On a Mission

Texas A&M’s Veterinary Emergency Team impacts the state, nation and world through its mobilized disaster response and relief efforts.
Philanthropy is the Love of Mankind

Recently I had a fascinating phone conversation with Dr. Jen Shang, one of the world’s thought leaders regarding philanthropic psychology. As director of the Hartsook Center for Sustainable Philanthropy at Plymouth University in the United Kingdom, her research centers on donor behavior, nonprofits and the idea that giving benefits the giver just as much as the beneficiary.

Dr. Shang reminded me of something fundamental to the Texas A&M Foundation’s line of work: The word “philanthropy” literally translates to a “love of mankind.” Philanthropic psychology, then, is the psychological science behind how we can grow individual capacity to love humanity. At a micro level, it’s about studying why individuals choose to give and how it makes them feel.

I found our discussion particularly relevant and insightful during our Lead by Example campaign, and I left the phone conversation feeling invigorated by a few key insights:

**There should be a living benefit for donors.** Every five to 10 years, the number of charitable organizations an individual can give to doubles. That’s why, as fundraisers, it’s so important that we accurately communicate the myriad benefits of giving to Texas A&M—and ensure those benefits live on long after an investment is made. Our most important job is to listen to how friends and former students want to affect change at the university, because philanthropy is personal: Each person will feel his or her money is most impactful to Texas A&M in different ways.

**Sustainable philanthropy is about building relationships.** This was music to my ears, since I often hear our fundraising staff say that establishing relationships with donors is the best part of their jobs. Often, repeat giving is as much about a love for the cause as it is a love for the people surrounding an individual’s philanthropic acts—whether that be our fundraisers or beneficiaries like students and faculty.

**Humans have three psychological needs:** competence, autonomy and positive relationships with others. According to Dr. Shang, acts of philanthropy help an individual achieve all three. By giving, individuals can feel competent in loving other people; autonomous in the control they have over how they love other people; and satisfied in building positive, warm and caring relationships. Through fulfillment of these needs, individuals can achieve growth, clear purpose and self-acceptance—elements of psychological wellbeing. Our challenge, then, is to ensure that the act of giving to Texas A&M is psychologically gratifying.

As we continue the Lead by Example campaign, we certainly have to focus on meeting our $4 billion goal and what that means for the advancement of Texas A&M. But my conversation with Dr. Shang reminded me that we can’t be so focused on the goal that we overlook the most important thing: the people who choose to give—those who choose to love humanity through philanthropy. Here at the Foundation, we can’t be too busy to care about that. We must push ourselves each day to serve the university and our donors in the most effective way possible.

Thanks for all you do.

Tyson Voelkel ’96
President, Texas A&M Foundation
In my day, most of our animal science majors came from traditional FFA and 4-H programs.

—Dr. Jeff Savell ’75, E.M. ’Manny’ Rosenthal Chair in Animal Science
04_Letters/Corrections

06_On Campus
Howdy Walkers keep an Aggie tradition alive; bike-share program comes to campus; U-STAR prepares future teachers for urban classrooms.

08_Lab Work
Team discovers three new bird species in Africa; student studies Antarctic ecosystem; researchers use spice painting therapy with dementia patients.

10_New Gifts
Gift helps veterans pursue entrepreneurial dreams; couple asks wedding guests to donate in lieu of gifts; Parkers fund study abroad scholarships.

12_The Legacy
Maier Foundation President Brad Rowe ’97 creates a scholarship fund for future engineers.

14_One Voice
Private gifts allow Texas A&M’s astronomy program to explore the deepest mysteries of the universe.

16_Viewpoint
Using an algorithm, Dr. Tim Davis illustrates the Aggie War Hymn in dazzling color.

14_The New Quad
Renovations to the Quad reflect a changing and growing Corps of Cadets.


18_The New Quad
Observations made by Edwin Hubble in 1932 and 1933 proved conclusively that there are galaxies in the universe beyond the Milky Way. Today, private philanthropy enables Texas A&M astronomers to peer deeper into the cosmos than anyone else.

36_Bottoned Up
One of the most respected Aggie organizations, the Texas A&M Foundation Maroon Coats mark 10 years.

By Rick Giardino

36_Bottoned Up
Professor Rick Giardino spreads his love for environmental science and geology through G-Camp, an outreach program he developed in the College of Geosciences. Participants travel to White Sands, New Mexico, during a three-week tour of the Southwest.

40_Final Review
Texas A&M’s Veterinary Emergency Team has cared for hundreds of animals.

Read Spirit online at spirit.txamfoundation.com.

42_Time Capsule
The story of how Squadron 11 co-opted Texas A&M’s archrival mascot in 1963.

46_Campaign Update
Guided by three pillars, the Lead by Example campaign will usher in a new Texas A&M era.

48_Bottom Page
Daniel Ragsdale, director of the Texas A&M Cybersecurity Center, explains how to protect yourself in an age of increased identity theft.

BC_Final Review
Texas A&M’s Veterinary Emergency Team has cared for hundreds of animals.

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Learning Made Unforgettable

To this day, I can still sing prepositions to the tune of “Yankee Doodle Dandy.” And I still rehearse it occasionally (in my head) when I’m editing Spirit. It was a trick I learned in seventh grade English, along with melodies that correspond to coordinating and subordinating conjunctions.

Sometimes when I’m editing articles, I also remind myself of a popular phrase from my high school journalism teacher: “Quote, name, said.” It was something she repeated to remind us that when quoting someone in stories, you generally—with some exceptions—write the quote, attribute it, and then write, “said.”

What you end up remembering from your education says a lot, in my opinion, about who taught it to you. It’s logical, after all, that you learn the most from the best teachers. I also recognize, however, that I likely remember the tidbits above because they turned out to be practical and relevant to my work. That begs the question, then: What about the things you remember without rhyme or reason?

For example, every Guy Fawkes Day, I recall these lines from an English poem about the rebellious conspiracy to bomb Parliament and assassinate King James I of England: “Remember, remember the fifth of November, the gunpowder treason and plot.”

It’s not a practical thing to know, but I remember it because my high school English history teacher let our class burn a Guy Fawkes mask one November 5. He made learning about the intended attack an experience for the class.

It’s certainly not a new technique, but it is a practice embodied by all of the faculty members in this issue. To name just a few, Dr. Christine Tisone has her students work with dementia patients through spice painting therapy (p. 9); Dr. Tim Davis teaches his students about the beauty of math through algorithms that convert songs into artwork (p. 16); and Drs. Savell ’75 (p. 40) and Giardino (p. 44) translated their love for barbecue and geology, respectively, into summer learning camps.

These are wonderful examples of faculty who epitomize the idea of experiential and transformational learning. By using teaching models that require hands-on instruction, these educators take learning one step further to ensure that students are treated to rewarding and unforgettable educational experiences. Years down the road, they can look back—as I hope my former teachers do—and feel proud in knowing that their students remembered what they taught.

Dunae Crenwelge ’15
Editor, Spirit Magazine
**letters**

**Chance Encounter**

I enjoyed the spring 2017 edition of *Spirit*, especially the new graphics and a couple of articles that brought back memories. Tessies (Texas State College for Women at Denton) were still arriving at College Station on the Sunbeam for football weekends in the ’50s when I was there. One Sunday, while on a Corps trip to Dallas, a carload of us traveled to Denton for a Tessieland visit. I vaguely knew a girl from my hometown and contacted her. Without much ado, she got us all dates. We had an enjoyable afternoon around Denton, ending all too soon because we had to get back to College Station (not on the Sunbeam).

I also clearly recall Cadet Slouch, who first appeared in *The Battalion* when I was at Texas A&M. I enjoyed remembering his humorous antics and pronouncements. Earle’s cartoons remind me of cartoon drawings sketched by one of my classmates, Marvin Aly ’55, in our company (Company B, Combat Engineers).

Finally, the mention of Dr. James “Red” Duke ’50 reminded me of a happenstance in 1959. After I got out of the Army, I looked for work in Dallas. I stopped at a cafe to get a cup of coffee and to read the newspaper classifieds. A guy came in, sat next to me at the counter and asked me what class I was in. I immediately knew he saw my Aggie ring. He said he was an Aggie, gave me some encouraging words and left, going over to the nearby Parkland Memorial Hospital. Later, I realized he was Dr. Red Duke, the acclaimed trauma surgeon who initially treated President John F. Kennedy and was credited with saving the life of Texas Gov. John Connally from assassin Lee Harvey Oswald’s bullets.

We both came to Houston later, and he was on TV a lot. He also founded Life Flight operations in 1976 at Houston’s Memorial Hermann Hospital, where he was medical director for trauma and emergency services until shortly before his death.

—**Dick Randall ’54**
Houston, Texas

**“The” Texas A&M Aggie**

As I opened the spring 2017 issue of *Spirit*, right before my eyes was Slouch! Man, he was “me” at Texas A&M. He was the “Texas A&M Aggie. I also enjoyed the letter about Texas State College for Women girls who visited the Texas A&M campus, which reminded me that my wife Joyce and I used to rent out two bedrooms in our postwar three-bedroom, one-bath house to girls visiting Texas A&M or to students attend-
Dick Randall ’54 recalls a chance encounter at a Dallas café with the late Dr. Red Duke ’50 (left), an acclaimed Houston trauma surgeon and fellow Aggie. Duke was also a Yell Leader during his time at Texas A&M.

ing special classes, Joyce and I enjoyed it all very much, and always supplied everyone breakfast the next morning at no extra cost.

The article about Galveston’s new Academic Complex also struck a chord. I was an industrial engineering major at Texas A&M, but I took an elective course in oceanography. I fell deeply in love with the subject, but unfortunately it was much too late to change my major.

Never have I received a Spirit with such a connection to my heart!

—FLETCHER POOL ’57
Ordway, Colorado

Air Force Love

Thanks for your article on Jim Earle ’54 and Cadet Slouch. I have a story about Jim that I would like to tell. I started college at the University of Southern Mississippi in 1953. After two years, I joined the Air Force and was sent to basic training in San Antonio. After 13 weeks, I received my first assignment at the Abilene Air Force Base (now Dyess Air Force Base).

My first boss was none other than Lt. Jim Earle. I sat in a desk close to his office and drawing table, where he worked on his cartoons. I was stationed at Dyess for almost 15 months before being reassigned to Tokyo International Airport. I came to Texas A&M after my stint in the Air Force at the insistence of my brother-in-law.

During my stay in Abilene, I became close to a few ladies who were school teachers. At some point, Theresa (who would become Jim’s wife) was introduced to him. I was discharged in March 1959 and entered Texas A&M as a sophomore that fall. During my time in College Station, I visited with Theresa and Jim at their home quite a few times.

—LOUIS PIAZZA ’61
Irvine, California

Cotton-Picking Aggies

James “Jim” Earle ’54 was one of my first professors at Texas A&M, and I recall fondly his Cadet Slouch cartoons. Professor Earle actually helped me out once by creating a special cartoon for a Valentine’s Day fundraiser for the agricultural economics club. After I approached him, it did not take him long to come up with: “Happy Valentine’s Day from a cotton-picking Aggie!” It pictured Cadet Slouch holding a bundle of cotton bolls. It was right after the Aggies had won the 1968 Cotton Bowl versus Alabama (20–16). We sold out every one of those cards and made some bucks for our club. What a guy!

—JIMMY MUDD ’69
Yoakum, Texas

Correction:

In the spring 2017 One Voice article, Frances Hodapp ’18 was incorrectly identified as the recipient of the Shawn Mohr Passion for Nursing Scholarship. Although Frances qualified for the Mohr Scholarship and appreciates Shawn’s story and the generosity behind the memorial scholarship, she is actually the recipient of the Erle and Alice Nye Endowed Scholarship. The College of Nursing sincerely apologizes for the error.

—MILEY CHANCE ’10
Roanoke, Texas

I worked on The Battalion in the mid-1960s. The staff would ask each day when they came in the door—ready to put out the next day’s paper—what did Slouch have to say about... (whatever the hot topic of the day was). His musings always made the editorial page!

—MICHAEL REYNOLDS ’86
Fort Worth, Texas

Thanks for the update on my favorite cartoon. Brought back old memories of yesteryear!

—DOUGLAS “D.G.” SYMMANK ’54
Bryan, Texas

Thanks for the article on Cadet Slouch in the spring 2017 issue of Spirit. I have a few of Earle’s books and just treasure them! Very good work on the article. Gig ’em!

—MIKE CHANCE ’99
Roanoke, Texas

Thanks for the update on my favorite cartoon. Brought back old memories of yesteryear!

—DOUGLAS “D.G.” SYMMANK ’54
Bryan, Texas
Howdy, Dammit!

It’s hard to say whether their boisterous voices or their T-shirts scream louder. Either way, you won’t miss members of the ‘Howdy Walkers’ coming your way.

Every other week, Texas A&M Foundation trustee Otway Denny ’71 and former Foundation trustee Van Taylor ’71 are joined by Steve Pringle ’71 for a ‘Howdy Walk’ on campus. Dressed in ‘Howdy, Dammit!’ T-shirts and sweats, the three men complete a 4.5 mile lap around campus, greeting students with a loud and proud “Howdy!”

“Saying ‘Howdy’ is a Texas A&M tradition, but with students’ fast-paced lives and the advent of new technologies, it’s diminishing,” said Denny. “Through our engagement, we hope to encourage students to initiate saying Howdy’ again.”

The team began walking in September 2016. They begin their route at the Jon L. Hagler Center and continue to West Campus before passing the Memorial Student Center, Military Walk and the Quad. The route takes one hour and 15 minutes.

“We get just as much enjoyment from it as the students,” chuckled Taylor. “When they see us coming, they sport big smiles on their faces. We remind them that saying ‘Howdy’ is contagious!”

Cruising on Campus

Texas A&M University Transportation Services and Zagster Inc. initiated a new bike-share program that provides students, faculty and staff with a convenient and affordable way to traverse campus.

The new campus program features 75 cruiser bikes stationed at 10 campus locations, including Wehner/ West Campus Library, Academic Plaza and Sbisa Dining Hall. Riders can rent by the hour or sign up for an annual membership.

“We are committed to providing transportation options that offer the campus community the freedom to travel where they want, when they want,” said Peter Lange, associate vice president for Texas A&M Transportation Services. “We’re proud to partner with Zagster to make our campus more sustainable and reduce congestion by inspiring students to bike rather than drive.”

Each bike is fitted with reflectors, lights, a bell, a Bluetooth-enabled lock and a basket for carrying personal belongings.
Last fall, four Texas A&M University students participated in the inaugural Urban Student Teachers Advanced Residency (U-STAR) program in the College of Education and Human Development. U-STAR is a three-year partnership with Spring Independent School District, chiefly Thompson Elementary School in Houston, and Texas A&M. The yearlong residency program provides future Aggie teachers with cultural and classroom experiences in urban environments.

"U-STAR focuses on hands-on instruction," said Dr. Marlon James, associate director for the Center of Urban School Partnerships in the college. "Students are not just student teachers, but full-time employees of Spring ISD, and candidates who complete the program are offered full-time positions in the district."

They also receive professional development support from Texas A&M faculty for two years after graduation. Participating students complete lesson plans, develop assignments, tutor, meet with parents, and cover morning and afternoon duty.

"U-STAR accelerates our students' mastery of classroom content delivery and parent-teacher interaction to bring out the best in pupils they teach," James said.

The feeling of walking out of CHEM 100 for the last time... such relief!
Landon Harrell '17
Technology Management

What’s it like for a head coach when the winning buzzer goes off at a championship game? In his new book, “A Coaching Life,” published by the Texas A&M University Press, Head Women’s Basketball Coach Gary Blair shares his storied career and the lessons he’s learned on the hardwood. To purchase, visit give.am/GaryBlair.

With some experts asserting that geosciences could be the defining scientific discipline of the 21st century, the College of Geosciences will begin offering an undergraduate degree in oceanography this fall. Courses will provide students a sea of opportunities to study critical challenges such as climate science and water quality.

Three Aggies were named to Forbes’ “30 Under 30” list for 2017: NFL football stars Von Miller ’11 and Martellus Bennett ’09 as well as Sam Yinglin Xu ’11, head of oil and gas investment banking for CohnReznick Capital Markets Securities.

What was your favorite experience or memory while at Texas A&M?

“Getting on the jumbotron at Kyle Field!”
Zoe Zeller ’17
Accounting

“Marching during Final Review as a senior in the Corps of Cadets.”
Spencer Feigl ’16
Telecommunication Media Studies

“Serving four years on the Aggie Muster Committee and attending Silver Taps with families of honorees.”
Landon Harrell ’17
Technology Management

“The feeling of walking out of CHEM 100 for the last time... such relief!”
Ethan Reynolds ’17
Communication

Aggies in Austin

Seven graduate students from The Bush School of Government and Public Service at Texas A&M University got an up-close view of the 85th session of the Texas Legislature as part of a capstone course.

Led by Professor Ann Bowman, students worked as aides and analysts on legislative committees and in the offices of members of the Texas House and Senate during the 2017 session.

Students prepared for the experience by learning about legislatures in general and the Texas Legislature in particular. “Legislatures are fascinating policy-making institutions, replete with rules and norms that are seldom seen by the public,” said Bowman, noting that in addition to hands-on learning, students were also required to complete an online course during their internship. So far, four sets of Bush School capstone students have worked in the Texas Legislature, producing in-depth research reports at the end of each session. This year’s report focused on lawsuits filed by the State of Texas challenging the federal government.

What’s it like for a head coach when the winning buzzer goes off at a championship game? In his new book, “A Coaching Life,” published by the Texas A&M University Press, Head Women’s Basketball Coach Gary Blair shares his storied career and the lessons he’s learned on the hardwood. To purchase, visit give.am/GaryBlair.

Three Aggies were named to Forbes’ “30 Under 30” list for 2017: NFL football stars Von Miller ’11 and Martellus Bennett ’09 as well as Sam Yinglin Xu ’11, head of oil and gas investment banking for CohnReznick Capital Markets Securities.
Researchers discovered three new species of forest robin in the genus Stiphrornis. Until now, Stiphrornis erythrothorax (below) was the only species known, as shown in the “Catalogue of the Birds in the British Museum,” published in 1883.

**Birds of a New Feather**

A Texas A&M University team discovered three never-before-documented bird species in an area of Africa said to be lacking in avian biodiversity.

“The discovery of these new species is a good example of the amount of hidden diversity living in Afrotropical forests,” said Gary Voelker, professor and curator of birds in the Department of Wildlife and Fisheries Sciences at Texas A&M. “Our evidence runs directly counter to the belief of earlier researchers that Afrotropical forests are static places where little evolutionary diversification has occurred.”

The three new species are forest robins in the genus Stiphrornis hailing from West Africa and the Congo Basin. They look similar, but have clear genetic differences.

“Each of the species represent a distinct lineage based on our genetic analysis,” Voelker said. “The three are further distinguished from other birds in the genus by differences in wing and tail length and plumage coloration. One species has a distinctive song as well.”

Voelker named one species Rudder’s Forest Robin after Gen. Earl Rudder ’32.

**The Ends of the Earth**

Texas A&M University at Galveston student Katie Westmoreland ’16 enjoyed the trip of a lifetime at the bottom of the world: Antarctica. The Dayton, Texas, native spent six weeks on the continent this spring with 22 other researchers as part of an internship with the National Science Foundation’s Long-Term Ecological Research Program.

A double major in marine fisheries and marine biology, she studied topics including climate change, ocean currents and marine diets alongside some of the world’s top scientific minds.

“The primary investigators of this program have studied Antarctic ecosystem changes for 25 years,” Westmoreland said. “Climate change occurs more rapidly at the poles than in other parts of the world, so studying temperature fluctuations and annual declines in sea ice is critical to understanding Antarctic ecology.”

Westmoreland’s research focused on zooplankton such as krill and salps.

“These organisms are two important parts of the marine food web easily influenced by temperature and sea ice coverage,” Westmoreland said. “Krill especially is a key food source for whales, penguins and seals, so understanding their distribution and abundance helps us learn about other parts of the marine food web in Antarctica.”

Since ecological processes do not happen rapidly, long-term data helps researchers understand how parts of the food web interact over time.
Mapping Emotions
With the help of volunteers and the Texas Target Communities outreach unit in the College of Architecture, Austin artist Jennifer Chenoweth will debut a public art project called the "XYZ Atlas." This color-coded, data-based map will geographically plot where individuals experienced emotional highs and lows in Bryan-College Station.

The project is created using geographic information system software and data from anonymous surveys completed by area residents. Questionnaires asked participants to note where within the community they experienced specific emotions such as joy, fear, sadness, anticipation, anger and surprise.

To increase survey participation by minority populations, Texas Target Communities enlisted graduate urban planning students to collect data for the project at events hosted by African American and Hispanic groups.

The data gathered is used as a teaching tool in an undergraduate urban economic development class led by Cecilia Giusti, associate professor of planning.

"This project will not only deliver beautiful art and valuable data, but is also grounded in participatory planning practices that gather input from diverse population groups within a community," said Giusti. "Students learn that this kind of data can add an additional dimension, along with income, race and gender, in a spatial analysis of a city's economy."

Get a Whiff of This
Christine Tisone, professor of health education in the Department of Health and Kinesiology at Texas A&M University, discovered an unconventional way to alleviate the progression of memory loss in dementia patients: spice painting.

Tisone started a service learning project three years ago at a local assisted living facility in College Station as part of a human disease class she teaches. While students initially could volunteer to take part in the activity, an outpouring of positive feedback inspired Tisone to make participation a mandatory part of the course.

Students spend a few hours two or three times per week painting and visiting with dementia patients. They make paints by mixing water with various spices to create different colors and smells, which have the potential to elicit memories for patients and provide talking points for students.

"Many patients, even those with severe dementia, can recall memories based on what they smell," said Tisone. "If not, the activity still spurs conversation, and the most important part of memory care is interaction with other people."

While Tisone concedes that spice painting is no end-all cure for dementia, there is anecdotal evidence of decreased anxiety in patients who have participated since the program’s inception.

Dr. Christine Tisone employs spice painting therapy in work with dementia patients. Numerous studies show a strong association between memory and the sense of smell.

And the Oscar goes to...
Texas A&M visualization students! More than 15 graduates and one current student helped propel Disney Animation Studios’ "Zootopia" and Pixar Animation Studios’ "Piper" to movie fame. The films won Best Animated Feature and Best Animated Short Film, respectively, at the 2017 Academy Awards.
Training the Troops

Since 2007, the Center for New Ventures and Entrepreneurship in Mays Business School has hosted more than 200 veterans in its Entrepreneurship Bootcamp for Veterans. A unique initiative, the program teaches post-9/11 veterans with service-related disabilities how to create and sustain entrepreneurial ventures.

To ensure the program continues to help veterans gain economic freedom, Reynolds and Reynolds gave a $2 million gift. To recognize their generosity, the program was renamed the Reynolds and Reynolds Entrepreneurship Bootcamp for Veterans with Disabilities.

“Reynolds and Reynolds has recruited heavily at Texas A&M for years, and the ranks of our employees—from executives to smaller roles—are well represented by Aggies,” said Vice Chairman Rob Nalley ’65. “With this gift, we can provide a lasting impact for military veterans, one of our country’s greatest resources.” The bootcamp is one of only a handful of such programs at higher education institutions in the United States. Veterans participate in a three-week online course and a nine-day intensive residency on the Texas A&M campus, during which they meet accomplished entrepreneurs and complete 80 hours of instruction. Afterward, they are offered 12 months of follow-up support.

During the last 10 years, more than 60 percent of participants launched a business within months of leaving Texas A&M.

Something Old, Something New

The wedding registry of Alex ‘10 and Michael Nance ‘08 included something more meaningful than your typical serving platters, plates and silverware. In lieu of wedding gifts, the couple asked their guests to donate money toward a $25,000 endowed scholarship at Texas A&M.

“During our engagement, we talked about starting to build our legacy together,” Michael said. “Giving back to our alma mater, the place that brought us together, seemed like the perfect way to begin that legacy.”

The newlyweds received an overwhelming response from their guests and raised more than $3,000 toward their scholarship in 2014. While the Nances planned to continue contributing funds to endow the scholarship during the next five years, Michael’s grandfather Wayne Nance passed away just months after their wedding and left the couple funds in his estate. They chose to honor him by fulfilling the rest of the endowment.

“Wayne was the most gracious and giving person,” Alex said. “He always reminded us of how blessed we are and how important it is to give back to those in need.”

The Nances’ first scholarship recipient will be awarded this fall. Uniquely, they designated that the recipient alternate each year between a business and petroleum engineering student to reflect their own majors.
Loyal Patrons

There’s a lot to be said about loyalty. Cynthia ’77 and G. Dan Parker ’62, who served a combined 66 years in Texas A&M’s Provost Office and Engineering Program Office, respectively, can attest to that. In a new show of devotion, the couple recently endowed two study abroad scholarships utilizing matching funds.

“If we had our way,” Cynthia said, “every student would get the opportunity to go abroad and experience life outside of College Station.”

The Parkers established their first study abroad scholarship in 2013, but jumped on the opportunity to establish two more scholarships in 2016 through the John Tom Campbell ’45 Endowed Scholarship Program. This program will provide matching funds in $25,000 increments for 54 study abroad scholarships.

“Twenty-seven of the available scholarships were established as of June 30. By contributing $50,000 and utilizing $50,000 in Campbell matching funds, the Parkers are giving more Aggies the opportunity to receive the cultural experiences they believe are important.”

“When students travel and interact with people from different cultures, their horizons are broadened,” Dan said. “They tend to see the world in a new light.”

Santa’s Special Surprise

Siblings Lindsey Dresner-Duke ’06 and Dustin Dresner ’01 unwrapped an unusual set of presents last Christmas—one that revealed not trinkets or gadgets, but two plaques commemorating scholarships endowed in their names by their parents, Brenda and Glenn Dresner ’69.

“We’ve always enjoyed giving gifts that are a total surprise,” Glenn said, “but it was extremely hard for us to keep the scholarships secret for more than six months!”

For Lindsey, who started dancing at age 4, Glenn and Brenda established a $25,000 endowed Aggie Dance Team scholarship to recognize the impact the organization had on her four years in Aggieland. “I was incredibly blessed to have a debt-free education, but I know that is not the case for most students,” Lindsey said.

For Dustin, a licensed captain in the Merchant Marines and chief mate for Diamond Offshore Drilling Inc., the Dresners endowed a $25,000 scholarship for students studying marine transportation at Texas A&M University at Galveston.

“Scholarships not only benefit the student recipient,” Glenn said, “but also relieve stress from the parents of that child. We are grateful to give back to Texas A&M for all that it has given our family.”

Siblings Lindsey Dresner-Duke ’06 and Dustin Dresner ’01 received unique Christmas gifts: scholarships endowed in their names by their parents.

“Scholarships not only benefit the student recipient, but also relieve stress from the parents of that child.”

—GLENN DRESNER ’69

A gift from William Merriweather Peña ’42, a World War II hero and renowned architect, created an endowed scholarship program that will help aspiring graduate, undergraduate and prospective Aggie architects receive world-class educations.

For Andrea ’94 and Lyle Eastham ’94, giving back defines being an Aggie. The couple created a gift in liberal arts that will provide a $10,000 scholarship to one communication, economics or international studies major each semester for five years.

After hearing that his family was funding a veteran’s scholarship to honor his late great-grandfather, 5-year-old Jude O’Neal placed his entire life savings—$2.33—in a plastic sandwich bag and made his contribution to the $100,000 Major Nolan O’Neal, USA (Ret.) ’75 Aggie Veteran Freedom Scholarship.

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“A gift from William Merriweather Peña ’42, a World War II hero and renowned architect, created an endowed scholarship program that will help aspiring graduate, undergraduate and prospective Aggie architects receive world-class educations.”
as a child, Brad Rowe ’97 watched his elders live their lives altruistically—starting with his grandfather William Maier Jr. After graduating from Harvard Law School in 1928, he founded the Maier Foundation with the mission of advancing higher education in his home state of West Virginia. Since its inception, the Foundation has provided grants to universities in West Virginia and to state residents attending college elsewhere. Today, the Maier Foundation impacts hundreds of lives across the United States. It makes grants to the University of Charleston, West Virginia University, Marshall University and other schools across the country, as well as to educationally-related cultural organizations in West Virginia.

Family Legacy Inspires Bequest

Maier Foundation President Brad Rowe ’97 creates a scholarship fund for future engineers.

BY ASHLEY WAGNER ’18

Brad Rowe ’97 created a charitable bequest in his estate that will fund need-based scholarships for future engineering students.
quests can be directed to support any area at Texas A&M.

“My hope is that these scholarships benefit needy but talented engineering students,” Rowe said. “Since the funds will create an endowment after my lifetime, scholarship support will be provided in perpetuity.”

While his family holds strong familial ties to West Virginia, Rowe grew up in Texas, attending middle and high school in Sugar Land after his father transferred to Houston for work. After receiving bachelor’s and master’s degrees in business administration from Texas A&M, Rowe returned to West Virginia and now serves as president of General Corp., a commercial real estate company based in Charleston, as well as president of the Maier Foundation. He is one of several third-generation Maier family members on the Foundation’s board of directors, following in their grandfather’s footsteps of supporting students and opening doors for younger generations.

“The fact is, private scholarship support makes the real difference in getting students into college and ultimately integrating them into the workforce,” Rowe said.

The example set by his family history inspired him to make his own contribution to the educational cycle. Rowe created the Carl Tommy Rowe Scholarship Fund at Texas A&M through a charitable bequest in his estate, and the fund will provide need-based scholarships for engineering students. The gift honors his father, a chemical engineer and graduate of the University of Kentucky.

“I’m proud to create engineering scholarships at a school with such a strong engineering legacy,” Rowe said. Furthermore, this gift honors my father for being such a great role model for me and my brothers. He’s always there to provide support and encourage us in every path we choose.”

A charitable bequest can be outlined in a will or trust and specifies that a gift be made to the Foundation as part of an individual’s estate plan. It allows individuals to retain assets during their lifetimes and can later lessen family tax burdens. Bequests can be directed to support any area at Texas A&M.

“Through our family foundation, I’ve seen the huge impact a scholarship can have on someone’s life,” Rowe said. “I’m grateful to offer similarly life-changing opportunities for students at Texas A&M.”

Impact of Bequests

Creating a bequest is one of the easiest ways to establish a planned gift through the Texas A&M Foundation, and bequests generate millions of dollars for Texas A&M each year.

After adding the Foundation’s bequest language to your will or trust, you can specify that a gift be made to support Texas A&M students, faculty, colleges, programs or student organizations. View our bequest language at give.am/BequestLanguage. If you have already made a bequest to Texas A&M in your will or trust but haven’t notified the Foundation, please let us know by calling (800) 392-3310 or by emailing info@txamfoundation.com.

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**Total realized bequests 2011–2016:** $74,744,975
As I reflect on how I have been so fortunate in my astronomy career, culminating in this dream job as a professor at Texas A&M University, I realize I am here because of philanthropy and foresight in forms large and small.

My first job was as a paperboy, where—while I would like to say I learned the value of a nickel earned—I mostly learned never to take a paper route with a steep hill. My first real science job was staining lab samples and mixing chemicals in a pathology lab. I was only 16.

When I entered Stanford University for a mathematics degree in 1970, it was expected that my tuition would be covered in equal parts by me, my parents and a state scholarship. My parents were not wealthy, and my financial situation worsened when my father became ill and then paralyzed from a World War II injury. With medical expenses, they could not muster up their one-third portion for my final two years of college. I thought it might mean an end to my education until I got a letter from Stanford informing me that I was awarded a scholarship. I’d never applied, so it was most mysterious at the time.

It turns out that Dr. John Manwaring, a physician and friend of my father’s—and the man whom I’d worked for as a 16-year-old in the pathology lab—donated the money anonymously. I learned the story much later, when my father told me that Dr. Manwaring was proud that I’d chosen science. What a wonderful gesture, and the first of many times that private philanthropy would intersect my life.

After graduating from Stanford, I completed my graduate and postdoctoral education at observatories built by private donations for nothing else but the advancement of science. It was here that my interest in cosmology, supernova studies and astronomical instrumentation took shape.

My next job was as a staff astronomer for 20 years at the U.S. National Optical Astronomy Observatory based at the Cerro Tololo Inter-American Observatory in La Serena, Chile. Two of our telescopes were built partially with private funding. While there, Dr. Brian Schmidt and I co-founded the High-Z Supernova Search Team that co-discovered dark energy—and consequently the universe’s acceleration—in 1998, a finding honored as Science magazine's...
and Astronomy, we offer both a minor in astrophysics and a Ph.D. in astronomy. Astronomy at Texas A&M would not have happened without the philanthropy of Cynthia and George P. Mitchell ’40, the Mitchell Foundation, and the Mitchells’ daughter and son-in-law, Sheridan and Perry Lorenz. Through donations from the Mitchells and matching funds from the university, we are a 5 percent partner in the GMT. Four of our faculty hold endowed chairs funded either exclusively or in part by the Mitchells, who also endowed a lectureship in astronomy and a postdoctoral fellowship. My office is in the George P. and Cynthia Woods Mitchell Institute for Fundamental Physics and Astronomy, and part of my research funding comes from the Mitchell endowment to the institute.

Thanks to Mr. Mitchell’s vision, the GMT will be the first of three next-generation, ground-based telescopes to begin science operations. We will peer deeper into the cosmos than anyone else. Who knows what we will find? Just as it was Mr. Mitchell’s dream to see the edge of the universe, it is my dream that Texas A&M astronomers will be among those who first find life elsewhere in the universe.

I often get compliments on building our world-class astronomy program. But it wasn’t me. We can hire exceptional astronomers because of our membership in the GMT and because of the many Mitchell family endowments supporting astronomical research. And with great faculty, we can attract outstanding graduate students who will bring further prestige to our program.

Private philanthropy has afforded me the freedom to explore some of the universe’s deepest secrets. Through the discoveries I help make, I hope I can repay some of the trust given to me by these men and women of vision.

TO SUPPORT THE DEPARTMENT OF PHYSICS AND ASTRONOMY, CONTACT:

RANDY LUNSFORD
DIRECTOR OF DEVELOPMENT
TEXAS A&M FOUNDATION
(800) 192-1110 OR (979) 845-6474
RUINSFORD@TXAMFOUNDATION.COM
Hullabaloo, Caneck! Caneck!

Using an algorithm that converts songs into artwork, a professor in the Department of Computer Science and Engineering created this visual representation of the Aggie War Hymn.

Developed by Tim Davis, the algorithm captures a song’s time and frequency and maps this information into a domain of space and color. Each line signifies a musical note, while colors denote different frequencies. Blue and green represent low notes, while yellow, red and maroon represent high notes.

In this image, the War Hymn starts with the orange and maroon burst on the left. “The orange is the soloist calling out ‘Hullabaloo,’ while the maroon flecks are the yells of the band and crowd in response,” Davis said. The deep maroon in the center signifies the whistle blow that calls the band’s instruments to attention, while the trumpets’ blares are white and blue. “The maroon spiral is the band playing the rest of the music,” Davis added. “You might say the band makes the ‘G’ for ‘Gig ‘em!’”

Davis applies his algorithms to all genres of music, but finds they work best on music with heavy beats like electronic. Regular patterns result from genres with consistent beats like jazz, but orchestral music yields complex art. “Math is so incredibly beautiful,” Davis said. “It just needs to be translated into a medium that everyone can appreciate.”

Watch a video of the War Hymn image forming at give.am/WarHymn. View Davis’ gallery of art at give.am/AlgorithmicArt.
Joining the Corps of Cadets at Texas A&M was a life-changing experience. It taught me many lessons, allowed me to develop lifelong friendships and gave me a foundation in leadership that served me well as an officer in the United States Army upon graduation. I came to Texas A&M to become a member of the Fightin’ Texas Aggie Band, not knowing much about the university’s traditions, the Corps’ military structure or the band. But during my four years, I learned just how special being an Aggie truly is and began to understand how much my experience in the Corps would impact the rest of my life.

When I returned to Texas A&M as Commandant in 2010, I was struck by how much had changed since I last walked on campus as a cadet in 1979. Unfortunately, walking onto the Quad had the opposite effect: I was struck by how much had stayed the same. There were minor upgrades to the dorms and landscaping, but the sidewalks had the same undulations and cracks, the grounds were more dirt than grass and the E.V. Adams Band Hall looked exactly the same as 40 years prior.

It became obvious that we needed a “strategic plan”—a blueprint for turning the Quad into a modern living-learning environment to grow the Corps and attract high-caliber cadets. In 2011, after working with Barnes Gromatzky Kosarek Architects and gaining the support of The Texas A&M University System Board of Regents and Chancellor John Sharp ’72, we embarked on the largest renovation to the Quad since its construction in 1939.

We completed Phase 1 in August 2016, which included a complete overhaul of dorms 1 through 8; new landscaping, trees, benches and lighting on the north end of the Quad; and the opening of the Susan & Michael J. Plank ’83 and Stephen C. Ash ’87 Leadership Learning Centers (LLCs). This brought the total number of LLCs on the Quad to four, following the opening of the Tony Buzbee ’90 LLC in 2012 and the H. Grady Ash Jr. ’58 LLC in 2014. Funded through private donations to the Texas A&M Foundation of more than $20 million, these centers offer open-access computer labs, group study rooms, and comfortable lounges and couches for cadets to utilize as they focus on their academic success.

Our Phase 2 renovations, to be completed before the fall semester, consist of revamping dorms 9 through 12 and completing landscaping and paving on the south end of the Quad. In addition to creating a safer, more efficient space for cadets to live, these upgrades improve our recruiting efforts by showing prospective students and parents that we are committed to fostering a positive living and learning environment for our cadets.
WIDENING THE SCOPE

In some instances, we have extended our Corps-related upgrades well past the Quad. With the grand opening of the Dorothy and Arthur McFerrin ’65 Parsons Mounted Cavalry Headquarters at Fiddler’s Green in 2016, our cavalry unit gained its own dedicated facility. The new 4,000-square-foot space includes a training and instruction area, a storage area for tack and equipment, a tack repair room, exterior tie racks for saddling horses and offices. This improvement was made possible by the McFerrins and by Malcolm Stewart ’73, who provided a generous gift to enhance the headquarters’ original design.

Additionally, the John D. White ’70–Robert L. Walker ’58 Music Activities Center groundbreaking is scheduled Sept. 8, with completion of the facility set for fall 2019. The new center will replace the E.V. Adams Band Hall, which can no longer safely accommodate Texas A&M’s 13 orchestras, ensembles and choirs. As a former saxophone player in the Fightin’ Texas Aggie Band, this project is especially close to my heart.

The new building will include a 100-yard artificial turf practice field for the Aggie Band that will eliminate uneven and unsafe rehearsal conditions. It will also house multiple rehearsal spaces to ensure that ensembles can practice in areas appropriate to their size and scope. Finally, the new facility will provide adequate, secure storage for both personal and university equipment.

NEW CENTURY, NEW LOOK

Creating an environment for our cadets that is conducive to their development as leaders is a must. To continue the tradition of a strong and respectable Corps of Cadets, we must offer facilities that promote a productive living and learning community. This massive undertaking is still in progress, but I continue to be excited about what the future holds, both on and off the Quad.

The next time you’re on campus, I invite you to visit the newly renovated Quad and experience our world-class facilities. I hope you’ll find that we’ve stepped off into a new era.

TO SUPPORT THE CORPS, CONTACT:

MATT JENNINGS ’95
SENIOR DIRECTOR OF DEVELOPMENT
TEXAS A&M FOUNDATION
(800) 392-7310 OR (979) 845-7804
MJENNINGS@TXAMFOUNDATION.COM
Texas A&M’s Veterinary Emergency Team impacts the state, nation and world through disaster response and relief efforts.
Presented with an extremely weak canine and two others in an acute lethargic state, Strike Team 1 of Texas A&M University’s Veterinary Emergency Team (VET) needed answers fast. The team first considered a stomach virus, perhaps caught from foul flood waters in the area. But signs pointed in another direction: The team had reason to believe one of the dogs had ingested petroleum.
2009 to form a mobile veterinary unit that could deploy with other first responders during natural or man-made disasters.

The VET saw its first action during the Bastrop fires. The unit—with only one trailer at the time—deployed with Texas Task Force 1, which works with the Federal Emergency Management Agency. Part of its mission was to attend to the Task Force’s search and rescue dogs, keeping them healthy as they combed through acres of burned land. With four to six exams daily, plenty of fluids to prevent dehydration and bandages to protect paws from the hot, ash-covered ground, the service dogs worked for six continuous days in good health.

A second component of the team’s duty was to triage and stabilize animals impacted by the fires. The group, which included nine veterinary students, triaged and stabilized more than 150 animals rescued from the fire’s aftermath at no charge to owners or to the community.

“We recognized the critical impact the VET could have on our students,” reported Bissett. “Now, fourth-year veterinary students spend two weeks of clinical rotation in veterinary medical emergency preparedness and response through our Community Connections Course. We are the only veterinary school in the country with this requirement. "

“The rotations teach students the value of teamwork, community outreach and communication,” said Bissett. “I’m convinced that even if these students never get involved with emergency medicine in their careers, they’ll still walk away with knowledge and management skills important to succeeding in private practice.”

If there are no deployments during a rotation, students participate in the VET’s bimonthly exercises with Texas Task Force 1 search and rescue dogs and partake in virtual emergency exercises. They also help Texas counties integrate animal evacuation and sheltering into their emergency plans.

"When disaster strikes, people lose their homes. Often, a surviving pet is all they have to connect them with their past."

—WESLEY BISSETT

One positive outcome arose following Hurricane Katrina’s devastation in 2005: U.S. authorities realized that many people refuse to evacuate their homes in emergencies because they don’t want to leave their pets. Large numbers of homeless and lost pets after the hurricane demonstrated that local emergency efforts must include a more coordinated approach. Hoping to prevent a similar scenario in Texas, the state Division of Emergency Management asked Texas A&M in...
Once deployed to a disaster, members of the Veterinary Emergency Team begin their mission by assembling field and trailer-based medical platforms to treat injured animals.
In Bastrop, it was burns. In the Brazoria floods in 2016, the team saw horses and livestock lose skin and flesh on their legs from standing in flood waters for days. In the West explosion, ruptured eardrums were the most common affliction. And in every deployment, the team treats many dehydrated animals, since fresh water may be inaccessible.

When the team deploys to a disaster scene, its first responsibility is triage. Members must quickly assess an animal’s condition and prioritize treatment. The second objective is stabilization. Though its trailers are well-equipped with supplies and diagnostics such as ultrasound, the team can’t perform intricate tests, X-rays or surgery. Each animal examined must be moved to an animal hospital, a shelter or placed with an owner. The alternative—if the animal can’t be saved—is euthanasia. While this is avoided when possible, it may be the most humane option if the animal is suffering. Nevertheless, two doctors must agree before any animal can be put down.

“We see animals we don’t know much about that often come in without an owner,” said Zoran. “We can’t do much lab work. We have to use our physical exam skills, experience and basic medicine.”

The team deploys after a county or community hit by a man-made or natural disaster requests assistance from the state’s Emergency Management Division. While in the field, the 20 to 24 deployed VET team members work 12- to 16-hour days, trying their best to save every animal. While the VET works in conjunction with local veterinarians, its mission is to take the load off of private practitioners.

“During an emergency, veterinary offices get overwhelmed with the combination of disaster-impacted animals and regular patients,” said Cheryl Ellis, a lecturer in emergency management in the college. “Most veterinary practices are small businesses, and when people bring in animals without an owner, who pays the bill? Most veterinarians would never refuse to treat an animal, but disaster scenarios can create financial hardship.”

The VET’s longest deployment spanned 18 days, when Zoran and Bissett took care of Bentley, the Cavalier King Charles Spaniel who belonged to Nina Pham, the Dallas nurse who contracted Ebola. During longer-term deployments, VET members—some of whom are veterinarians and technicians in private practice—leave their homes and jobs to set up the VET’s field hospital and live on-site. For those who teach or work at Texas A&M, other professors and staff members fill in during their absence.

Compensation for long, intense days comes when owners are reunited with their pets. “Animals play an important role in our lives,” Bissett said. “Reuniting an animal with its owner plays a big role in healing. You’re helping an individual take the first steps toward recovery and getting them through their very worst day.”

When Zoran and Bissett returned Bentley to Pham—both cleared from the Ebola scare—Pham said it felt like Christmas.
Wesley Bissett, director of the VET (left), and Deb Zoran, associate director of the VET (above), share a passion for rescuing and healing animals impacted by disasters.
“These accommodations are relatively comfortable, but not 14-day comfortable,” commented Bissett, as he stood in a trailer with cots running down each side, all of them piled high with backpacks and sleeping bags. “This is ‘home’ for doctors and volunteers who deploy during an emergency. We set up temporary showers and bathrooms nearby, but better facilities are needed all-around.”

The VET’s budget covers salaries, supplies and maintenance, but not new equipment. Therefore, to realize his major goal of obtaining a new responder dorm trailer—which could cost up to $600,000—Bissett must rely on donations. Another objective is to acquire small, truck-based units for use in the field. The VET’s current trailers—four ranging in length from 35 to 54 feet—are useful but don’t allow for the quick mobility Bissett desires. “The medical platforms I have in mind are smaller, but pack a big punch.”

The cost of truck-based units ranges from $200,000 to $250,000. There are naming opportunities for both the responder dorm trailer and mobile units, as well as for another priority: a warehouse in College Station to house the unit’s equipment under one roof. Equipment is currently spread out in several campus locations.

Finally, the VET seeks endowment funding to secure its long-term future. There are opportunities for both a director’s chair and for an operational endowment that could be used for equipment, supplies, training, course-related expenses and future growth of the team into other states in collaboration with partner veterinary schools across the nation. This $15 million endowment goal will provide permanent financial stability for the team.

In December 2016, the VET received a financial boost from the Banfield Foundation, a nonprofit arm of Banfield Pet Hospital. There are more than 900 Banfield Pet Hospitals across the country. The Foundation’s $175,000 gift will go toward the purchase of a truck-based unit.

“Communities have to plan for people to evacuate with their animals, and they have to plan for the sheltering of animals.”

—DEB ZORAN

“We so admire and respect what the VET does to prioritize response for pets in the aftermath of a disaster,” said Kim Van Syoc, executive director of the Banfield Foundation. “Their incredible work aligns with our mission, so it felt only natural to expand our disaster relief efforts into Texas and surrounding communities by supporting this exceptional organization.”

Another recent gift of $50,000 from the Texas Pioneer Foundation will support the VET’s Community Connections Course. “Students who complete the course take what they learn to communities all over Texas and the country,” said Fred Markham, founding director of the Foundation, which expressly supports educational programs. “The program exemplifies Texas A&M’s legacy of service and leadership.”

Bissett couldn’t agree more. “Look at what Aggies do,” he said. “They lead by example, standing up when times are tough. Texas A&M’s commitment to service and leadership is what makes it better than any other university. We’re proud that the VET is part of that Aggie tradition.”

TO SUPPORT THE VETERINARY EMERGENCY TEAM, CONTACT:

CHASTITY CARRIGAN ’16
SENIOR DIRECTOR OF DEVELOPMENT
TEXAS A&M FOUNDATION
(800) 392-7110 OR (979) 845-9043
CCARRIGAN@TXAMFOUNDATION.COM

Give online at give.am/SupportVET.
As she flips through buying catalogs of children’s toys and accessories, Stephanie Martinez ’16 said she never imagined her first post-graduation job would land her in Houston, where she serves as an assistant buyer for Stage Stores Inc. at the company’s new corporate headquarters near the Galleria. Operating in approximately 800 stores in 38 states, Stage Stores is a national conglomerate that specializes in providing brand name clothing, footwear, home décor and cosmetics to small towns and communities through stores like Bealls, Goody’s, Palais Royal, Peebles and Stage.

BY CHELSEA O’NEAL ’17
Martinez curates children’s toys and accessories for boys and young men ages 2 to 20 and enjoys the daily challenge of working in a fast-paced environment. From completing buyer’s reports to making advertising decisions, she successfully manages a full plate of tasks thanks in part to the experience and knowledge she gained as an M.B. Zale Leadership Scholar at Mays Business School’s Center for Retailing Studies—one of the nation’s most prestigious retailing education programs.

**Becoming a Businesswoman**

“I’ll be honest,” said Martinez, a first-generation student who graduated with a degree in marketing, “I had no idea what I wanted to do when I came to college.”

To find her footing, Martinez involved herself in the Regents’ Ambassador Program, a learning community in Mays Business School for Regents’ Scholars, as well as the Student Retailing Association. “That’s when retail fell into my lap,” she recalled. “It was exciting and challenging. Plus, it perfectly marries my knack for numbers with my passion for fashion.”

Through her Regents’ adviser, Dr. Henry Musoma ’00, Martinez learned about the Zale Scholars Program and applied her junior year. Though the interview process was intense, her efforts paid off. “My acceptance solidified that retail was the right field for me,” she said.

The M.B. Zale Leadership Scholars Program was founded in 1997 with a $1 million endowed gift from Donald Zale ’55 in honor of his late father Morris B. Zale, founder of jewelry retailer Zale Corp. His gift created the M.B. Zale Chair in Retailing and Marketing Leadership, held...
by Dr. Leonard Berry, but portions of the chair’s funds provide operational support for the scholars program.

It is just one component of Zale’s lifelong mission to develop the next generation of retailing leaders who understand how to run businesses, drive sales and motivate teams. In 1983, he encouraged the launch of the Center for Retailing Studies at Texas A&M University.

“The Zale Scholars Program is the leading undergraduate development group for retailing students,” said Kelli Hollinger ’02, who joined the Center for Retailing Studies in 2003 and became the program’s faculty adviser in 2014.

Acceptance into the program is highly competitive, as only four to eight students are admitted each semester. To qualify, students must maintain a 3.0 GPA, exhibit leadership potential and—above all—be committed to a career in retailing.

“This is the ultimate high-impact educational experience,” said Hollinger. “Students rarely remember information learned from lectures, but hands-on professional development, executive mentoring and travel leave lasting impressions.”

As Zale Scholars, students interact with CEO-level retailers at the Center for Retailing Studies’ annual Retailing Summit in Dallas; gain insider knowledge about the industry from executives who speak in marketing classes; and travel to New York during spring break to visit flagship retail stores and buying offices.

“The travel experience was Martinez’s favorite aspect of the program. “The trip to New York took the program full circle for me,” she said. “We received business advice from former Zale Scholars who now work for national and international retail companies.”

Zale Scholars are also required to participate in the Retailing Career Fair, hosted by the Center for Retailing Studies, which is where Martinez landed her job with Stage Stores.

“I was drawn to Stage Stores because they offer an incredible 10-week executive trainee program. It allowed me to see what retailing is like from both the buying and planning perspective before deciding which direction to pursue,” Martinez said. “I believe that having the opportunity to talk to representatives from the company in casual and business settings put me above my competition for the job.”

Upon graduating and earning a Certificate in Retail, Zale Scholars often receive multiple job offers. Graduates have joined successful brands including Amazon, Oracle, JCPenney, Shell and H-E-B.

Buying into the Future
As the Center for Retailing Studies’ director, Hollinger believes more can be done to promote retail careers to students across campus. She hopes to recruit Aggies in other disciplines, like engineering, computer science and analytics.

“It’s our responsibility to welcome the changing talent needs facing retail companies,” Hollinger said. “By expanding the program to include different majors, we can prepare students with a broader, more technical skill set to enter into careers in retail.”

With additional funding, Hollinger would also incorporate new workshops about business etiquette, effective networking and executive presence. “We need more touch points for professional development,” she said. “Classes teach students academic competencies, but there’s an important art to the business world that must be taught.”

Hollinger’s ultimate dream is to offer Zale Scholars a trip abroad. “Retail is a global industry,” she added. “Through an international trip, students would acquire knowledge about manufacturing, sourcing, global markets, cultures and sustainability issues. It would give our scholars a competitive edge.”

Martinez couldn’t be more grateful for the program’s role in making her retail-ready. “I landed my dream job right out of college,” she added, “and I owe it to the M.B. Zale Leadership Scholars Program for opening that door for me.”

TO SUPPORT THE M.B. ZALE LEADERSHIP SCHOLARS PROGRAM, CONTACT:

BRIAN BISHOP ’91
SENIOR DIRECTOR OF DEVELOPMENT
TEXAS A&M FOUNDATION
(800) 392-1510 OR (979) 862-1615
BBISHOP@TXAMFOUNDATION.COM

DURING SPRING BREAK, ZALE SCHOLARS VISIT FLAGSHIP RETAIL STORES IN NEW YORK AND GAIN INSIDER KNOWLEDGE FROM INDUSTRY EXECUTIVES.
As a child, Anthony Wood ’90 was nothing short of industrious. His family’s home in Georgia abutted a golf course, and the youngster would collect overshot balls from a nearby creek. “I’d sell them back to the golfers for 25 cents,” Wood explained.

He always looked for a way to turn a profit, and it helped that in addition to recognizing opportunities, he was extremely skilled at building things. In addition to a homemade rollercoaster and transistor radio kits, he designed tree houses—one of which he sold to a neighbor’s child for $20.

While other kids might have relished putting things together solely to learn how they worked, Wood was drawn to the process itself. He liked making things—pure and simple. And he liked success.

Decades later, driven by the same curiosity and aptitude, Wood became a Silicon Valley sensation as the founder and CEO of Roku.

Anthony Wood ’90, founder of Roku, reimagined the way we consume TV.
"Hello, World"
At age 13, Wood's family moved to the Netherlands, where he attended the American School of the Hague and unlocked a new world for himself: computer coding.

“I became interested in electronics,” he said. “My school had a computer, so I stayed after school and taught myself to program.”

With a BASIC book as their guide, Wood and another student would spend hours at the computer terminal. When his family moved to Houston a few years later, Wood convinced his dad to help him split the cost of a computer—a TRS-80—so he could continue programming. It didn’t take long for the entrepreneurial bug to bite. To recoup the money he spent, Wood investigated how he could sell his programs.

“Back then, there were two ways to make a profit,” he said. “You could sell your programs to a magazine where they’d be printed in the back, or you could sell them to a publishing company.”

After some rejections, Wood took a different approach. He started his first company, AW Software, and sold one copy.

While his success was limited, the experience furnished Wood with the confidence he needed to explore senior-level computer classes—such as operating system design and assembly language programming—as a freshman at Texas A&M University in 1983. When it came time to select a major, however, he chose electrical engineering to learn something new. “I felt I knew enough about computers and didn’t know enough about electronics,” he said.

After a few years in the engineering program, Wood started his second company, SunRize Industries. SunRize developed software for the Commodore Amiga PC, and its most popular products were digital audio tools for editors. The enterprise grew from a dorm room pet project to a 14-person team working out of an office space near the Chicken Oil Company in Bryan. It was sustainable until his grades began to suffer.

“I was very optimistic,” he said. “I’d sign up for classes, but I’d be too busy to go. And worst of all, I didn’t drop them. My grades went down, and the university sent me a probation letter saying that if my grades didn’t improve, I’d be kicked out.”

Wood made the difficult decision to shut down SunRize and focus on graduating. In 1990, he received his degree, packed up a U-Haul and moved to California with his then-girlfriend (now wife), Susan ‘89, a fellow Aggie who majored in environmental design.

Tech Hunch
In California, Wood re-established SunRize and continued developing programs for the Commodore Amiga.

“Amiga was a small market, but it was a pioneer in desktop video,” Wood said. “Now everyone makes videos on their computers, but back then computers weren’t fast enough. The Amiga was the first model with some add-ons that allowed video production.”

SunRize operated until 1995, after Commodore went out of business. Wood briefly considered adapting SunRize tools to work on other PCs, but he recognized something bigger on the horizon: the rise of the internet. With the profit from SunRize, he started a company named iBand to build a tool for creating websites. Before long, he found himself onstage at a conference showcasing iBand’s work. Representatives from the company Macromedia were in the audience, and within a few weeks, Wood had sold his first company.

He worked with Macromedia through a two-year employment contract, but negotiated to exit the contract a few months early. “It was my first job at a real company, which was a big shock,” he said. “I had just turned 30. I’d never had a boss before, and I didn’t understand their language. I had just moved from Texas and was unfamiliar with Silicon Valley tech culture.”

For Wood, the question of what to do next was part risk, part hunch and part sheer genius—with a dash of Star Trek fandom mixed in. He wanted to build hardware that allowed users to record their favorite shows without the hassle of VHS tapes.

“Back then, we used the VCR to record TV shows. When Star Trek: The Next Generation was on, I’d set the timer and watch it when I got home,” he said. “But eventually, I’d wind up with all of these unlabeled and unorganized tapes.”

By monitoring Fry’s Electronics advertisements, Wood followed the price of hard drives and predicted when they would be cheap enough to build his “personal television.” He started Replay TV, the first company to offer a digital video recorder, or DVR. Unfortunately, Replay TV wasn’t the only DVR option, nor did it gain the most hype. Instead, TiVo entered the DVR market and quickly went public. It’s still a sore spot for Wood, but he calls the experience “eye-opening.”

Despite the setback, Wood’s best invention was yet to come. His ability to recognize the next best thing in the tech world would be the impetus behind Roku.
A Better Way to Watch

Wood considers Roku his sixth company—he counts SunRize once for its College Station days and a second time for its California redux.

“Susan and I were eating at a Japanese restaurant one night, and I was trying to think of a name for Roku,” he said. “I asked the waiter the Japanese word for five, which is ‘go.’ Go was a failed technology company back in the day, so I said, ‘What about six?’ The waiter said, ‘Roku,’ and I said, ‘Okay, we’ll go with that.’”

Roku transforms a user’s television experience, bringing the scope and interactivity of the internet into the centerpiece of one’s living room—something that many companies have tried and failed to do. Roku successfully gives people access to thousands of streaming, on-demand content options. Wood calls it “a better way to watch TV.”

“We focus on a product that’s super easy to use, a great value and has lots of content,” he said. “In the U.S., we have about half of the market. About 50 percent of active streaming players are Roku players. And then we have Roku TVs, which also run our operating system.”

The company has found multiple ways to generate a profit. Beyond selling hardware, the majority of its profit comes from a media and licensing business that monetizes active customers. Other portions derive from advertising and billing fees.

Roku also has neutrality on its side and avoids direct competition with its content partners. “We’re the only streaming company with both Amazon Instant Video and Google,” said Wood. “We’re the only company besides Google that has Google. Partnerships are pretty common in the tech industry, but what’s increasingly less common is neutrality.”

Wood won’t reveal how much his company is now worth, but he will tell you that Roku had $400 million in sales last year and finished 2016 with more than 13 million active accounts. The company also streamed 9 billion hours of content in the last year and is steadily increasing its share of the smart TV market.

Greg Garner, a principal hardware engineer at Roku and a longtime friend and colleague of Woods, calls him a triple threat. “Anthony’s very technical. He understands the hardware and the software, which is very rare,” Garner said. “And I can’t figure out how he does this, but he somehow predicts future trends and can form a business around an idea a year or two before the trend hits.”

Wood’s third threat, according to Garner: “He’s a risk-taker who encourages the same behavior in his employees.”

It helps that Roku employees are some of the best in the business, and Wood has strived to maintain a company culture that ensures employees are in an environment that matches their strengths. Part of that culture emphasizes rewarding hard work. Once, while his team spent weeks working evenings and weekends to meet a deadline, Wood flew in some of his Texas favorites—barbecue and Blue Bell ice cream.

He says there’s one other important Texas throwback that remains part of the Roku culture—something he learned at Texas A&M.

“We do an all-hands meeting once a year, and our last one was 600 people. In the early days, there were only 10 or 20 of us, so I thought I’d train the staff on the proper way to start a meeting by saying, ‘Howdy.’ Now that we’ve grown, I still say it by default, and they all say ‘Howdy’ back.”
TEN YEARS LATER, THE TEXAS A&M FOUNDATION MAROON COATS ARE A RESPECTED AGGIE ORGANIZATION.
From serving in the armed forces to cheering on a favorite sports team, wearing a uniform is one of the most visible ways for an individual to demonstrate his or her values. When student ambassadors of the Texas A&M Foundation don their maroon coats, they embrace a unique role as representatives of Texas A&M University.

Now celebrating its 10th anniversary, the Maroon Coats were the brainchild of former Texas A&M Foundation President Dr. Ed Davis ’67, who envisioned students who would serve as ambassadors for the Foundation. A decade later, more than 180 Texas A&M students have called themselves Maroon Coats.

The Maroon Coats enhance the impact of the Foundation through stewardship and selfless service. They thank donors for their gifts through handwritten letters and personal phone calls, interact with guests at Foundation and university-sponsored events, and provide campus tours to donors and prospective students alike. In 2014, the organization also began hosting the Student Organization Advancement Conference, which provides an opportunity for students to learn about creating endowments for their organizations through the Foundation.

Despite growth and changes, one constant remains: Maroon Coats are student leaders from diverse disciplines who are passionate about Texas A&M and active in a range of activities. Seven Yell Leaders and seven student body presidents have earned coats, but it’s not just multigenerational Aggies and Texas residents who feel drawn to this service-oriented group: Maroon Coats come from all over the nation and world, even as far away as Germany and Venezuela.

As the organization continues to make a name for itself on campus, wearing the maroon coat has become a highly sought-after honor. In 2017, 386 students applied to fill 20 coveted spots.

—By Molly Kulpa ’15
Aggie in the Big Apple
Participating in the Maroon Coats is about much more than socializing and service; it’s also about preparing students for the demands of the working world. Many members go on to careers in public, private and government industries, and connect their success to their time in the organization.

Jordan Knesek ’14 is just one example. A finance and business honors double major and a member of the sixth class of Maroon Coats, Knesek works as manager of employee development at Fox News Channel in New York City.

Knesek followed the pattern of a typical Maroon Coat and was extremely active in numerous organizations, including Fish Aides, Student Government Association, Delta Gamma sorority, the Aggie Muster Committee, Fish Camp and Titans of Investing—just to name a few.

During her senior year, she found herself pursuing a career in banking and consulting. But as graduation grew closer, she thought long and hard about what she really wanted to do in life: help others be successful.

Two weeks after graduation, she took a full-time job as an executive assistant at Fox News Channel and moved to New York City with two suitcases and a broken foot. Now as manager of employee development, Knesek strengthens the company’s manpower pipeline by working on a variety of projects that ultimately build a stronger employee experience. She oversees programs and opportunities that ensure employees develop as both people and professionals.

From Coat to Career
Knesek credits her preparedness for working at Fox to her time at Texas A&M, an institution that deeply values growth and development. “I was fortunate to participate in and lead organizations that expanded my passions and perspectives through networking and traveling,” she said. “I benefited from amazing guidance throughout my education, and toward the end, a few Aggies I met through Maroon Coats encouraged me to pursue this opportunity at Fox—and I’m so glad I did.”

Knesek hopes that she can invest in others through her position as fully as she was invested in at Texas A&M.

“From the Maroon Coats, I learned how to intently listen and how to tell great stories,” she added, noting that her participation taught her the necessity and importance of building relationships with those around her. “I also learned the power of truly caring about people and what they have to say, which is such a valuable skill to have as a human resources professional.”

Knesek continues to bring Texas A&M’s core values and the Aggie spirit to New York and to her workplace. She remains involved as an Aggie by serving as vice president for activities and Muster chair for the New York A&M Club.

Friends in High Places
Former Maroon Coats like Knesek are spread across Texas, the nation and the globe, making their marks long after they hang their coats for the last time. Some are experienced doctors, lawyers and engineers, while others serve in various branches of the military. Not surprisingly, many have also found their way into positions at nonprofit and philanthropic organizations.

During the last 10 years, Maroon Coats have devoted more than 7,300 service hours, provided more than 300 campus tours, written thousands of thank you letters and made hundreds of phone calls.

“The Maroon Coats grew incredibly fast,” said Shannon Zwernemann ’03, the group’s adviser since its inception. “We were already where I thought we would be in 10 years by year five. The university’s leadership has latched onto the group and its mission, so the volume and variety of requests I receive for Maroon Coats amazes me. But the benefit is twofold. When these students have the opportunity to talk with incredibly successful and generous donors, they aspire to follow those footsteps. They want to be the next Reta Haynes, Artie McFerrin ’65 or George P. Mitchell ’40 and carry on Texas A&M’s tradition of giving back.”

TO SUPPORT THE MAROON COATS, CONTACT:
SHANNON ZWERNEMANN ’03
DONOR RELATIONS COORDINATOR & MAROON COATS ADVISER
TEXAS A&M FOUNDATION
(800) 392-3310 OR (979) 845-6624
SZWERNEMANN@TXAMFOUNDATION.COM
Honorary Maroon Coats

Maroon Coats establish lasting relationships with some of the university’s most devoted and generous supporters. On occasion, the group surprises special friends of the organization with “honorary Maroon Coat” status. Designated individuals receive their own matching coat as a gift.

Honorees include former President George H.W. Bush, former Texas A&M Foundation President Dr. Ed Davis ’67, their biggest cheerleader, Maroon Coats Advisor Shannon Zwennemann ’02; John Behancourt ’74; the late Skip Johnson ’52 and his wife Jean; Barbara and Bill Huffman ’53; and current Texas A&M Foundation President Tyson Voelkel ’96.

Maroon Coat Chet Champion ’55 with the late Skip Johnson ’52 and his wife Jean.

Twenty students were inducted into the 10th class of Maroon Coats during a ceremony held April 9 at the Jon L. Hagler Center. New members include (front row, left to right): Eunice Fafiyebi ’17, Madison Codney ’18, Elizabeth Nevins ’18, Tori Forbess ’19, Azra Razvi ’19, Cassidy Lovett ’18, Sarah Spohn ’18 and Sara Wojcik ’18; and (back row, left to right) Joshua Brookins ’18, Trevor Pownell ’18, Elton McIntosh ’19, Armando Vendrell-Velez ’19, Carissa van Beek ’18, Kelly Rouch ’18, Ellie Notzon ’19, Ryan Bindel ’18, Ty Crawford ’18, Connor Joseph ’19, Hudson Lorfing ’19 and Jeremiah Lopez ’18.

Gifts Keep Maroon Coats Tradition Alive

We’d like to thank the following individuals for gifts in support of the Maroon Coats:

- David Wolf ’52: Established an endowed gift that provides gold buttons with Texas A&M’s seal for each maroon coat.
- Ann and Robert Leitz ’69: Provided a $25,000 discretionary fund.
- Jean and Skip Johnson ’52: Donated $8,000 to the discretionary fund.
- Barbara and Bill Huffman ’53: Created an endowment to support the Student Organization Advancement Conference, the Maroon Coats’ annual retreat and apparel. The Hoffmans also pay for each Maroon Coat’s Century Club membership through The Association of Former Students while enrolled at Texas A&M.

Give to the Maroon Coats Scholarship Fund at give.am/SupportMaroonCoats.
Research Interests: Quality, taste, health and safety of meat, with an emphasis on Texas beef.

Describe your typical day.
No two days are alike, because meat science sits at the crossroads of many industries. We work with cattle producers on meat production, restaurateurs on cooking and taste, dietitians on meat safety and corporations like Tyson Foods on product development.

How do meat scientists ensure that consumers receive the best products?
We focus on sensory palatability to determine how various cuts of meat taste. This means we use trained sensory panels and consumer panels to evaluate favorite products. In laboratories, we determine the nutrient composition of various cuts of meat and work with microbiology colleagues to better understand how to prevent bacteria like Salmonella and E. coli from being present. Meat must be produced, processed, inspected and packaged to comply with all USDA regulations before it arrives at the store. Our work involves every step.

Let’s talk about your foray into Texas Barbecue.
The Texas Barbecue program at Texas A&M began in 2009 when faculty developed small, freshman-level seminar classes that could aid students’ transition to college. We started a first-year seminar called Texas Barbecue, which has become wildly popular. I brought Robb Walsh, author of the “Legends of Texas Barbecue Cookbook,” to speak our first year, and he had the idea to develop a much broader program now known as Foodways Texas. Housed at The University of Texas at Austin, Foodways Texas promotes the diverse food culture of Texas through seminars, documentaries, recipe collections, research and workshops. As part of Foodways Texas, we host two workshops annually at Texas A&M: Barbecue Summer Camp and Camp Brisket.

Barbecue camps? Tell us more.
Making barbecue is both art and science, and these camps meld the two. Barbecue Summer Camp is a three-day event that educates participants about Texas barbecue through hands-on experience from pitmasters across the state. The camp offers insights about pit design, maintenance and types of woods for smoking. There are also activities for applying rubs, marinades and seasonings to meat, as well as lessons in cooking and cutting beef, pork and poultry. Camp Brisket, held two days each January, focuses specifically on brisket.

What makes Texas barbecue unique?
Brisket. Brisket is one of the toughest cuts of meat, but through a relationship between low temperature cooking, the right kind of wood, and the right amount of smoke and seasoning, it can turn into something people stand in line for and tweet about!
REPEAT CUSTOMERS
During his teaching career at Texas A&M, Savell has taught 14,000 students across multiple generations. He can often tell his students where their parents sat—or met—in class. In his fall 2016 Texas Barbecue seminar, one-third of his students had one or both parents who had taken his classes.

HAPPY CAMPER
Savell was a namesake for T-Camp in 1997 and for Fish Camp in 2015. He has a passion for developing young leaders, and between both camps, he’s spoken to more than 200 incoming students.

A HOT SEAT
Savell has held the E.M. “Manny” Rosenthal Chair in Animal Science for nearly 25 years. Funded through the Texas A&M Foundation by Roz and Manny Rosenthal ’42, it was the first endowed meat science chair in the nation. Rosenthal was a longtime president and board chairman of Standard Meat Co.

Dr. Jeff Savell ’75
University Distinguished Professor
E.M. “Manny” Rosenthal Chair in Animal Science
Co-Founder, Texas Barbecue at Texas A&M

BARBECUE CRAZE
Texas A&M’s Barbecue Summer Camp has grown so popular that Foodways Texas switched to a lottery admission system. The last time the camp opened its online registration, it sold out in ten seconds. For more information, visit bbq.tamu.edu or foodwaystexas.com.

FACTORs
Savell wrote the foreword for Robb Walsh’s updated “Legends of Texas Barbecue Cookbook” in 2016. Within its pages, you’ll find classic methods and new techniques for barbecuing, along with cutting-edge smokers, pits, tools and accessories. There are also innovative new recipes like trimmed brisket, cook-off ribs and luscious double-decker BBQ sandwiches.
Borrowing Bevo

BY DR. BILL G. TOMPKINS

The remarkable story of how Squadron 11 cozened Texas A&M’s archrival mascot in 1963.

When I was in the Corps of Cadets in the 1960s, mischief and rebellion abounded. And during the 1963 football season, the greatest of all heists was stealing a rival school’s mascot.

Several cadet groups succeeded in “temporarily acquiring” most if not all of the Southwest Conference college mascots. If memory serves, among them were the Texas Christian University horned frog, the Southern Methodist University mustang, the University of Houston cougar, the Baylor University bear and the greatest prize of all—the University of Texas longhorn, Bevo.

The stealing of Bevo took place around midnight on Nov. 12, 1963, ahead of our Thanksgiving Day football rivalry. As an upperclassman in Squadron 11—the unit credited with achieving this remarkable feat—I can tell the story as I remember it.

Early one afternoon, as I returned from class, I was greeted by several active duty Air Force officers stationed at the Trigon who repeatedly asked me, “Where is Bevo?” I had no idea what they referred to, but inferred from their facial expressions that they were serious.

I later consulted with others and our squadron commanding officer (CO) to see what was up, but nobody knew anything except that several members of our unit may have been AWOL the previous night. When the CO called a squadron meeting to get to the bottom of the situation, it was decided that things were best left unsaid.

But hours later, the students involved met with certain sympathetic upperclassmen and the CO, providing details regarding the Bevo cownapping. Turns out, they had driven a stock trailer to a farm outside of Austin where Bevo was kept and loaded him up under the cover of darkness before returning to College Station. They anxiously awaited advice regarding their one burning question: “What do we do with Bevo now?” Since one of the conspirators had a relative who owned property south of College Station, a plan was hatched to take Bevo there, tie him to a tree, and leave so he could be found safe and sound in the morning. They were to tell nobody (especially those in the meeting) the final Bevo location.

The next morning, I was awakened before reveille by shouting in the hallway and pounding on my door. It was the CO followed by police officers from Texas A&M, Bryan and College Station. Many threats were tossed around, but still no answers were given.

Local radio stations picked up the drama, dedicating their broadcast day to the topic. It was the biggest thing to happen in College Station and probably in Texas since Spindletop! Immediately, rumors surfaced about Bevo’s horns being cut, the possibility of Bevo burgers...
and other such misinformation. All of this made me believe that true incarceration was just around the corner, but I kept quiet and hoped that the crisis hadn’t met the ears of my parents. For the remainder of the day, every Aggie listened to the minute-by-minute radio reports, cheering from dorms, bars and bedsides.

Around noon, under threat that our Air Force careers were jeopardized, our CO divulged that Squadron 11 had acquired Bevo. We were forced to tell the truth: that we had borrowed him, but in accordance with the plan, none of us knew exactly where he was!

Eventually, officials—now joined by the Austin Police, Texas State Police and Texas Rangers—learned of the nearby plot of land and searched it, finding Bevo tied to a tree as planned. Those involved were arrested by local police but released within an hour, since Bevo was unhurt and the police had no clear evidence that they were the culprits.

Before Bevo could return to Austin, the law required a medical evaluation since he had crossed county lines. Original plans called for him to be taken to Texas A&M’s veterinary school, but students converged on the clinic in such mass that his physical examination moved instead to the facilities of Dr. B.J. Cargill, a Bryan veterinarian.

When he emerged with full clearance around 1 a.m. on Nov. 14, he was loaded into a trailer by his embarrassed Silver Spurs contingent (the Texas student organization responsible for his care) and began his journey back to Austin. Rumor had it that during Bevo’s exam, his trailer was painted maroon and white. You see, it just isn’t over till it’s over!

This became such a newsworthy event because, as it turned out, the University of Texas did not own Bevo. Apparently, there were several Bevos privately owned and rented for football games and other events. Therefore, “borrowing” Bevo was considered cattle rustling in Texas, punishable by incarceration. Not surprisingly, after this incident, harsher penalties were enacted for theft of a school mascot.

However, since there was no evidence that Bevo did not walk those 100-plus miles between our two campuses and was returned unharmed, the fervor died down. More than 60 years later, the plot simply goes down in history as Aggie “Good Bull.”

Dr. Tompkins received his bachelor’s and master’s degrees in mechanical engineering from Texas A&M. He was a member of Air Force Squadron 11 in the Corps of Cadets and became executive officer his senior year. He later attended the University of Kansas (KU) for his doctorate under a KU/NASA Fellowship. An inductee of the Texas A&M Academy of Distinguished Graduates, he’s also received the University of Kansas’ Mechanical Engineering Distinguished Alumni Award and serves on its mechanical engineering advisory board. He primarily attributes his accomplishments to his Air Force “get-it-done” training and to the high quality of education he received at Texas A&M and KU.
On the Footwalls of Faults

An intensive summer camp gives grade school teachers the geology experience of a lifetime.

BY RICK GIARDINO
JOINT PROFESSOR, DEPARTMENT OF GEOLOGY AND GEOPHYSICS
& WATER MANAGEMENT AND HYDROLOGICAL SCIENCE GRADUATE PROGRAM DIRECTOR, TEXAS A&M UNIVERSITY G-CAMP

I grew up in an area of Colorado that, during the Cretaceous period, was covered by a sea. The resulting landscape was incredible, and I frequently collected rocks and fossils as a child—boxes and boxes of them that my mother faithfully used in her flowerbeds. It was more than a hobby or a fleeting fascination; it was the start of a lifelong study of our world.

Today, I am what you call a geomorphologist. I study the surficial features of Earth, such as rivers, landslides, and ice and rock glaciers. What I didn’t realize as a child is that geology is so much more than rocks and fossils. It is examining them and then asking why, how, when? Now, I seek to understand climate change, the evolution of landscapes, and hazards like landslides, avalanches and floods. I’ve traveled to all 50 states and six continents in these pursuits, and you can bet I still want to go to Antarctica. (And Mars!)

I began spreading my love for geology to a broader audience in 2008 through an outreach program I developed in the College of Geosciences called G-Camp. Each summer, the program takes approximately 35 fifth through 12th grade teachers on a
As an outreach program in the College of Geosciences, G-Camp takes fifth through 12th grade teachers on a three-week geological tour of the Southwest.

three-week field trip through the Southwest to study geological features and develop grade school curricula.

We tour Texas, New Mexico and Colorado, visiting locations near sea level to those higher than 12,000 feet. Through vistas and sights such as Enchanted Rock, White Sands, Carlsbad Caverns and the Garden of the Gods, we map Earth’s geological history. G-Camp puts teachers on the slopes of volcanoes, on the footwalls of faults, in the depths of glacial valleys, on the toes of landslides, and in pristine streams and ancient marine deposits.

When all is said and done, they too grasp that geology is much more than rocks and fossils. It is the foundation of 21st-century society.

Standout Teachers

A few years ago, Texas added a fourth science to its core curriculum of biology, chemistry and physics: Earth and environmental science. The problem? Many teachers don’t have the necessary knowledge to adequately teach the subject, which results in incoming Aggie freshmen with little to no knowledge of geology. As a solution, we initiated G-Camp to better equip teachers who, in turn, pass their newfound knowledge to thousands of students each year.

Since the average geologist today is close to retirement—around 55 or 60 years old—workforce development is another serious concern. By ensuring that teachers are excited and knowledgeable about geology, we can do our part in attracting more young people to the field.

My motto for the camp is: “Show them a lot, keep them busy and you’ll never have a complaint.” So far, our participants have proved me right. Teachers spend 12-hour days in an exhilarating whirlwind of learning. They keep a daily field book of sketches, measurements and general observations, and develop lesson plans each night. Post-trip, they present their experiences to other teachers within their districts and at state and national meetings.

Many of our teachers go beyond the call of duty. Two favorite examples are Sue Garcia and Cheryl Hammons, who both attended G-Camp on our maiden voyage in 2008. Sue was a 25-year teaching veteran who collected nearly 200 pounds of rock specimens during the trip. To display her findings in her classroom, she built shelves and created placards so that her sixth grade pupils learned about each sample in detail.

Cheryl took it a step farther by conducting experiments with her middle school students. By dropping hydrochloric acid on rocks, students determined whether the samples were limestone or had traces of calcite. (Fizzing indicates a positive reaction.) Cheryl and her students also made jewelry from rocks and sold their creations to raise money for geology-based field trips.

As applications continue to rise for the camp—reaching more than 700 this year—we opened the trip nationally to extend our reach beyond Texas.

Join the Adventure

The cost to run G-Camp is about $140,000 per year. Teachers cover their travel to College Station, but all other expenses—from transportation and lodging to park fees and academic materials—is covered. Private gifts from our lead sponsor Saudi Aramco, as well as donations from Chevron and Conoco Phillips, help cover much of the expense.

However, we need additional funding for the camp’s expansion, and an endowment through the Texas A&M Foundation would ensure this endeavor’s long-term security.

G-Camp is a sound investment not only because post-trip surveys show an increase in teacher confidence, but also because the geosciences play an increasingly important role in solving some of the 21st century’s most pressing challenges.

The fact is, you don’t have to be a professional to get excited about geology. You just have to look at the landscapes around you and realize that there is much more than what meets the eye. To put it simply: You have to look beyond the surface.

TO SUPPORT G-CAMP, CONTACT:

CARA MILLIGAN ’08
SENIOR DIRECTOR OF DEVELOPMENT
TEXAS A&M FOUNDATION
(800) 192-1310 OR (979) 862-4944
CMILLIGAN@TXAMFOUNDATION.COM

Visit give.am/G-Camp to give online.
Eager to Lead

Guided by three pillars and many generous donors, the Lead by Example campaign will usher in a new Texas A&M era.

We have come a long way since John Archibald McIver. Widely agreed by historians to be the first student to enroll at Texas A&M, the Caldwell, Texas, native showed up one day early for registration in 1876. Rather than ride his horse back to Caldwell, legend has it that he slept overnight beneath a tree and registered the next morning.

Take away the Old West factor, and McIver’s story still resonates for one simple reason: his eagerness.

Today’s Aggies have the same mentality—one defined by an eagerness to learn, lead and better themselves in both academic and athletic endeavors. This eagerness is reflected in students who think critically about the world around them, faculty who push the boundaries of human discovery, and in the 12th Man standing ready and willing to support its fellow peers.

The same eagerness lies in the university’s dream for a new era of Texas A&M, to be ushered in on the wings of the largest fundraising campaign ever to take place in Texas and the second largest announced by a public higher education institution: Lead by Example.

The name itself derives from the very eager way in which Aggies lead through doing and action, owning up to the responsibility of tomorrow. As of June 30, more than $2.6 billion has been raised toward the $4 billion campaign goal set for 2020, which includes funds contributed to the Texas A&M Foundation, The Association of Former Students, the 12th Man Foundation and the George H.W. Bush Presidential Library Foundation. Funds from the campaign will bolster scholarship support, faculty research, college-based programs, athletics and student organizations.

The campaign is grounded in three pillars: Transformational Education for all Students; Discovery and Innovation for the World; and Impact on the State, Nation and World.

$2.6 billion

of $4 billion campaign goal
(TOTAL AS OF JUNE 30, 2017)
A degree from Texas A&M already stands for something: exceptional intellectual experiences, preparation in service and leadership, and the development of a critical mindset. But it can stand for more. Imagine if every student had the opportunity to participate in immersive educational experiences beyond the confines of the classroom and even beyond “the other education” received through student organizations.

Campaign funds directed toward the Transformational Education pillar support experiences such as living learning communities, where students seeking similar academic goals or who have similar interests live and learn together; capstone projects, a culminating experience that allows a graduating student to address an issue or question that interests them; and study abroad and international work or research experiences.

These experiences prepare student-leaders who enter the world determined to make things better. Expanding access to these programs, however, should be accomplished in a fashion that does not delay timely graduation or increase a student’s debt.

The call for globally attuned graduates is being heard around the world. Texas A&M ranks third nationally in students having study, research, intern or volunteer experiences abroad and sends more than 4,300 students to more than 100 countries each year. Since the start of the campaign, donors to the Texas A&M Foundation have given more than 30 global study scholarships and supported various college-based international programs.

You can endow a global study scholarship for a student in any college or major starting at $25,000, and gifts can be payable over a five-year period. The Foundation has matching opportunities through the John Tom Campbell ’45 Endowed Scholarship Program, which will provide matching funds in $25,000 increments for 54 study abroad scholarships. Twenty-seven of the matching scholarships were established as of June 30.
From the tiniest molecules to the most expansive galaxies, Texas A&M faculty and students have a hand in research that spans disciplines and that has important human ties. With research comes the promise of answers to some of the most pressing issues facing 21st-century society: poverty, energy crises, water scarcity, climate change, food shortages, and infectious diseases and epidemics.

Texas A&M stands today as one of the largest research universities in the United States, with research conducted on every continent. Its faculty-researchers generate more than $866 million in research expenditures, all while enhancing undergraduate and graduate education by providing hands-on research learning opportunities. In fact, 20 to 30 percent of Texas A&M undergraduates participate in research activities.

Along with the University of Texas and Rice University, Texas A&M is one of only three Tier 1 universities in the state. Year after year, massive and interdisciplinary research projects are funded on campus by agencies such as NASA, the National Institutes of Health and the National Science Foundation.

Funds supporting the Discovery and Innovation pillar accelerate ongoing research initiatives and bring the best minds in science and technology to Texas A&M. Texas A&M ranks in the top 20 of the National Science Foundation’s Higher Education Research and Development survey, based on expenditures of more than $866 million per year.

Discovery and Innovation for the World:

Through collaborative research and entrepreneurial approaches, address some of the world’s toughest challenges.

Make Texas A&M a Research Destination

Texas A&M’s research capabilities would not be possible without the talent and energy of dedicated graduate students and faculty.

One of the university’s most impressive catalysts for attracting world-class research talent to Texas A&M is the Hagler Institute for Advanced Study, which brings world-renowned faculty to study and teach at Texas A&M each year.

However, to recruit even more leading faculty and advanced degree candidates, Texas A&M must expand its financial and research opportunities. Since the start of the campaign, donors to the Texas A&M Foundation have funded 31 faculty chairs, 26 professorships and 27 faculty fellowships.

By funding an endowed graduate fellowship or faculty fellowship, professorship or chair, you can play a powerful role in this mission, supporting students and faculty as well as research in the field and college of your choice. Graduate fellowship funding begins at $25,000, while faculty fellowships start at $150,000; professorships can be established with a gift of $300,000 to $500,000; and chairs at $1 million.
Texas A&M is one of only 17 institutions in the nation to hold the triple designation of land, sea and space-grant university. Its commitment is first and foremost to the state of Texas, providing valuable education to first-generation students and students of all backgrounds, as well as developing productive leaders who will enter the nation’s workforce. In fact, *Washington Monthly* recently ranked the university third nationally in research, service, social mobility and contributions to society.

The university’s presence is also felt directly in all 254 Texas counties through its partnerships with Texas A&M AgriLife Research and the Texas A&M AgriLife Extension Service.

But as Aggies, our responsibility extends well beyond state borders—from the conservation of coastlines and marine areas to the exploration of space. Many of the university’s college-based programs are dedicated to making an impact beyond campus’ 5,200 acres.

Funds that support the Impact on the State, Nation and World pillar bolster Texas A&M’s ability to shape the world through policy, security and leadership.

To learn more, visit leadbyexample.tamu.edu.

As a land-grant university, Texas A&M’s faculty, staff and students are actively addressing the challenges of feeding a growing world population, protecting precious environmental resources and improving health.

**Impact on the State, Nation and World:**

Integrate Texas A&M’s land-grant origins with its top-tier research strengths to serve the state, nation and world.

**Position Texas A&M On Land and On Sea**

Two examples of Texas A&M programs that impact the state, nation and world are the Veterinary Emergency Team (VET) and the Center for Texas Beaches and Shores.

The VET in the College of Veterinary Medicine & Biomedical Sciences is the largest and most sophisticated veterinary medical disaster response team in the country. (See page 20.) There are naming opportunities for a responder dorm trailer and mobile units, as well as for another priority: a warehouse in College Station to house the unit’s equipment. Additionally, the program seeks a $15 million endowment for a director’s chair and operational expenses to secure its long-term future.

The Center for Texas Beaches and Shores at Texas A&M University at Galveston was established in 1993 by the Texas Legislature to address beach erosion, wetlands loss, and coastal resiliency and sustainability. The center seeks a $5 million research and operational endowment to continue its work conserving and protecting the Texas shoreline, bays and waterways through innovative research in cooperation with government and private sector agencies.
It’s amazing what the Aggie Network can accomplish when banded together.

Since the launch of the Lead by Example campaign in 2015, more than $2.6 billion has been raised toward our $4 billion goal to support Texas A&M students, faculty, colleges, academics and athletic programs—a feat that would not be possible without the generosity of countless former students and friends of Texas A&M. Thank you for uniting in selfless service toward the future of this great institution.
Daniel Ragsdale, director of the Texas A&M Cybersecurity Center and professor of practice in computer science and engineering, explains how you can protect yourself in an age of increased hacking and identity theft.

As more people have smart devices in their homes, on their wrists and in their pockets, our vulnerability to cyberattacks multiplies. At the same time, large-scale criminal networks with sophisticated technology are on the rise in Eastern Europe and Southeast Asia. It seems every day that stories about individuals, corporations and governments being hacked grace the front pages.

Criminals go where the money is easiest, but that’s good news for individuals willing to do a few simple things to improve their personal cyber security. With a little effort, you can make yourself a less attractive target.

Accept inconvenience. Look for services that offer two-factor authentication: the requirement that to log into your password-protected content from one device, you must complete a step through another device, such as enter a code delivered via text.

Keep your devices locked—especially your phone. Make sure your phone screen has a passcode or swipe pattern so that if you accidentally misplace it, you don’t lose your identity along with your device.

Use a password manager. “It is now beyond human capacity to remember all of the passwords we need to be secure,” said Ragsdale, noting that some individuals have up to 100 password-protected accounts, which leads to poor practices such as reusing passwords and not changing them often enough. The solution? Pay for a password manager. Most services cost between $3 and $40 per year and generate secure passwords for unlimited accounts. To access your password list, you’ll have to jump through a few hoops—like two-factor authentication—but it beats the alternative: a homemade Excel spreadsheet.

Beware of “smart” technology in your home. To limit your susceptibility to cyberattack, change all of the automatically-generated passwords associated with your home’s technology. This includes appliances with voice activation, webcams, and programs that control your home’s heating and cooling systems.

Use modern software and update it regularly. “Tech companies stop creating updates for your software as it ages, making it more vulnerable,” Ragsdale said. Similarly, for any piece of software you own, don’t neglect installing automatic updates—most are security patches.

Watch out for spear phishing. More than 269 billion emails are sent worldwide daily; the average office worker can receive as many as 121 in a 24-hour period. “As email volume increases, so do spear phishing attempts,” Ragsdale said. “This is when a scammer includes a piece of information about you in an email to make it look more legitimate.” Don’t click links or download documents from emails that are unexpected, look suspicious or come from an unfamiliar source. When in doubt, consult an information technology professional, and don’t open the email until you have thoroughly researched the sender.
The motto of the Texas A&M Veterinary Emergency Team (VET) is “Serving our state and nation every day.” As the largest and most sophisticated veterinary medical disaster response team in the nation, the VET provides cutting-edge emergency management education and builds on the legacy of service at the heart of Texas A&M University. One of its primary roles is supporting Texas Task Force 1 during natural and man-made disaster rescue missions.

Over the course of its deployments, the team has cared for 34 search and rescue canines, 345 cats, 225 dogs and 224 other animals.

Watch a video about the Veterinary Emergency Team at give.am/VETVideo.