anybody's genes, but there are behavioral change mechanisms we can use to help them become more active," he added.



Dr. P.R. Kumar, distinguished professor of electrical and computer engineering, and a team of graduate students have created an autonomous vehicle sensor prototype designed to prevent collisions.

Protecting Autonomous Cars

Researchers worldwide are investigating the challenges of making automated transportation safe and secure for a technology-driven future. Among them are Dr. P.R. Kumar, distinguished professor of electrical and computer engineering, and a team of Texas A&M graduate students.

Autonomous vehicles use sensors to gather data about the environment, which is transmitted through the internet to the vehicle's controls and actuators, such as the brakes and steering wheel. The vehicle then uses these measurements to know when and how much to turn, determine whether it needs to slow down or stop, or make other adjustments.

"While highly sophisticated, these technologies are subject to vulnerabilities," said Kumar. "If the sensors are defective or

hijacked, they can transmit false information on vehicle speed, location or proximity to other objects, causing collisions."

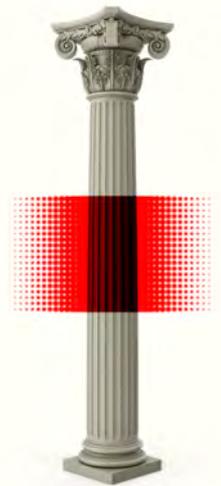
To enhance security, the team de-

veloped a safeguard known as dynamic watermarking. The process involves adding a random watermark to data transmissions and ensuring this watermark is known to every node in the system. If data reported by the vehicle's sensors does not contain the proper watermark, the actuators deduce that the sensors or their data have been compromised. When this happens, the vehicles respond accordingly, such as by halting.



Texas A&M researchers collaborated with Mexican researchers from the University of Guanajuato to study vulnerable mountain aquifers in the Independence Basin. The team will develop recommendations to help stakeholders in the region enact new water management policies benefiting public health.

Using terrestrial laser scanners and drones, Texas A&M architecture students developed detailed images and 3-D models of Temple Freda, the oldest religious building in Bryan. The models will aid city efforts to restore the 106-year-old Greek Revival-style synagogue, which is the only temple in the country named after a woman.



Researchers in the College of Veterinary Medicine & Biomedical Sciences created a new diagnostic test, the TickPath LayerPlex, that can detect 11 types of tick-borne diseases in dogs. The test identifies pathogens on the molecular level, allowing veterinarians to more successfully treat canines, and is significantly more cost effective than previous tests.



Bill Harrison '62 (left) and his wife Margo created a scholarship in honor of their great-niece, Abby Mayfield '18 (second from right). Katie Hohne '18 (far right) is the first recipient.



Scholarship Surprise

To do something out-of-the-box for their great-niece Abby Mayfield '18, Margo and Bill Harrison '62 surprised her by creating a scholarship in her honor to support other students in her field of study—agricultural leadership, education and communications.

“Several years ago,” explained Bill, “we made an estate gift to fund an en-

dowed scholarship. But after moving to College Station two years ago, we felt we were missing out on the joy and inspiration of personally meeting our scholarship recipients, so we decided to make a current gift.”

Their scholarship was awarded to its first recipient, Katie Hohne '18, last spring. “We were so pleased that Katie received

the scholarship,” Bill said. “She is a truly outstanding student leader.”

Since Abby will serve in international missions in Indonesia during the next two years, it was important to the Harrisons that she and Katie—both of whom graduated in May—meet before graduation. The couple arranged an introduction on Valentine’s Day.

“Investing in the futures of deserving students is essential to supporting Texas A&M’s role and leadership in all areas of academic outreach,” Bill said. “Besides that, it just feels good to play a small part in something so much bigger than ourselves.”

International Impact

A generous gift from Linda and Steve Vincent '73 created an excellence endowment for programs in the Bush School of Government and Public Service. The couple hopes their gift will fund research that will have an international impact or projects that seek to improve global education and health care policies.

Steve was drawn to attend Texas A&M because of the university’s core values. His bachelor’s degree in engineering technology later served him well during a service trip in Africa, where he established and managed a group to provide a hospital with electricity. Previously, its doctors performed surgery by holding flashlights in their mouths. His group has worked on similar assistance projects in Liberia and Honduras.



Linda and Steve Vincent '73

“Education is so crucial to developing countries,” he said. “I believe that when Aggies see a problem, they find a solution and implement it. This is particularly true for students and faculty at the Bush School, who demonstrate the Aggie core value of selfless service in their roles as public servants.”

Linda is also a major proponent of serving others through education. With a master’s degree in reading from The University of Texas, she has taught adult literacy classes for many years. “We’re proud to support the Bush School, because it stands for global inclusion,” Linda said. “We’d like our gift to have an impact on others on an international scale.”

Committed to Coaches

While athletes execute the plays that decide a game, an effective coach puts a team in a position to win. Better still, a coach who is engaged in player

“We understand the value and impact a coach can have on young athletes,” Michael said. “Scholarships like this will allow Texas A&M to



development can help those individuals succeed in life. Educating coaches on how to build winning teams, while motivating and leading their athletes, is the guiding premise of the Texas A&M University Coaching Academy, part of the College of Education and Human Development.

Inspired by the academy’s mission to prepare and support world-class coaches at the K-12, university and professional levels, Susan and Michael J. Plank ’83 established a \$100,000 endowed scholarship for undergraduate students pursuing a coaching career.

recruit students who strive to be remarkable coaches. As the program develops, we will have an abundance of best-in-class Aggie coaches leading by example and positively impacting athletes across the country.”

Michael’s time at Texas A&M fostered a sense of social responsibility that has encouraged the Planks to give back. They’ve also funded the Plank Leadership Learning Center on the Quad and are substantial supporters of the new Zachry Engineering Education Complex and Texas A&M athletics.

Jeff Moore (left) and his wife Becky honored his father Tom Moore ’60 (right) by creating three Corps of Cadets 21st Century Scholarships.

Loyal Patrons

Thomas “Tom” A. Moore ’60 hoped his three sons would attend Texas A&M University and join the Corps of Cadets, just as he did. However, for a variety of reasons, none of them did.

All these years later, his son Jeff and daughter-in-law Becky decided to create three \$100,000 Corps of Cadets 21st Century Scholarships in Tom’s honor through a planned gift. They surprised him with a plaque commemorating the Thomas A. Moore Corps of Cadets Scholarships on the weekend of the Texas A&M vs. Auburn football game last November.

“My wife and I wanted to create these scholarships so that he could still send three kids to Texas A&M, even if they aren’t his own,” Jeff said. Corps 21 Scholarships defray the cost of tuition and expenses by \$16,000 to \$18,000 over four years for recipients.

“Through these scholarships, we hope three deserving students can receive the education they may not have otherwise been afforded,” said Becky. “Since the recipients will be cadets, we also hope they embrace the Aggie values held so dear by the Corps and establish lifelong friendships, just like Tom did.”



Dr. David Chapman ’67, former director of Cushing Memorial Library and Archives and longtime Texas A&M University archivist, created his own Aggie legacy by establishing a **graduate fellowship for students studying history**. He believes the key to being a good historian is curiosity.



Father and son pair William “Bill” Winkelmann ’73 and William Winkelmann ’09 endowed a **\$150,000 scholarship for civil engineering students** from underserved backgrounds who exhibit a strong potential to succeed academically.

Members of the Texas A&M chapter of the **Chinese Students and Scholars Association** endowed a **scholarship for future students in the organization**. The group is devoted to enhancing cultural exchanges between the U.S. and China and serving Chinese students and scholars who study or work at Texas A&M.



Dennis Corrington, executive director of recreational sports, will retire in August after 40-plus years with Texas A&M. A group fundraising effort is underway to endow a scholarship in his name that will **benefit a student worker at the Student Recreation Center**.



Home on the Range

A gift of Hill Country property from Kay and Charles “Charlie” Pence ’51 will support Texas A&M University programs close to their hearts.

BY ASHLEY WAGNER '18

When asked what inspired Kay and Charles “Charlie” Pence ’51 to give back to Texas A&M University, they answered without a hint of hesitation: “Because it’s the best university around.”

The couple are no strangers to supporting Texas A&M. Their extensive giving record includes more than \$2 million in support of students and programs, with more than 30 scholarships benefiting the Corps of Cadets. Most recently, the Pences

committed a unique planned gift in the form of a retained life estate.

After their lifetimes, proceeds from the sale of their family ranch in Comfort, Texas, will support Texas A&M areas that reflect Kay’s love for animals and Charlie’s appreciation for the Corps. A portion of their gift will create Corps 21 Scholarships, which are awarded to cadets who exhibit high academic and leadership standards. “The Corps has seen so much improve-



ment and growth in the past few years, and we want the organization to keep thriving,” said Charlie, who served in the U.S. Army after graduation. “Today’s cadets have an incredible academic record. And with the Corps’ growing numbers, there’s an increased need for financial assistance.”

In addition to creating a scholarship endowment for veterinary students, their gift will also bolster two unique programs in the College of Veterinary Medicine & Biomedical Sciences: Courtney Cares and Eli’s Fund. The Courtney Grimshaw Fowler Equine Therapeutic Program, or Courtney Cares, is a premier Texas A&M equine therapy program. The organization offers free horseback riding therapy sessions to veterans and children and adults with physical or cognitive disabilities. (Read more on page 18.) Eli’s Fund helps cover the cost of treatment for veterans’ service and military animals at the Texas A&M Veterinary Medical Teaching Hospital.

Kay and Charlie emphasized their admiration for the veterinary college, noting its impact on students, the local community and the state through initiatives like Courtney Cares and Eli’s Fund. They’ve also been impressed with the college’s emergency response efforts following hurricanes Rita, Ike and Harvey. “When people think of a veterinary school, they usually think of hospitals,” Kay said. “But ours is so much more than that.”

The remaining portion of the couple’s gift will benefit the Singing Cadets, Texas A&M’s premier men’s chorus. Since its roots as an on-campus glee club in 1893, the group has traveled throughout Texas, the United States and overseas to spread the spirit, sound and tradition of Texas

A&M. “They represent our Aggie family everywhere they go,” Kay added.

Making a retained life estate gift is simple: An individual gifts their property by deeding it to the Foundation while retaining the life estate, which the Foundation sells after his or her lifetime. Proceeds benefit areas of the donor’s choosing at Texas A&M. The gift provides a significant and immediate tax deduction while allowing property owners to maintain lifetime use of their treasured ranch or home.

“We realized we could donate our ranch, but still enjoy the beauty of it,” Charlie said. “The option was so flexible: It gives us a home and an opportunity to designate our funds to programs we’re passionate about, while letting Texas A&M know that we are committed to giving back.”

After a 27-year career in executive positions with ExxonMobil, Charlie retired in 1982. Today, he keeps busy acting as chairman of SiEnvironmental, which provides gas and sewer services to residents in the greater Houston area. Kay served for 35 years in the trust and financial services industry and now tends to a 10-acre vineyard she planted four years ago.

“We’re very humbled to support this university we love so much,” Kay said. “There’s really nothing truer than the popular statement, ‘From the outside looking in, you can’t understand it, and from the inside looking out, you can’t explain it.’” ©

TO DISCUSS HOW A PLANNED GIFT CAN BENEFIT YOU, YOUR FAMILY AND TEXAS A&M UNIVERSITY, CONTACT GLENN PITTSFORD ’72 AT GPITTSFORD@TXAMFOUNDATION.COM OR (800) 392-3310.

How to Create a Retained Life Estate

The technique the Pences used to make their gift is especially useful to those who are considering gifts of property to support Texas A&M. A retained life estate gift results in a significant charitable income tax deduction. “The deduction can be used in the year of the gift and five years into the future,” said Glenn Pittsford ’72, vice president for gift planning at the Texas A&M Foundation.

There are three simple steps to create a retained life estate gift:

1. **An individual transfers ownership** of their home, farm or ranch to the Texas A&M Foundation. The deed includes a provision that gives the homeowner the right to retain use of the property for the rest of his or her life.
2. **The individual and the Foundation sign a maintenance, insurance and taxes agreement** to ensure that the homeowner will keep the property in good condition, maintain property insurance and pay property taxes.
3. **When the owners of the life estate pass away, the Foundation sells the property.** Proceeds will benefit Texas A&M students, faculty, colleges or programs as you wish.

Innovation Central

Texas A&M's new I-School is an interdisciplinary hub for students to collaborate and problem-solve.

BY ANDY MORRISS '18
 VICE PRESIDENT FOR ENTREPRENEURSHIP AND ECONOMIC DEVELOPMENT
 DEAN, SCHOOL OF INNOVATION
 FORMER DEAN, TEXAS A&M SCHOOL OF LAW

I t took me longer than most, but I finally made it to Texas A&M University. In January 1978, I met a Texan with Aggie roots when we were both freshmen at Princeton University. Although I didn't realize what it meant then, Carol's grandfather was Sayers Farmer (Class of 1912); her great uncle was Hardy Farmer (Class of 1895); and her family's ranch was in a place with Aggie connections: Junction, Texas.

By February, I knew I wanted to marry Carol (although it took until September 1986 for her to actually marry me). After we graduated, I followed (chased) her back to Texas, where she worked in a veterinary practice in Austin for a few years before applying to Texas A&M's College of Veterinary Medicine & Biomedical Sciences. I attended The University of Texas for law school and practiced several places in Texas before attending the Massachusetts Institute of Technology for a Ph.D. in economics.

When Texas A&M bought Texas Wesleyan Law School in 2013 and advertised for a dean, it was the perfect opportunity for us to return to Texas. Then, when President Michael K. Young asked me to come to the "mothership" and take on the I-School

project, it got even better—being on the College Station campus means I meet amazing faculty, staff and students every day from every discipline.

The I-School Explained

Texas A&M's School of Innovation, or I-School, started with President Young's idea that we need better connections across disciplines to equip students for a world in which they are likely to have multiple careers and must communicate in the same "language" as colleagues in different fields. He appointed a faculty task force, which outlined the plan for a cross-disciplinary school. President Young then had the idea of combining that with our efforts at spurring economic development and entrepreneurship, sketching it out for me in true startup fashion as overlapping circles on a sheet of paper. The chance to build something entirely new at Texas A&M was impossible to resist.

We've given our current home in the Old Heep Laboratory Building a startup feel with glass whiteboards to use during brainstorming sessions; hanging strings of Edison lights; brain teaser toys; and outfitting our "campfire" meeting area with a circle



I recently joined the Aggie Network myself after receiving my own Aggie ring in April. (I completed a master's in educational technology in the College of Education and Human Development last spring. After 25 years of teaching, I thought it was time to actually get some

formal training.) It took me longer than most, but I can finally call myself an Aggie. ☺

TO SUPPORT THE I-SCHOOL, CONTACT:

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 ASSISTANT VICE PRESIDENT FOR DEVELOPMENT
 TEXAS A&M FOUNDATION
 (800) 392-3310 OR (214) 202-2926
 PWILLIAMS@TXAMFOUNDATION.COM

To watch a video about the I-School and learn more, visit innovation.tamu.edu.

How You Can Help the I-School

The I-School seeks engaged former students who want to get involved with student-led projects to accelerate the impact of innovative research at Texas A&M. To learn more, contact Andy Morriss '18 at amorriss@tamu.edu. Gifts of \$25,000 or more can fund scholarships and graduate fellowships to help students participate in I-School programs, or support faculty fellowships to help faculty administer student projects at the I-School.

of comfy chairs, a paper campfire and a small s'mores maker. Throughout our halls, you'll find inspiration in literal cardboard cutouts of innovative pioneers, like Alan Turing, George Washington Carver, Marie Curie, Mozart and Georgia O'Keefe.

Our mission is both simple and complex. A key goal is to help students gain experience working on multidisciplinary teams—contributing as a representative of their discipline—without having to take more courses. We're working to build opportunities of all sizes, from short projects to longer ones, where students can connect their passion for problem-solving.

It takes time to get new programs off the ground, but we have four projects underway that will be platforms for the future. These are:

- A mapping project, conducted by our students, of the opportunities and resources across campus in innovation, creativity, entrepreneurship and leadership. We have dozens and dozens of fantastic programs in virtually every college, but they are sometimes hard for students to find. A creative

team of students is building a resource tool that locates them physically and thematically, creating a central place for students, advisers and the Texas A&M community to learn about all the possibilities.

- A collaboration with the existing undergraduate research program to improve student understanding of basic research methodologies across various disciplines.

- A week-long service trip in August to the Hacienda Santa Clara study abroad center in San Miguel de Allende, Mexico, which was built by Barbara and Pablo Marvin '66 (parents of Sophia Marvin '19). Twenty students will look for ways to make this "Hogwarts in Mexico" easier for faculty to use for student programs.

- A series of regular workshops for faculty, staff and students that help them with the issues they face in getting ideas out of labs and offices and into the world, from intellectual property issues to commercialization.

We are excited to see how the I-School can serve as a "force multiplier" for Texas A&M. With grit and the power of the Aggie Network, we can achieve great things.

viewpoint

Building Life to Scale

Dr. Luke Lyons '08 '18 is proving that you're never too old to play with LEGOs. What began as his childhood hobby has transformed into an endeavor that is captivating Aggies of all ages. Using his imagination, he recreates iconic Texas A&M University buildings on a miniature scale. So far, Lyons has built a replica of the Texas A&M Academic Building, the train station that formerly resided on campus and the 1930 Navasota High School.

His construction of the Academic Building is as creative as it is impressive. Because it's not a manufactured set, he hunted down each LEGO part he needed, including many that were no longer in production. Several of his parts are taken from other LEGO sets or constructed manually, such as a hand-painted Reveille that sits outside.

"I built the Academic Building while I was working on my dissertation," said Lyons, who earned his Ph.D. in curriculum and instruction this year. "It helped me relax, but kept my mind actively engaged. Some of my best research ideas originated while I was building."

Lyons' masterpieces are inspired by the LEGO Modular Buildings—large, intricate designs aimed toward audiences 16-years-old and up. When LEGO was first formed, many of the sets were small and basic, but with more complex pieces and structures now available, building opportunities are endless. "When you build a puzzle, you build someone else's image," he explained. "When you build with LEGOs, it's your design. It teaches you that there is not one right way to build your own creation, and that's a wonderful thing to learn." ©





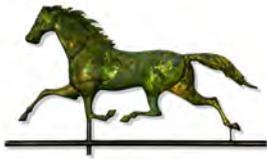




THE
MAGIC
OF HORSES

TEXAS A&M'S EQUINE THERAPY PROGRAM IS CHANGING THE LIVES OF VETERANS AND PEOPLE WITH DISABILITIES.

BY JEANNIE RALSTON



INDIVIDUALS WITH COGNITIVE, PHYSICAL AND/OR EMOTIONAL DISABILITIES CAN BENEFIT FROM EQUINE-ASSISTED ACTIVITIES AND THERAPIES. THE MOVEMENT OF A HORSE SIMULATES NORMAL HUMAN GAIT AND IMPARTS THAT MOVEMENT, WHICH HELPS IMPROVE BALANCE, FLEXIBILITY AND MUSCLE STRENGTH.

IT WAS NOT IMMEDIATELY OBVIOUS THAT SOMETHING TRANSFORMATIVE WAS HAPPENING UNDER THE ROOF OF FREEMAN ARENA.

Two boys, ages 9 and 11, rode horses slowly around the sandy ground. Three adults, one on either side and one in front holding the lead, walked alongside each horse. A woman called out to the boys, asking them to turn the horse in one direction or another, or move forward or stop. The boys calmly obeyed.

Watching from the railing was their mother, Xochitl Flores, whose eyes never left her sons. “We take this home with us,” she said, nodding. “It’s a huge leap forward.” Flores explained that both boys are on the Autism spectrum and that nothing has brought them out like these therapeutic riding sessions, which are offered free of charge through Courtney Cares, an initiative to build the Equine Assisted Activities and Therapy (EAAT) Program at Texas A&M University. Her younger son Necalli is non-verbal; her older son Cuit is selectively mute. But lately it seems their behaviors are changing.

“Necalli used to stare at me when I asked him something; now when I ask for a hug, he’ll hug me,” she said. “Cuit’s temperament has improved, and he’s more mel-low.” After a recent session, when she asked Cuit how he liked the horseback riding, he whispered, “It was awesome.” She reported that even though her sons can’t generally distinguish days of the week, they sense when their horse therapy sessions are approaching and are eager to leave the house.

As the boys pass by their mom toward the end of their 45-minute session, Xochitl notices a strange alignment of Cuit’s lips.



REHABILITATION

Participants with the following disabilities can benefit from equine-assisted therapies:

- Muscular Dystrophy
- Cerebral Palsy
- Visual Impairment
- Down Syndrome
- Autism Spectrum Disorders
- Multiple Sclerosis
- Spina Bifida
- Emotional Injuries
- Brain Injuries
- Spinal Cord Injuries
- Amputations
- Learning Disabilities
- Attention Deficit Disorder
- Deafness
- Cardiovascular Accident/Stroke
- Post-Traumatic Stress Disorder

* * * *

“Oh, look at that, he’s smiling. My baby is smiling,” she cried with joy. “It’s just magic.”

But the magic of Courtney Cares doesn’t end there. There has been magic and serendipity woven throughout the six-year program. “From the very beginning, it’s been incredible how the pieces of Courtney Cares have come together,” said Dr. Nancy Krenek, a physical therapist, hippotherapy clinical specialist and executive director of Courtney Cares, who also runs ROCK (Ride On Center for Kids), a therapy center in Georgetown, Texas. She sees nothing but great opportunity ahead. “In the next five years, Texas A&M is going to be known throughout the equine assisted activities and therapy industry.”

THE COURTNEY OF COURTNEY CARES

Courtney Grimshaw ’85 loved horses. Growing up outside of Colorado Springs, she got her first horse in high school. When she was attending Texas A&M, she had an experience that sparked a dream for her: She helped a friend’s son, who had a debilitating disease, learn to ride. “The child’s mother said it was the first time he did anything other kids could do,” said Dee Grimshaw, Courtney’s mother. “It was so rewarding for her.” Seeing the change in the boy planted Courtney’s dream of someday having a horse camp for kids. “She thought a horse could cure everything,” Dee continued. “Really that was the bottom line.”

But the idea of a camp was sidelined as Courtney, who was an animal science major at Texas A&M and earned an MBA in accounting from The University of Texas, built an impressive career in international

“SHE THOUGHT A HORSE COULD CURE EVERYTHING. REALLY THAT WAS THE BOTTOM LINE.” —DEE GRIMSHAW

finance—much of it spent in Kazakhstan as the tax partner for the global region of PricewaterhouseCoopers. When she wasn't negotiating new business opportunities for the developing country, Courtney rode dressage horses, which she bought from a breeder in Poland. In 2010, after 12 years in Kazakhstan, she was preparing to return to Texas to live. She built a home on acreage near the small town of Thorndale—between

Austin and College Station—and started erecting a state-of-the-art horse barn, which would have been ideal for that children's horseback riding camp she'd planned.

But then just months before leaving Kazakhstan, Courtney passed away unexpectedly at age 46, leaving her family and friends devastated. “We felt a huge hole in our lives,” said Dee. “We had to do something for her, something to help people.



That's what she would do." Collectively, the Grimshaw family sold her property in Thorndale and used the funds to establish an equine therapy program at Texas A&M.

"We connected the dots and decided this would be an ideal way to honor her," said Jim Grimshaw, Courtney's younger brother. "This is our way of perpetuating her spirit and making something good come out of our terrible loss."

Because Courtney was such a fervent Aggie, the family reached out to The Texas A&M University System. "From the word 'go,' all the pieces came together in a way that continues to surprise and delight us, especially since the program supports the values of Texas A&M—research, education and service," said Jim. "It seems like Courtney was guiding the process. Serendipity is the word that comes to mind when we talk about it. Things just seemed meant to be."

THE PROGRAM

Launched in 2012 with \$1.2 million from the sale of Courtney's property, Courtney Cares was designed to do more than help local children, adults and veterans in need of services. It was designed as a living, breathing educational laboratory and classroom where students interested in volunteering could learn about the benefits and needs of the EAAT industry.

Courtney Cares is operated through a strategic partnership with the Corps of Cadets' Parsons Mounted Cavalry and Krenek's therapy center, ROCK, which provides professional instructors, licensed therapists and more than 20 years of experience. When Krenek was approached by the System in 2012 to head up this project,



COURTNEY GRIMSHAW '85
(RIGHT) DREAMED OF
ESTABLISHING A CHILDREN'S
HORSEBACK RIDING CAMP.
HER LEGACY LIVES ON
TODAY IN TEXAS A&M'S
COURTNEY CARES PROGRAM.
AN EQUINE THERAPY
INITIATIVE FOR
VETERANS AND PEOPLE
WITH DISABILITIES.





**“THE MOVEMENT OF THE HORSE PROVIDES
A DEEP-PRESSURE STIMULUS WITH
EACH STEP.” —DR. NANCY KRENEK**

she knew that Texas A&M could be the catalyst for promoting excellence in this industry because of its high standards of service, education and research. Today, the program helps children, adults and veterans experience the life-changing therapy of horses.

Currently, 15 to 20 of the Cavalry's 66 horses are part of the program, and each horse is vetted by the standards of the Professional Association of Therapeutic Horsemanship. "Our horses work well because they're trained to trust their riders and ground handlers to keep them safe," said Bob Byrns '74, the Cavalry site manager. "Once horses have accepted the leadership relationship, they will do almost anything to please their leader." Courtney Cares supports the Cavalry's budget by helping to pay for horse maintenance, renting Freeman Arena and buying equipment such as saddles, helmets and horse trailers. Texas A&M students—often from the health sci-

B

HIPPO THERAPY

Licensed physical and occupational therapists and specially-trained speech pathologists apply the rhythm and repetition of horse movement along with clinical reasoning to engage patients' sensory, neuromotor and cognitive systems. Individual participant goals are tracked and measured weekly based on priorities set with the instructor and the family.

ences, education and animal science fields—serve as volunteer side walkers and horse handlers during Courtney Cares sessions.

Two types of sessions are offered at no charge for a couple hundred participants. The first is for children and adults with challenges that are either physical or emotional, like Xochitl Flores's sons. In addition, Courtney Cares provides a program for veterans who are seeking to learn leadership through horsemanship as they adjust to their post-military life, often with physical injury or PTSD from their service.

"The movement of the horse provides a deep-pressure stimulus with each step," explained Krennek. "The rider can receive 160 to 200 biofeedback impulses per minute in the neuromuscular system, the brain, the nerves and the muscles. These impulses provide a calming effect on the nervous system that helps participants respond in a more proactive way to life. The cause-and-effect relationship with the horse also allows self-discovery and opportunities for leadership that aid in teaching horsemanship, appropriate behavior and social skills."

Equine assisted activities and therapy is a growing field because of many studies that have demonstrated the ways horses help people improve physically and emotionally. "There are multifaceted opportunities for improvement," said Dr. Jim Heird, executive director of the Equine Initiative at Texas A&M, a joint program between the College of Agriculture and Life Sciences and the College of Veterinary Medicine & Biomedical Sciences. "We know that the movement of the horse closely duplicates the movement of human walking. People can improve their core muscles and walking by riding a horse."

As for emotional benefits, Dr. Priscilla Lightsey '80, a physical therapist with Courtney Cares who is also a hippotherapy clinical specialist, explained one reason horses have such an impact. "Participants have to communicate with the horse," she said. "They have ownership and control of something 1,200 pounds. That's powerful."

"Horses are always looking for a leader," added Heird. This, he noted, helps children and those with disabilities gain confidence as they guide the animals. For veterans, taking care of a horse can make them feel whole. "Veterans do the same tasks the cadets do for the horses, but at a slower pace," said Byrns. "They have to modify their behavior to work with horses; they have to be calm and gentle. It really helps them handle their personal relationships with their kids and spouses better." A research study that included the Courtney Cares program documented a 74 percent decrease in PTSD symptoms and an 86.8 percent improvement in veterans' overall mental health.

The fact that Courtney Cares would benefit military veterans made the Grimshaw family even more comfortable with the goals of the program. Courtney's father, the late James A. "Bo" Grimshaw, Ph.D., was a retired Texas A&M Regents Professor for Life and Texas A&M-Commerce Professor Emeritus as well as a retired Air Force lieutenant colonel. "It is powerful to see the list of outcomes for participants in the program, and that means a great deal to our family," said Bo before he passed away in April. "Courtney continues to have a positive effect on so many people. That is the legacy our family wants to perpetuate."

Of the 25 adults, children and veterans served per semester at Courtney Cares, more

“IT IS POWERFUL TO SEE THE LIST OF OUTCOMES FOR PARTICIPANTS IN THE PROGRAM.” —THE LATE JAMES A. “BO” GRIMSHAW

than 90 percent have reported improvement in independence and life skills, said Donelle Beal, program director of Courtney Cares. This is demonstrated by changes in physical well-being and improved balance, motor skills and communication.

Jennifer Mikeska attributes Courtney Cares with helping her six-year-old son Colton build strength, flexibility and balance. Colton had a stroke in utero, which left him a quadriplegic with spastic cerebral palsy. “He has to learn the rhythm of the horse,” said Mikeska. “His balance is 10 times better than when we started, and he’s holding his body straight.” The bonus for Mikeska is that they participate at no cost. “With other therapies (which can cost up to \$100 per session), we have to fight with the insurance companies or pay out-of-pocket.”

TRAILS AHEAD

As effective as the hands-on work has been, Courtney Cares is entering a new phase. After years of being administered by the university system, the program is now under Texas A&M’s One Health initiative in the College of Veterinary Medicine & Biomedical Sciences, which focuses on the interconnectedness of human, animal and environmental wellness.

During spring 2018, Drs. Krenek and Lightsey began teaching a class in the veterinary college called “Introduction to Equine Assisted Activities and Therapies” that covers the principles of EAAT. The class was filled to capacity with students attending lectures and working with Courtney Cares for their EAAT laboratory. Dr. Heird foresees additional classes in special education, marketing, horsemanship and business at

Texas A&M to aid students in learning best practices of the EAAT industry.

Courtney Cares has also been an integral part of a research program with Texas A&M’s Department of Mechanical Engineering to gather biofeedback through sensors placed on the horses and riders to study the impact of the horse’s movement. Earlier this year, the Horses and Humans Research Foundation awarded \$10,000 to the university to complete a study that will involve children diagnosed with cerebral palsy.

“If we really believe in helping children and veterans, we need to do research and promote the industry,” Krenek said. But that takes money, and Courtney Cares is running out of funds. Because Krenek and her staff have been efficient with the \$1.2 million the program started with, they have stretched a five-year plan to six years. But additional funding is needed.

Gifts of all levels are vital to the success of this program. Endowed gifts range from \$25,000 to \$10 million. The total fundraising goal for this program is \$12 million, with at least \$10 million of that endowed to help cover operating expenses, which are about \$220,000 per year. Naming opportunities exist at all levels, and the Grimshaw family has committed \$250,000 in matching funds to boost contributions from new donors.

In a strange twist of fate, two people who understand how effective equine therapy can be also happen to be the individuals responsible for the original financing of Courtney Cares. Patricia and Rukin Jelks, ranchers from Arizona, bought Courtney Grimshaw’s property in Thorndale. They loved the rolling land, the house she had built and the expansive horse barn that was partially constructed. They too now have



RESEARCH

Courtney Cares is committed to research and education and is a Professional Association of Therapeutic Horsemanship Higher Education member, offering Texas A&M University students access to exceptional equine educational resources. Additionally, Courtney Cares offers several internships for students to further research studies.





COURTNEY'S BROTHER
JIM GRIMSHAW (RIGHT)
CONTACTED THE TEXAS A&M
UNIVERSITY SYSTEM ABOUT
THE POSSIBILITY OF
ESTABLISHING AN EQUINE
THERAPY PROGRAM IN
HER HONOR. THE PROGRAM
BEGAN IN THE FALL OF 2012,
FUNDED BY A GENEROUS
DONATION FROM JIM AND HIS
PARENTS: DEE AND HIS
LATE FATHER, BO (CENTER).



dreams of using the barn for some type of horse therapy because Rukin, who suffered a stroke in 2009, has benefited enormously from equine therapy himself.

When they bought Courtney's property, Rukin could barely talk or move on his own. Their new home is close to ROCK's main facility in Georgetown. When Patricia called to enroll Rukin in therapy there, Nancy Krenek had already been working at Texas A&M with Courtney Cares. "When Patricia started telling their story, I was overwhelmed at the magnitude of all the pieces coming together," reported Krenek. "I felt it was more than a coincidence."

After one year of riding weekly, Rukin can talk and walks on his own with a cane. "Ten or 15 minutes into his ride, you can see the transformation in him," said Patrick Breen '79, a retired veterinarian who walks along with Rukin at his sessions.

Patricia credits horse therapy with giving her husband his life back. "Getting on a horse was the change we'd been waiting for," she said. She too sees miraculous forces at work in the way their lives and goals have dovetailed with Courtney Grimshaw's. "We saw a lot of horse properties when we were looking to buy, but Courtney's place really called to Rukin," she added. "Now I know there's a reason we ended up here." ©

TO SUPPORT COURTNEY CARES, CONTACT:

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CCARRIGAN@TXAMFOUNDATION.COM

Support Courtney Cares with gifts of \$25 or more
online at give.am/CourtneyCares.



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HERE ARE A MULTITUDE OF SCHOLARSHIPS AVAILABLE TO MEMBERS OF THE CORPS OF CADETS. BUT NOORDDIN ALSAWFTA '19 IS THE RECIPIENT OF AN UNCOMMON ONE. In fact, he didn't even apply for it. As first sergeant of the Rudder's Rangers company and an aspiring U.S. Army infantry officer, the award reflects his own personal accomplishments, but also pays homage to a cadet who came before him—one whose charisma, passion and legacy inspired a premier form of financial compensation available to Texas A&M University cadets.

Alsawfta is one of two inaugural recipients of the Kupfer Award, which pays out \$7,500 annually—the most of any scholarship limited to cadets. The award's namesake, Harold Kupfer '54, served in the U.S. Army and led a highly-successful career as a Wall Street stock trader. Because recipients are selected by a committee of Corps leadership and not subject to a traditional application process, Alsawfta initially didn't know what the award was or anything about the man behind its name.



BY TYLER ALLEN '18

BEST OF THE BEST

One man's spirit inspires a prestigious award for members of the Corps of Cadets.





AFTER MEETING AT HIGHLAND PARK HIGH SCHOOL IN DALLAS, DONALD ZALE '55, HAROLD KUPFER '54 AND GERALD RAY '54 (LEFT TO RIGHT) REMAINED FRIENDS DURING AND AFTER THEIR TIME AT TEXAS A&M. ZALE AND RAY ARE HONORING KUPFER'S LEGACY BY ESTABLISHING A NEW SCHOLARSHIP AWARD FOR AGGIE CADETS.

"It was a huge surprise," he said, "but I was so grateful to learn I was a recipient, as I'm paying my own way through school." Al-sawfta only realized the full extent of the award when he met Gerald Ray '54 and Donald Zale '55—the benefactors of the scholarship and Kupfer's fellow cadets—who fully acquainted him with the character of the award's namesake.

"After hearing about Harold Kupfer from two of his lifelong friends, the prestige of this honor really sunk in," he said.

A Close-Knit Trio

When Ray, Zale and Kupfer met at Highland Park High School in Dallas, it was the start of a lifelong friendship that continued despite being placed in different Corps outfits at Texas A&M. Kupfer was placed in field artillery and was active in the Fish Drill Team. He was assigned to Battery "A" and progressed to cadet major of the Second Battalion staff by his senior year. He was also an avid intramural boxer. In fact, as a prank, Ray once entered him in a Golden Glove boxing tournament in Houston without Kupfer's knowledge. Never one to back down from a challenge, Kupfer competed. Ray said that demonstrates the nature of their relationship.

"One of Gerald's greatest thrills in life was aggravating Harold," said Zale. "He loved to pull his chain."

Kupfer was also an active member of the Texas A&M Business Society and the Dallas Aggies Club, as well as editor of the 1954 Aggieland yearbook. He graduated and commissioned as a second lieutenant in the U.S. Army before serving in Germany with a mechanized division artillery. Upon returning to civilian life, he entered the se-

curities industry as a block trader specializing in large stock transactions.

"Harold spoke this unique Wall Street language, and he often called my office to give my secretary wild market speculations," said Zale, who served as CEO of Zale Corporation until the company was sold in 1986 as the world's largest retail jewelry store chain. "He could endear himself to anyone. He was extraordinarily competent in his trade and had a network of friends and relationships nationwide. He was a breath of fresh air."

Ray, who started his own investment firm in Dallas after graduation, said Kupfer often called him to propose spur-of-the-moment trips to New York or other cities he frequented. When Ray told him he couldn't due to other responsibilities, Kupfer went by himself and invited him again next time. "He was a true renaissance man," added Ray.

The three friends remained close long into their careers. Things didn't change until Kupfer reluctantly told them he had been diagnosed with terminal kidney cancer. At that point, Ray and Zale agreed to make Kupfer's remaining time exciting and well spent. Of everything they did for him, the most notable was throwing an honorary black-tie dinner. "There were people from New York, California and all over the country who came down to celebrate him," said Ray. "I'm not exaggerating: The place was jam-packed."

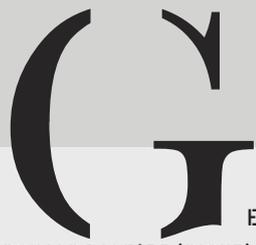
Passing Down the Spirit

In July 1985, Kupfer passed away after his battle with cancer. To resurrect the memory of their friend and commemorate him at Texas A&M, Ray and Zale endowed the Kupfer Award as a permanent source of support for cadets.

"Since Harold was such a unique and successful person, this award celebrates success and leadership," said Ray. "Recipients are awarded this money as a reward for what they've accomplished in the Corps and around campus. It's a meaningful dollar amount that can pay handsomely for tuition, and we thought Harold would really like that."

The Kupfer Award will be awarded annually to a junior and senior cadet who exemplify Kupfer's leadership and promote his sense of competitiveness and camaraderie. Recipients must have at least a 3.25 GPA, and demonstrated leadership in the Corps and on campus is one of the main





GERALD RAY '54 (LEFT) AND DONALD ZALE '55 (RIGHT) ESTABLISHED THE KUPFER AWARD TO HONOR THEIR LATE FRIEND AND FELLOW CADET, HAROLD KUPFER '54. A premier form of financial compensation, this award will be given annually to a junior and senior cadet who embody Kupfer's leadership style and sense of camaraderie.



selection criteria—a factor Alsawfta agrees should be celebrated. “When you have effective leaders, it creates a more effective and efficient organization that has meaning behind it,” he said. “If people are just going through the motions, the organization will be empty and hollow. But when you have leaders who genuinely care, they’ll inspire those under them through their actions.”

A leader himself in his company and his ROTC organization, Alsawfta said the Corps allowed him to obtain the discipline needed to solidify his decision to join the Army after college. He is pursuing a degree in international studies with a minor in Arabic before he plans to earn a Master’s of International Affairs at the Bush School of Government and Public Service. Alsawfta believes that opportunities present themselves in the Corps for those who are willing to work for them. This ideology is what aligned him with Ray and Zale’s mission for the Kupfer Award.

“If you stand out among your peers, maintain your grades and adopt a leader’s attitude, opportunities will find you,” he added. “Things will work themselves out if you persevere. I am so grateful to have received this life-changing honor.” ☺

TO SUPPORT THE CORPS OF CADETS, CONTACT:

MATT JENNINGS '95
SENIOR DIRECTOR OF DEVELOPMENT
TEXAS A&M FOUNDATION
(800) 392-3310 OR (979) 845-7604
MJENNINGS@TXAMFOUNDATION.COM

Watch a video about the other inaugural recipient of the Kupfer Award, Katie Brock '18, at give.am/Kupfer.

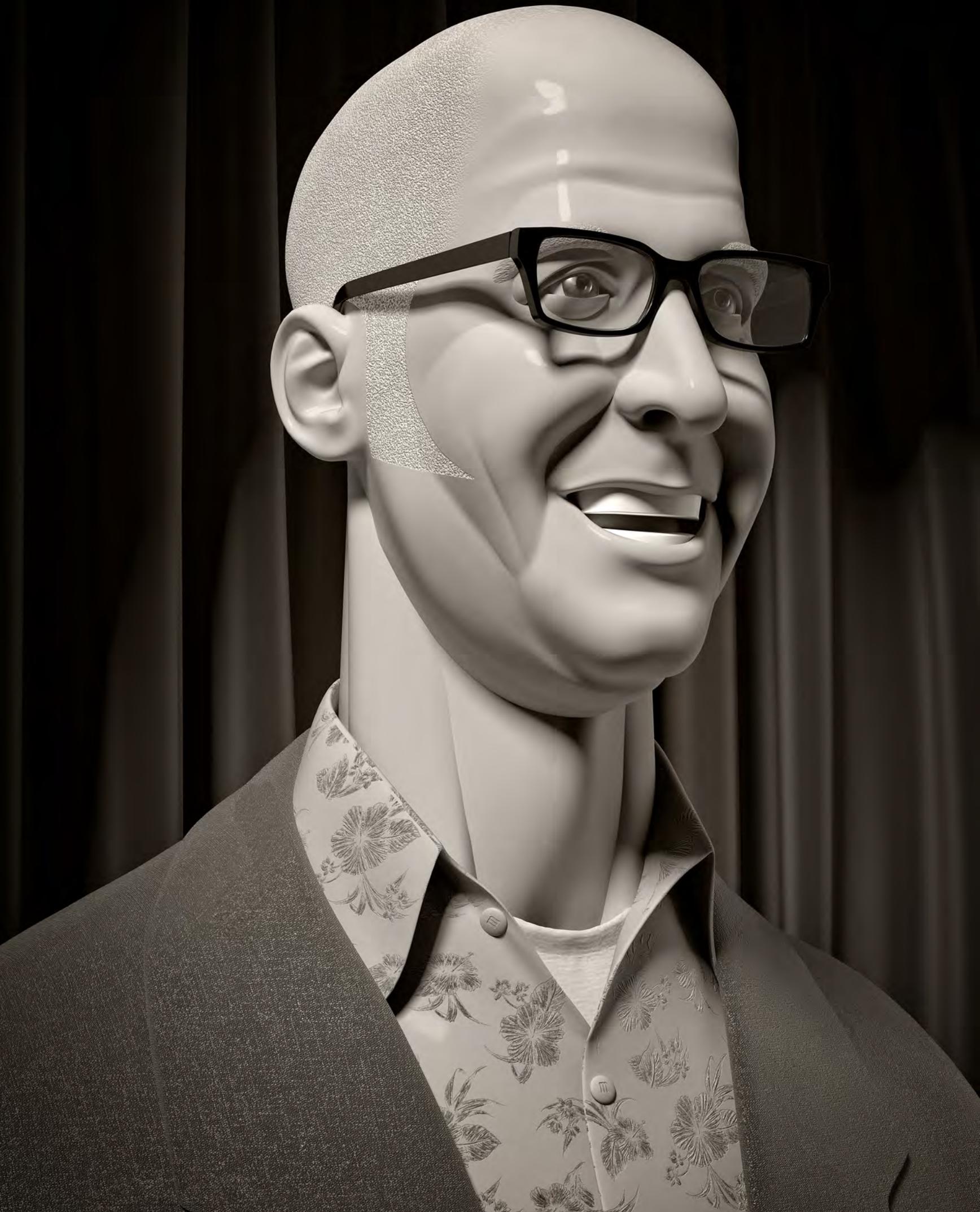


The
**ANIMATION
WIZARD**

MEET KIRK KELLEY '82,
THE CREATIVE MASTERMIND BEHIND FAMOUS COMMERCIALS FOR BRANDS LIKE M&M'S AND CHIPOTLE.



BY MOLLY KULPA '15







During the 2018 Super Bowl, the M&M's brand did something it had never done before: It made its red M&M character a real-life person in the form of actor Danny DeVito. After the commercial aired, Twitter was buzzing with enthusiastic responses to the transformation, with one user tweeting: "Danny DeVito as the red M&M. Best. Casting. Ever." One of the creative minds behind the commercial—and indeed, behind much of M&M's advertising work over the last two decades—is an Aggie: Kirk Kelley '82.

Kelley began working with M&M's in 1995 when advertising agency BBDO and the Mars Inc. brand selected his studio to take creative lead on revamping its advertising. Kelley and his team worked to create distinct animated characters for each M&M color: red (the sarcastic one), blue (the cool one), yellow (the simple one) and green (the stylish one, added in 1997). Later, orange and Ms. Brown joined the gang as well.

Today, each of the "spokescandies" has its own personality. The characters are so ingrained in the company's brand that a portion of the M&M's website is dedicated to showcasing their age, weight, best features, shortcomings and more. It would seem the creative genius pays off—last year, M&M's generated \$688.7 million in sales.

In addition to his work with M&M's, Kelley has also been involved in commercials for Chipotle, Mac vs. PC, California Raisins, Boom Beach and more. His impressive resume of work in visualization, animation and computer-generated art is far-reaching, but the Portland resident got his start at Texas A&M, when the university's visualization program was in its infancy.

A CREATIVE REBEL

Kelley is a native Texan who comes from a family background in farming. "With farming, you're always figuring out how to make something work," he said. He recalls constantly being interested in building things:

While in junior high, he converted his lawnmower to burn on hydrogen.

This innate curiosity led him to major in chemical engineering at Texas A&M. As an undergraduate, Kelley was heavily involved in the Memorial Student Center (MSC), serving on its Leadership Council, where he was awarded the prestigious Thomas H. Rountree Award, given annually to recognize and honor the organization's most outstanding student leaders.

"It turned out I wasn't cut out for engineering," he admitted. "It was more regimented than I was prepared for, which is why I got so involved in the MSC. I enjoyed doing things outside my engineering work to broaden my horizons."

His out-of-the-box thinking and artistic expression set him apart from the crowd. "When I look back, I think I grew a lot by pushing creative boundaries at Texas A&M. For example, I used to anonymously put sculptures on campus every Wednesday for a few years. The Battalion eventually picked up on it and asked me to share why I was doing it. It got people talking."

Kelley earned his first bachelor's degree in chemical engineering in 1982. He worked for a few years, later spending nine months traveling in Europe. When he was biking through Italy, he studied its architecture and art scene. This inspiration, coupled with a trip to visit friends who were studying at the University of Cambridge,

motivated him to return to Texas A&M and further his studies in the fields he was passionate about. He earned a second bachelor's degree in environmental design from the College of Architecture in 1989, just as the college established its Visualization Laboratory and Master of Science in Visualization program.

"This new field fascinated me, because I loved photography and I was making videos, and this discipline linked those elements," he said. Motivated, Kelley enrolled in the program and completed his master's in visual science in 1995. During his studies, he developed a passion for his future specialty: mixing media, such as integrating animated characters into live-action film.

CREATING ICONIC CHARACTERS

Today, Kelley serves as partner, chief creative officer and director of HouseSpecial, a pioneering animation studio that branched off from LAIKA, a feature film production company. Over the course of his career, he has created numerous short films and major advertisements, including developing the well-known M&M's advertising campaigns.

M&M's were first introduced in 1941 in response to a demand for candy that soldiers could carry and consume during World War II. Mars Inc., the company that owns M&M's, first produced the candy in Newark, New Jersey, before expanding to production plants across the country. The chocolates were exclusively made available to members of the military during the war because they were heat resistant due to their candy-coated shell ("Melts in your mouth, not in your hand"). The original M&M colors included brown, yellow, green, red and tan.





Kelley began working with M&M's in 1995 when advertising agency BBDO and the Mars Inc. brand selected his studio to take creative lead on revamping its advertising. Kelley's team set to work on creating the characters that define the M&M's brand today, and they continue to evolve advertising efforts. For example, the M&M's 2018 Super Bowl commercial featured CG animations of the red and brown M&M's in live-action film.



Boom Beach (bottom right) is a multiplayer online strategy game for smartphones developed by Supercell. Set on a tropical archipelago, it's a war-based action game that pits players against computer and human opponents in an attempt to overthrow an island overlord. Supercell sought out Kelley's expertise to bring life and personality to the game's characters.

In the 1990s, M&M's decided to re-vamp its advertising. The company was phasing out the tan M&M to make the candy more colorful; executives at Mars Inc. felt it was redundant to have two shades of brown (brown and tan). The company announced three new possible colors: pink, purple or blue, and put it to a public vote. It proved to be a fun marketing move, and consumers selected blue.

In 1995, BBDO selected Kelley's studio to take the creative lead in bringing the M&M's characters to life. They drew inspiration from a 1954 television commercial that featured black-and-white, hand-drawn versions of the plain (red) and peanut (yellow) M&M diving into a pool of chocolate, which gave them their candy coating. Deciding that they would reintroduce the idea of M&M characters, Kelley's team, in conjunction with BBDO, set to work on developing personalities for the red and yellow M&M's.

"Yellow is bigger than Red," Kelley said, "and we decided that he'd be kind of goofy. He doesn't seem like he would be super smart, but it turns out he's ahead-of-the-curve. On the other hand, we decided Red would be cocky, acerbic and snide. He'd be the one to get the gang into trouble."

Their approach was groundbreaking. "These were among the first computer-generated characters that really captured the imagination of people," he said. Before that, animated characters weren't as sophisticated.

"Jurassic Park came out in 1993, and Toy Story came out in 1995. These films were real game-changers in the industry," Kelley explained. "Toy Story used entirely computer-generated (CG) characters, and they were well developed. Before then, animated char-

acters that used computer generation didn't have much personality; no one had gotten there yet. When I was studying in the College of Architecture in the early 90's, that's what everybody was trying to do."

After developing characters for the red and yellow M&M's, the team continued with blue. "Blue is the cool guy in the room," Kelley said. "After that we developed Green, the first female M&M. She's stylish and smart. She flaunts it, but she can put you in your place easily."

Out of all the work in his creative career, Kelley holds the M&M's campaign dear to his heart and still attends most of the M&M shoots that take place around the world. When he's on the set of a live-action shoot and speaking with actors, he tends to describe the M&M's as if they were real. "I say, 'this is what Red would do, this is what Yellow would do,'" he laughed.

GOOD STORYTELLING

Kelley's job at HouseSpecial results in atypical workdays. "Certain days, I'm busy storyboarding and shooting live action," he said, "but other days, I roll up my sleeves and actually do some of the animation and artwork on the computer, bringing characters to life. And sometimes, I work on pitches for new clients or handle logistics and strategizing."

One of his favorite mediums to shoot is stop motion, an animation technique that physically manipulates an object so that it appears to move on its own. Typically, objects are filmed on a small 5 by 10 square foot set and moved in small increments between individually photographed frames, creating the illusion of movement when the series of frames is played as a fast sequence.

A recent example of HouseSpecial's stop motion work is the 2016 "Ingredients Reign" ad campaign for Chipotle, in which Kelley served as director and creative director. Using humor, charm and a renaissance theme, the commercials spotlight Chipotle's commitment to sourcing, preparing and serving only the very best ingredients. Through vivid animation, Kelley's team captivated viewers and illustrated how Chipotle's fresh vegetables and responsibly raised meats are given "the royal treatment" to become the "finest ingredients in all the land." Kelley called it the right combination of "surreal whimsy and crafted beauty."

"Ultimately, you've got to be super excited about what you do every day or it's not worth it," he said. "As for me? I just really like making little movies. Commercials are essentially structured the same way as feature films."

In every project he approaches, Kelley specializes in breathing life and creativity into characters. "Delving into what makes a character 'tick' can help you tell more interesting stories, and you can connect people through those stories or elements of humor. Figuring out how to tell stories and how to bring characters to life is crucial, because characters are the heart of any story." ©

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VISUALIZATION AND THE COLLEGE OF
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askprof.



Research Interests: The neural mechanisms underlying emotional learning and memory in animals and its relevance to clinical disorders of fear and anxiety, including post-traumatic stress disorder (PTSD) in humans.

Tell us about Texas A&M's new Brain Science Initiative.

In a nutshell, it's a campus initiative built to explore the mysteries of the brain. We're increasing neuroscience research activities in animals and humans, and the initiative has resulted in faculty hires in the Department of Psychological and Brain Sciences (formerly the psychology department). We research things like post-traumatic stress disorder, addiction and compulsive behaviors.

What sets Texas A&M apart in brain science research?

The Texas A&M Institute for Neuroscience is strongly collaborative among several of the major units on campus, including the veterinary school and the colleges of medicine, engineering, liberal arts and science. We have strong animal research and human research sitting side-by-side, which makes us well-positioned to tackle issues of brain function across many levels of analysis.

What happens to the brain when someone experiences trauma?

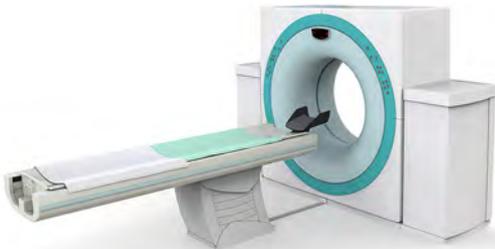
Traumatic experiences produce changes in the brain, some of which persist for hours, and others that persist for months or years. Long-lasting changes include hyperactivity in the amygdala—an area of the brain involved in emotions, such as fear—and activity decreases in the prefrontal cortex—an area involved with emotional regulation.

What does PTSD therapy look like?

Current therapies for anxiety disorders and PTSD focus on learning that cues associated with the trauma are no longer fear-provoking. Patients often undergo exposure therapy to reduce their fear of situations and stimuli associated with trauma. Although exposure therapy is often effective, pathological fear and anxiety are known to return or relapse under many circumstances. This occurs, for example, when trauma-related stimuli, which have come to be tolerated during therapy, are unexpectedly experienced outside of the clinical context.

But your research could help clinicians better treat disorders like PTSD.

Yes, that's the hope. My research involves studying the relationship between three parts of the brain: the hippocampus, (which is involved in memory), the prefrontal cortex and the amygdala. While the neuro-circuit between the three has long been known to process fear, my studies have pinpointed connections between the hippocampus and a specific type of cell in the prefrontal cortex that is involved in a relapse of fear. This has widespread implications for treating fear disorders like PTSD in the future, as we now know what part of the brain to target. ©



Support Brain Science at Texas A&M
"Whether it's mental health, mental illness, or neurological disorders and neurodegeneration, brain disorders touch almost everyone," said Maren. "Even if you're not personally afflicted, you likely have a family member or friend who is."
Texas A&M's Brain Science Initiative brings together faculty and student researchers to see the brain in action, offering a better understanding of how people think, feel and interact. Trained in techniques for neuroimaging and psychophysiological measurements, researchers from colleges across Texas A&M seek answers to everything from obsessive-compulsive disorder to Alzheimer's and Parkinson's diseases.
Gifts to the Brain Science Initiative can pay for expensive imaging equipment and provide the personnel needed to lay the groundwork for federal funding of brain science research.

ENDOWED GIFTS OF \$25,000 OR MORE CAN SUPPORT THE BRAIN SCIENCE INITIATIVE. TO LEARN MORE, CONTACT:

LARRY WALKER '97
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(800) 392-3310 OR (979) 458-1304
LWALKER@TXAMFOUNDATION.COM



FACTORS

1

BRAINY MAJOR

Because Texas A&M doesn't yet have a neuroscience undergraduate major, an important part of the Brain Science Initiative involves making this field more accessible to undergraduates. A major push to develop the major—which involves the Texas A&M Institute for Neuroscience, the Texas A&M Health Science Center, and the colleges of liberal arts, science and veterinary medicine—is underway.

2

NO PAIN BRAIN

Because the brain doesn't have pain receptors, there is no sense of pain within the brain itself. This explains why brain surgeons can probe areas of the brain even when patients are awake.

3

MEMORY MAKE-UP

Housing memories involves multiple areas of the brain. While the hippocampus and cortex store information about the time and place of an event, the amygdala is critical for the memory's emotional aspects.

5

NEURONS GALORE

The brain is made up of 100 billion neurons, the same number of stars in our galaxy. Counting at a rate of one neuron per second, it would take nearly 3,200 years to count them all!

4

SIZE VS. SMARTS

Although it might seem to take a lot of brains to be in Maren's line of work, human brain size has little to do with actual intelligence. But brain size does matter when comparing species: Among mammals, humans have the biggest brain by body weight, averaging three to four pounds.

Dr. Steve Maren

Claude H. Everett '47 Jr. Chair of Liberal Arts
University Distinguished Professor of Psychological and Brain Sciences

PH.D. BIOLOGICAL SCIENCES, UNIVERSITY OF SOUTHERN CALIFORNIA, LOS ANGELES (1993)

M.S. BIOLOGICAL SCIENCES, UNIVERSITY OF SOUTHERN CALIFORNIA, LOS ANGELES (1991)

B.A. PSYCHOLOGY, UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN (1989)



Origins

According to Aggie lore, the Aggies were badly losing during a 1907 football game, causing cadets' dates to threaten to leave. The upperclassmen ordered freshmen to entertain the ladies, so they raided a janitor's closet and changed into white coveralls they found. While leading the crowd in yells, they received so much attention that it was decided only upperclassmen would have the honor of leading yells in the future. Although this legend probably lacks some truth (the Aggies went 6-1-1 in 1907 and were undefeated at home), the tale has been passed down for decades. "That old saying, 'Never let facts interfere with a really good story,' is applicable here," said Richard Biondi '60, a Yell Leader from 1958 to 1960.



Yell Book

Since the mid-1970s, Yell Leaders have been required to carry a personal "Yell Book," a tradition reminiscent of the old days when Corps freshmen were required to carry a copy of Old Army Lou's *Campusology* book. Yell Leaders are required to tape coins in the book equal to their class year. (For example, a Yell Leader from the Class of 2010 would tape a dime in his book.)



Creative Campaigning

Yell Leader candidates spend plenty of time, energy, effort and money conceptualizing inventive and innovative methods to earn enough votes from their peers to receive the prestigious Yell Leader title. Campaign tactics range from catchy slogans, posters and banners to t-shirts, social media messaging and more. Today, the Election Commission governs and oversees every aspect of the Yell Leader campaigning process.



-THINGS TO KNOW ABOUT THE- YELL LEADERS

A compilation of facts about one of the most unique traditions in college athletics.

5

timecapsule

Once a Yell Leader, Always a Yell Leader

The Texas A&M University Association of Former Yell Leaders was formed in 1995 to support current Yell Leaders and preserve the organization's history. The group holds annual reunions and has a membership of approximately 200 active former Yell Leaders.



6

The Look

Yell Leaders were initially responsible for providing their own uniforms and often wore bizarre outfits to attract attention. The first time the Yell Leaders were documented wearing all-white was in 1915, which was also the year they donned maroon "letter" sweaters featuring a large white "T." While their getup has changed over the years, including embroidered and painted denim overalls, today's Yell Leaders wear white trousers, a white belt, a white button-down, long-sleeved shirt with the sleeves rolled up, and maroon tennis shoes.



4

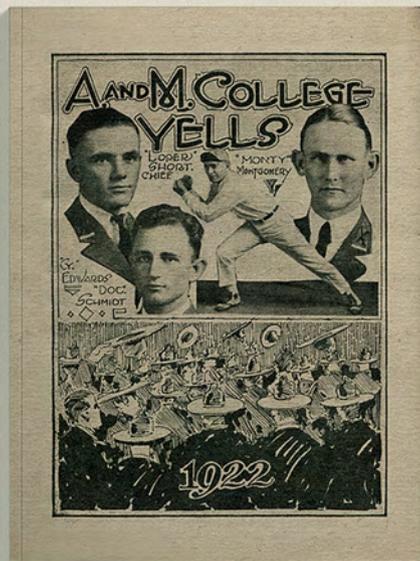
Hut! Hut!

A tradition began in the 1960s allowing the Head Yell Leader to attend preseason practice with the football team to build rapport. During one practice, former Head Yell Leader Bill Youngkin '69 recalls then-Aggie football coach Gene Stallings '57 telling him, "Tradition or not, if you're not in tip-top shape, you won't play with the Texas Aggies." Youngkin stunned Stallings when he ran the fastest mile of the entire team. "When Coach Stallings made everyone run another mile, that rapport took a lot longer to build!" Youngkin said. The last Head Yell Leader to participate in full contact drills was Tim Duffy '98 in 1998.



Birth of a New Yell

In the early 1970s, football players typically sat under the basket at the open end of G. Rollie White Coliseum during basketball games. When the opposing team's coach confronted a referee, the players yelled, "Sit down!" This later morphed into, "Sit down, bus driver!" (In those days, the basketball team's head coach was also the team's bus driver, so referring to him as the bus driver insinuated that he was better at driving than coaching.) The bus driver yell took off in popularity when the Arkansas basketball team traveled to College Station in 1974: Arkansas Head Coach Eddie Sutton was rendered speechless when he first heard the student section scream the command in unison. Now, the phrase is also yelled at Texas A&M football and baseball games.



Springboard to Success

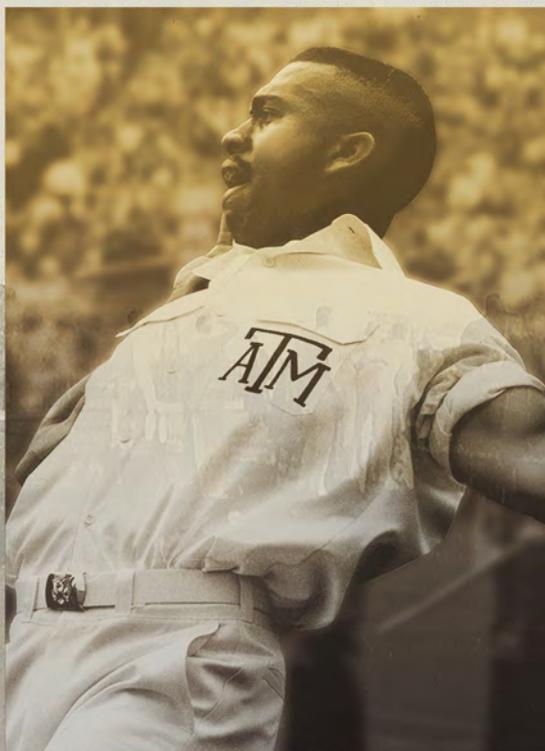
Many former Yell Leaders have celebrated incredible career milestones and personal successes, such as:

- **The late Dr. James H. "Red" Duke Jr. '50:** Famed trauma surgeon and medical educator at The University of Texas Health Science Center at Houston and Memorial Hermann-Texas Medical Center
- **Rick Perry '72:** United States Secretary of Energy; 47th Texas Governor
- **Ronnie McDonald '93 (below):** Bastrop County's first African-American judge, and at 27, the youngest in Texas history



They Get to the Game—No Matter What

Aggie Yell Leaders attend all home and away football games; all home basketball, volleyball and soccer games; and post-season football, basketball and volleyball games. The late Dr. James H. "Red" Duke '50 was so excited about being a Yell Leader for the 1948–49 year that he hitchhiked 3,200 miles roundtrip to the first game of the season against Villanova in Philadelphia.



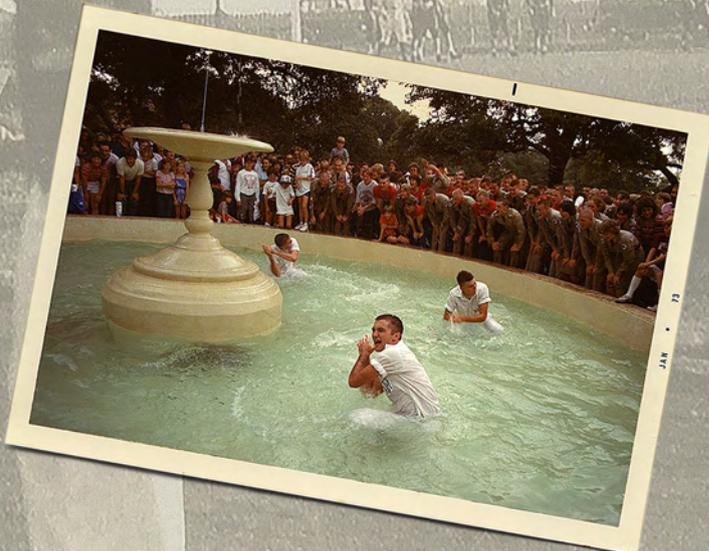
The Next Generation

Today's Yell Leaders are public figures, not a rowdy group of entertainers. They serve as ambassadors when they travel to Aggie Moms Clubs, Texas A&M Coach's Nights, all new student conferences, events hosted by various A&M Club chapters, university donor events, each session of Fish Camp, the annual Aggie Muster and more. "What we did back in our day pales in comparison to the time and effort required of today's Yell Leaders," said Jimmy Tyree '54, a Yell Leader from 1952 to 1954.



Splashy Tradition

After the Aggies beat Texas A&I (now Texas A&M Kingsville) 26-0 at the first home game of the 1940 season, nearly 2,300 freshmen captured the senior Yell Leaders and threw them into the showers. One week later, Aggie football pulled a 41-6 win over Tulsa in San Antonio, so the freshmen again dunked the senior Yell Leaders in water in a garden adjacent to the stadium. The next home game at Kyle Field—a 21-7 victory over TCU—resulted in the freshmen dunking the Yell Leaders in the Fish Pond, which remains a celebratory tradition today after each Aggie win.



How Midnight Yell Began

In the early 1900s, yell practices were held several days in a row. In fact, an October 1913 edition of *The Bryan Weekly Eagle* reminds locals: "Regular yell practice has commenced at the A. and M. College." In 1931, the Head Yell Leader suggested that all students should "fall out" and meet on the steps of the YMCA building at midnight to commence yell practice. Yell practices were henceforth held at midnight, either on the steps of the YMCA Building or on the steps of Guion Hall. In the late 1940s, yell practices were held at the Grove until 1960, when they moved to Kyle Field.



Read More

In 2013, The Association of Former Yell Leaders published a book titled, "Ambassadors of the Aggie Spirit: The History of the Texas A&M Yell Leaders." Written by Rusty Burson, it includes forewords by Gov. Rick Perry '72 and the late Dr. Red Duke '50. This book is a must-have for any Aggie, with interesting facts, anecdotes and more from the group's history. All proceeds from book sales go toward the Texas A&M Yell Leaders Permanent Endowment that supports current Yell Leaders by covering uniforms, travel expenses and more. To purchase the book for \$32.45, send your shipping address and a check payable to The Association of Former Yell Leaders to Richard Biondi '60 at 4903 Hazeltine Court, College Station, TX, 77845.

TO GIVE TO THE YELL LEADERS, CONTACT:

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MJENNINGS@TXAMFOUNDATION.COM

Give online at give.am/YellLeaders.

A mock train wreck at this year's Disaster Day simulation provided the perfect opportunity for students across health professions to work together through a chaotic environment.



opportunity.

Through mock scenarios, Texas A&M's Disaster Day prepares students across health professions to practice collaboratively and respond to emergency situations.

BY KARA BOUNDS SOCOL

The grisly train wreck aftermath will be forever etched in Madison Johnson's memory. Johnson '17, a San Antonio native and recent graduate of the Texas A&M College of Nursing, vividly recalls the screams and moans of victims as they writhed in pain or ran in panicked circles. Some were impaled by metal and glass; others had severe lacerations, amputated limbs and head injuries. The situation sent one passenger into labor and caused a heart attack in another. Emergency responders had to maintain cool heads during the chaos to prioritize

and treat the victims without the tools, supplies and medication readily available in a hospital. "It looked and felt so real," Johnson later recalled of the Feb. 16 Disaster Day

simulation. "It pushed students outside of their comfort zones, but taught them to think quickly on their feet."

An Ideal Training Ground

Disaster Day was created by the College of Nursing in 2008 with 35 nursing student participants. During its first nine years, the annual event took place in a church gym, where students faced mock scenarios such as an explosion and a tornado.

Disaster Day has gained momentum each year and now serves as a disaster-train-



ing exercise for Texas A&M nursing, medical, pharmacy, public health and veterinary medicine students. For this year's 10th anniversary, organizers left the church gym behind and moved the event to a much more realistic setting: the Texas A&M Engineering Extension Service's (TEEX) Disaster City in College Station.

At Disaster City, the derailed train cars were real, as were the 200 Texas A&M Health Science Center (HSC) student volunteers who, during separate morning and afternoon shifts, posed as injured train passengers while approximately 450 student "emergency responders" tended to them or manned the Emergency Operations Center.

Interprofessional Training

Along with location, oversight of the student-led event also shifted this year to the HSC's Office of Interprofessional Education and Research (IPER).

IPER executive director Christine Kaunas said the interprofessional nature of Disaster Day encourages students to better communicate and collaborate with those in other disciplines. The training exercise also touches on Texas A&M's One Health initiative—a joint effort by the HSC and the College of Veterinary Medicine & Biomedical Sciences that focuses on the interconnectedness of human, animal and environmental wellness.

Disaster Day offers a prime example of how emergency response goes far beyond rescuing victims and tending to wounds. In the case of a train wreck, for instance, what if an environmental toxin is leaking from a train car, contaminating both victims and responders? You would rely on the knowledge of a public health expert. What if a spe-

cific medication is urgently needed, but not on hand? That's where pharmacists are called on to improvise. What if a service dog is wounded and separated from its owner? An emergency response-trained veterinarian should know what to do.

Disaster Day demonstrates that the human inclination to congregate with like-minded individuals can have fatal consequences during an emergency situation. By focusing on interprofessionalism, the HSC and the veterinary school are countering "silo" tendencies by teaching students to comfortably interact with those in related but different fields.

"Students speak different languages in different health professions," Kaunas explained. "Disaster Day provides the perfect opportunity for students to work together through chaotic environments and know their roles within a team. If we can work with students to develop these instincts, they'll be better prepared for collaboration by the time they graduate."

Angela Clendenin '91, one of 70 Texas A&M faculty and staff members who served as advisers and volunteers at Disaster Day, agrees. "If we're truly committed to the challenges of One Health, interprofessional education like this is how we'll demonstrate its importance."

How You Can Support Disaster Day

Moving from the church gym to Disaster City—and utilizing TEEX advisers and safety personnel—costs \$40,000 for a single day. While The Association of Former Students helped support this year's event, Disaster Day also relies on the fundraising success of student volunteers who seek out corporate and community sponsors. That

responsibility naturally gets tougher as the event becomes more extensive—and expensive.

Gifts to the Texas A&M Foundation could alleviate this student fundraising burden, thereby allowing participants to spend more time on planning and implementation. A gift of \$50,000 would support Disaster Day for one year. A gift of \$1 million, however, would establish an endowment to fund all future Disaster Days.

Kaunas said that financial support could additionally help the event—already the largest of its kind in the nation—become even better by including students from other Texas A&M disciplines.

It could also boost HSC recruitment efforts. "We want Texas A&M to become known for this event, encouraging potential students to choose our institution in part because they're interested in emergency response," she said.

"As impressive and far-reaching as Disaster Day already is," Kaunas added, "elevating it even further will really give us a name in disaster response and interprofessional education." ©

TO SUPPORT DISASTER DAY, CONTACT:

KIRK JOSEPH '84
SENIOR DIRECTOR OF DEVELOPMENT
TEXAS A&M FOUNDATION
(800) 392-3310 OR (979) 436-9107
KJOSEPH@TXAMFOUNDATION.COM

Approximately 60 students planned this year's Disaster Day event, which brought together students from the colleges of nursing, medicine, public health, pharmacy and veterinary medicine.

Movers, Shakers and Dream Makers

Stories of faculty who've given back during the Lead by Example campaign.

BY SAVANNA HOOVER '18

Ann '79 and Rodney Boehm '78

RODNEY: ASSOCIATE PROFESSOR OF PRACTICE AND DIRECTOR OF ENGINEERING ENTREPRENEURSHIP, COLLEGE OF ENGINEERING

ANN: INDEPENDENT MARKETING CONSULTANT

SUPPORT TO TEXAS A&M:

Ann '79 and Rodney '78 Boehm Endowed Opportunity Award Scholarship

The Boehms met at Fish Camp in 1976. As a “square” engineer, Rodney felt he didn’t stand a chance, but a few dates later and

the rest—as they say—is history. Today, the successful couple is committed to each other, their family of six children and six grandchildren (with three more due this summer!), and supporting Texas A&M students. To call them anything less than vivacious would be an understatement: Even after 40 years of marriage, they constantly joke with each other.

Ann and Rodney returned to College Station in 2009, when Rodney was hired by Texas A&M to be a mentor, then an associate professor of practice for engineering entrepreneurship. In this role, he shares the knowledge he gained after 30 years in the telecommunications industry and five

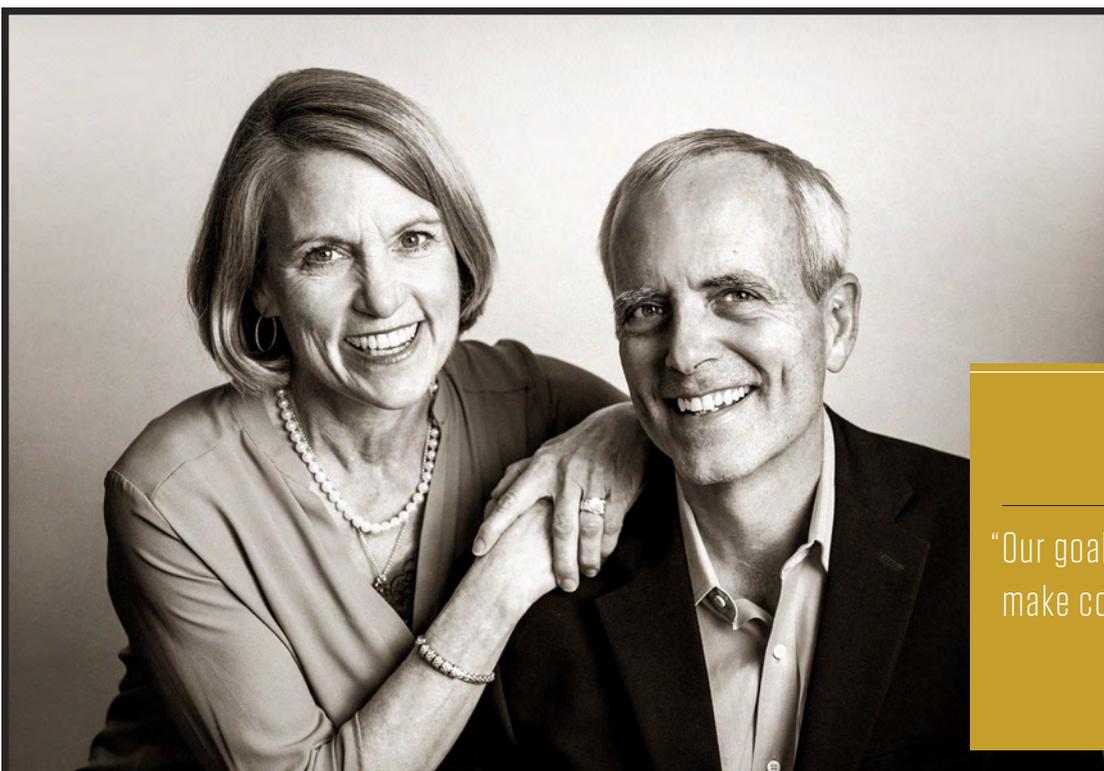
years at a startup with students of all levels. He has designed and implemented new opportunities for Aggie engineers to excel and test their skills inside and outside of the classroom through entrepreneurial events such as Aggies Invent, Invent for the Planet and Aggie Boss Talk. His slogan? “The sun never sets on innovation.” He is passionate about preparing students for jobs that have yet to be defined.

Meanwhile, Ann became involved with the Bryan chapter of CASA (Court Appointed Special Advocates), in which she volunteered as an advocate for children in the foster care system. Earlier in their marriage, the Boehms were foster par-

ents and cared for several newborns during their transition from birth to adoption. The couple saw a need for increased support of foster care children who “age out” of foster care at age 18 and choose to attend Texas A&M. The state of Texas provides a tuition waiver, but these students have no support for other necessities such as food, shelter and incidental expenses associated with college.

To bridge the gap, Ann and Rodney created an Endowed Opportunity Award through a bequest that will support a former foster care student pursuing an engineering degree at Texas A&M. For Ann, it was also important that there was only a minimum grade stipulation, so that students who are struggling but still doing their best can receive the support they need. The couple feels it’s important that faculty be stakeholders in the university and its future.

“Foster children are coming in on the sidelines,” Ann said. “It’s important to say, ‘You have a place at the table and there’s funding for you, not because you’re the best student, but because you’re here.’”



“Our goal was to tear down barriers and make college **more accessible.**”

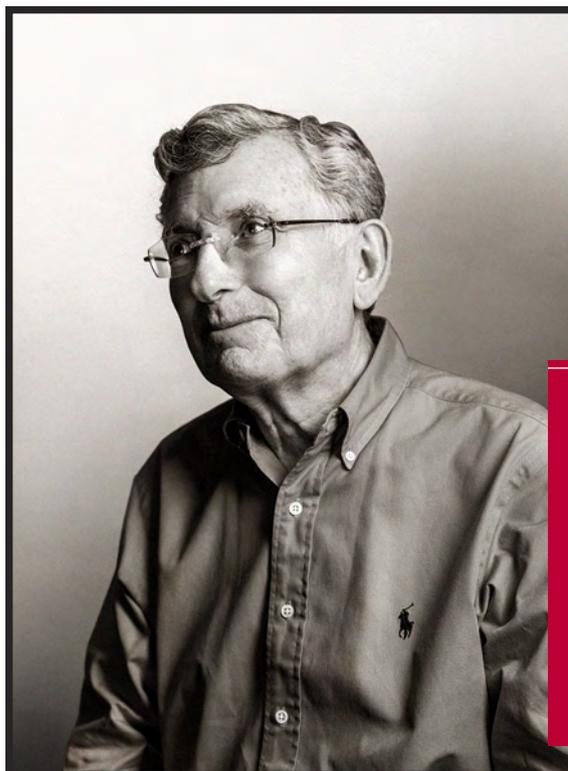
—Ann '79 and Rodney Boehm '78

Dr. William Bassichis

PHYSICS PROFESSOR AND PRESIDENTIAL PROFESSOR FOR TEACHING EXCELLENCE, COLLEGE OF SCIENCE

SUPPORT TO TEXAS A&M:

William H. Bassichis Chair for Teaching Excellence in Physics and Astronomy



"I want Texas A&M to be a place where I would be proud to have my grandchildren attend."

—Dr. William Bassichis

Dr. William Bassichis has taught more than 10,000 engineering students in his 47-year tenure at Texas A&M University, and passion is always at the heart of his classroom. Upon his arrival to Texas A&M in 1970, he reintroduced physics courses for engineering students. He even created a new textbook series, "Don't Panic: A Guide to Introductory Physics for Students of Science and Engineering," that many students say are the most helpful textbooks they've ever encountered.

In 2001, a Fish Camp was named in his honor. "My office was filled with blue balloons, and I didn't understand how they got there, so I went to class and started teaching. Then, in the middle of the lecture, someone hands me a net. They held a sign that read, 'Camp Bassichis,' and it all came together: I was a Fish Camp namesake! I went to the camp and it was a beautiful thing to see all these students, even those who were reluctant at first, participating in yells."

The surprises continued in 2003 when Bassichis was one of the first two Texas A&M faculty to be awarded the newly-created rank of Presidential Professor for Teaching Excellence. "While I was teach-

ing, in comes the department head, the dean of science, former president Robert Gates and cameras! Gates said to my class, 'Your professor is the best teacher on campus,' and one of my students embarrassed me by shouting out, 'We knew that!'"

The following year, Bassichis established the physics program at Texas A&M Qatar, where he was voted "favorite professor" by students. He also helped found the Texas A&M Mentors Program and volunteered as an academic adviser for the Corps of Cadets. Recently, Bassichis partnered with a Ph.D. student to produce 90 online videos demonstrating the best way to work through physics problems.

One motivation for Bassichis' commitment to teaching is his family. "My six-year-old grandson told me, 'If you're still alive, I'll go to Texas A&M,'" he said. "I want Texas A&M to be a place where I would be proud to have my grandchildren attend."

The faculty chair for teaching excellence in his name began with a donation from a former student who felt Bassichis had changed his life. Matching funds were contributed while Dr. Ed Fry, a fel-

low physics professor, orchestrated more donations from family, former students and friends. Bassichis decided to give the remainder in a planned gift of his own to support what matters most to student matriculation: A professor devoted to teaching.

Dr. Victoria Pho, BS, PharmD, BCGP

CLINICAL PHARMACY ASSISTANT PROFESSOR, IRMA LERMA RANGEL COLLEGE OF PHARMACY

SUPPORT TO TEXAS A&M:

Mai Nguyen Endowed Scholarship

Dr. Victoria Pho's mother, Mai Nguyen, brought her to America as a Vietnam War refugee when she was nine months old, along with her three older siblings and her cousin.

Despite her lack of education and ability to speak English, Mai started over in America and raised her children by working odd jobs and emphasizing four core values: be a good citizen, be a good par-

ent, be a good educator, and find ways to give and serve. She always stressed the importance of having an education, a good heart and kind thoughts. Mai's advice: "Money comes and goes, but no one can take your education away." All her children took this to heart.

Now a clinical pharmacy assistant professor at the Irma Lerma Rangel College of Pharmacy, Pho teaches students in the classroom and on clinical rotations. When possible, she also invests time in her real estate and photography work. Pho is married to a physician, Dr. Khoa Nguyen, and the couple has three daughters: Elizabeth, Catherine and Victoria.

Being kind is a central tenet of Pho's life, and she feels that her mother's values align with Texas A&M's core values. "My role as an educator at Texas A&M brought great joy to my mom, and it makes me happy to know I made her proud," said Pho. "I'm in a profession where I can foster values in both a clinical and academic setting. I show my students how to have a caring heart as they serve their patients."

During the Lead by Example campaign, which began as Texas A&M University's third comprehensive fundraising campaign on Jan. 1, 2012, faculty and staff have contributed more than \$36 million to the campaign's \$4 billion goal. The current campaign total stands at \$3.2 billion as of June 30, 2018.



"I want to empower loved ones, students and patients to find hope, purpose and joy."

—Dr. Victoria Pho

General Earl Rudder '32 frequently visited their family home while J. Malon Southerland '65, later the vice president of student affairs, gave Larry a personal campus tour as a high school senior.

While Larry was a cadet in Company B-2 in the Corps of Cadets, Kim found her community in vocal music through the Reveiller's jazz group and the Century Singers. After winning the 1984 Miss Texas A&M University pageant, Kim pursued a master's degree in education and later met Larry.

As faculty members, they support international education. Larry teaches active-duty military personnel through online

Three of his mother's five brothers are also Aggies, including Jim McCoy '40, who was commandant during the 1960s.

Drs. Kim '84 and Larry Dooley '75

LARRY: ASSOCIATE PROFESSOR OF EDUCATIONAL ADMINISTRATION & HUMAN RESOURCE DEVELOPMENT, COLLEGE OF EDUCATION AND HUMAN DEVELOPMENT

KIM: ASSOCIATE DEAN OF ACADEMIC OPERATIONS, COLLEGE OF AGRICULTURE AND LIFE SCIENCES; PROFESSOR OF AGRICULTURAL LEADERSHIP, EDUCATION & COMMUNICATIONS

SUPPORT TO TEXAS A&M:

COADC Larry M. Dooley '75 and Kim E. Dooley '84 Undergraduate Scholarship in International Agricultural Development

Kim and Larry Dooley are dedicated to developing the next generation of Aggies and are even godparents to some of their students' children. Their favorite thing about being professors? Watching their pupils excel and carry on the Aggie Spirit.

Larry's dad and uncle graduated from Texas A&M in 1939 and 1944, respectively.

Mai's health began to decline last year, and she passed away in October 2017. "In her last few days, I told her I would do my best as a daughter, mom, wife and teacher," said Pho. "After kissing her on the forehead for the last time, I promised that Khoa and I would create a scholarship to honor her for all the blessings she gave me, and that together we would make a difference through education.

"Mai means 'a beautiful flower,' and she loved to have beautiful memories. I hope this scholarship will embody her beauty as a mother, educator and giver."

The Mai Nguyen Endowed Scholarship will support pharmacy students with proven leadership skills who are pursuing careers as pharmacy educators with a geriatric focus. "I have one word for my life: empower," said Pho. "Every moment matters and every effort makes a difference. Even when life gets challenging, I want to empower loved ones, students and patients to find hope, purpose and joy."



Lead by Example Campaign Gifts (JAN. 2012 TO JUNE 2018)

654,359

Gifts Given

170,652

Individual Donors

21,700

Corporate and Foundation Donors

classes and has taught courses in Mexico City and Saudi Arabia. Kim enjoys leading study abroad trips for undergraduates who have never traveled abroad. "It's not just about the content," she said. "It's about changing the heart. You never come back the same."

The Dooleys' most recent gift, counted during the *Lead by Example* campaign, is an endowed scholarship for undergraduate students in international agricultural development. "We have a passion for working in international settings and giving opportunities for students to be global citizens," said Kim. "We want Aggies to be society-ready and capable of interacting with diverse people."

Their gift was matched by the College of Agriculture Development Council.

In the past, the Dooleys created an endowed scholarship for

graduate students in agriculture to honor Larry's father. They have also funded an Aggie Ring for a Navy veteran; contributed to the Howard Hesby Atrium in the Kleberg Animal and Food Sciences Center; and helped fund the "Shaping the Future" statue in front of Harrington Tower, which was the first campus statue to feature women and children. Their two daughters left their marks by putting their thumbprints in the foundation.

Dr. Duane Ireland

EXECUTIVE ASSOCIATE DEAN,
MAYS BUSINESS SCHOOL

SUPPORT TO TEXAS A&M:
Mrs. Mary Ann and Dr. R. Duane Ireland and Family Endowed Scholarship

For Duane Ireland and his family, giving is about creating opportunity: "We like to imagine what this scholarship could lead to. It's always a positive image of what someone might accomplish with a little extra support: Perhaps our recipients will

establish a non-profit that will serve individuals in desperate situations or champion a cause such as adult literacy."

Ireland has devoted his academic career to researching and teaching about strategic management and entrepreneurship. He believes that "entrepreneurship helps economies and individuals reach their potential."

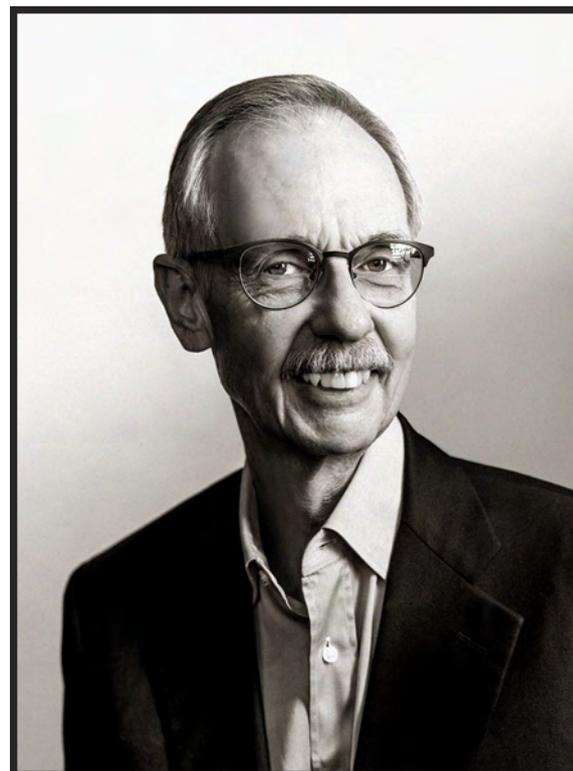
Ireland started out as a first-generation college student. He was drawn to studying business in college due to "an interest in understanding and analyzing business scenarios," he said.

In 2004, Ireland came to Texas A&M on an endowed chair to teach strategic management. He has served as head of the Department of Management and as editor of the *Academy of Management Journal*; he now serves as executive associate dean of Mays Business School. Part of his role includes teaching an executive class in Houston.

The Ireland family's gift will support a business student pursuing a graduate degree in the entrepreneurial leadership track

"We like to imagine what this scholarship could lead to."

—Dr. Duane Ireland



"We want Aggies to be society-ready and capable of interacting with diverse people."

—Drs. Kim '84 and Larry Dooley '75

of the Professional Program of Accounting. He and his wife, Mary Ann, decided to give their scholarship in honor of their family. "Entrepreneurship is exciting," said Ireland. "It's exciting to see individuals who commit to launching their own business and those who help corporations become more innovative. Today, the number of students starting an entrepreneurial venture while in college is increasing. I enjoy watching them develop and succeed. It's fascinating to see the products they choose to create and launch." ©



The Texas A&M Foundation unites generosity and vision to raise and manage major endowed gifts that support the future of Texas A&M University.

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A&M
FOUNDATION

The George H.W. Bush Presidential Library Foundation is dedicated to preserving the historic legacy of President George H.W. Bush by supporting education and scholarship programs.

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FOUR WAYS TO
LEAD
by EXAMPLE

LEADBYEXAMPLE.TAMU.EDU



The 12th Man Foundation funds scholarships, programs and facilities in support of championship athletics.

12THMANFOUNDATION.COM



The Association raises the university's Annual Fund, which supports both current and former student activities, academics and traditions.

AGGIENETWORK.COM

Business

The Old School Advantage: Timeless Tools for Every Generation by Jim Whiddon '82

Written for young professionals and experienced entrepreneurs alike, "The Old School Advantage" equips readers with "old school" communication and leadership skills that leave a lasting impression in a world dominated by technology. "It provides training on how to build instant rapport, become a master storyteller and make life's big decisions with confidence," said Whiddon. "I hope it helps create extraordinary leaders for generations to come."

Science Fiction

Jumper by Steven Gould '77

The first in a science fiction series, "Jumper" follows teenager David Rice as he learns he can teleport to escape his abusive household. The idea came to Gould after a series of late night conversations with fellow Aggies while he was a Texas A&M student. "When I sat down to write it, I realized that teleportation is a perfect metaphor for trying to solve problems by running away from them," he said. The film adaptation of "Jumper" premiered in 2008 starring Hayden Christensen, Samuel L. Jackson and Jamie Bell, while Gould's third Jumper book, "Impulse," is a television series streaming soon on YouTube Red.

Aggieland

Live from Aggieland by Rob Clark '95

With a foreword by Robert Earl Keen '78, a friend of fellow musician and former student Lyle Lovett '79, "Live from Aggieland" documents the array of musical icons who have frequented Texas A&M and the Brazos Valley over the years. These legendary events included performances by Elvis Presley, Nat "King" Cole, Johnny Cash and Willie Nelson, as well as three memorable sold-out shows by Garth Brooks at Reed Arena in 1998. "My hope is that readers enjoy the flashbacks to these concerts and the first-hand accounts of these experiences," said Clark.

Motivational

Church of the Small Things: A Million Little Things That Make Up a Life by Melanie Shankle '93

Tired of societal pressure emphasizing that monumental acts are required to make a difference, Shankle wrote "Church of the Small Things" to champion the small tasks of daily life. From the simple, fulfilling acts of raising kids, working in an office and cooking dinner, this book encourages readers not to overlook the little moments. "I think the most important things in life are right in front of us," she said. "Our friends, our families and our communities hold the pieces of our lives that ultimately matter the most."

Nonfiction

Duty: Memoirs of a Secretary at War by Robert Gates

From former Texas A&M President and U.S. Secretary of Defense Robert Gates, "Duty" takes readers inside the White House during the administrations of George W. Bush and Barack Obama. This behind-the-scenes account offers a personal narrative of Gates' battles with Congress, his efforts with the wars in Iraq and Afghanistan, and his support for American soldiers. With a refreshing perspective on our nation's political leaders, "Duty" offers insight into two prominent administrations and the tumultuous times that defined them. ©



Good Reads

5 Books You Won't Want to Miss

BY LAURA SIMMONS '19



finalreview

Saddle-Up Wyatt

The Courtney Cares program makes all the difference for 9-year-old Wyatt Branum, who was born with Down Syndrome. In four years of riding, he's made tremendous progress mentally and physically.

While never reluctant to ride, he can mount and dismount his horse Straw Flying Down, who happens to be a gift from Lyle Lovett '79 to the Cavalry, with little assistance. He trots on the horse, centers himself when

off-balance in the saddle and listens with 100 percent attention to his instructors.

The Branum family feels confident that equine therapy has proved most beneficial for Wyatt. "It's amazing to see the connection he has with the horses. I'm convinced this therapy helps with his walking, running and core body strength," said Jay Branum '92, Wyatt's father. "Plus, his own sense of accomplishment is fun to watch.

When he's finished riding, it's easy to see that he's proud of himself. As his parent, that's the best."

Grateful for their son's success, Jay and his wife Wendy—along with Wyatt's grandparents, Rozi and William Doreen '64—created the first endowed gift for Courtney Cares. They hope it's only the first of many to help keep this important program alive.

