In this issue of Spirit, Carlos Cantú '55 says, "Half a million Hispanic children drop out of school every year. That is disastrous." Louie Tomaso '42 says, "They took us, and they made us leaders, and they crammed us full of good information."
The Aggieland of Opportunity

A Texas A&M freshman is not an easily defined entity. Some hit campus running, already focused on fulfilling lifelong dreams. Others arrive knowing simply that a college degree is good, and an A&M degree is better.

Aggieland offers both types of student the same thing: opportunity. Opportunity to overcome immaturity and ignorance. Opportunity to discover new talents and sharpen essential skills.

This issue of Spirit profiles individuals who have seized those opportunities and are now passing them on to others. ServiceMaster CEO Carlos Cantu ’55 is helping turn a rising tide of school dropouts (p. 2). San Antonio’s “Papa Joe” Bradberry is sending at-risk students into the arms of the A&M family (p. 16). Greek immigrants Peter and Elizabeth Cokinos knew a college education would open doors for their four sons (p. 6), while Louie Tomaso ’42 enrolled at Texas A&M only when he couldn’t get a job after high school (p. 18).

A “then-and-now” look at Don Webb ’74 and Susan Rudd Wynn ’78 reveals how top scholarships turn youthful dreams into adult achievement (p. 12), and an interview with five Oscar-winning Aggies shows how a multi-million dollar technology gift is reaping literal rewards (p. 10).

CANTU'S DREAM FOR HISPANIC ACHIEVEMENT

BEAUMONT'S HEROES

TECHNOLOGY GIFTS HELP AGGIES HOP AWAY WITH AN OSCAR

PRESIDENT'S ENDOWED SCHOLARS THEN AND NOW

EXTENDED FAMILY: "PAPA JOE" BRADBERRY AND A&M

HE COULDN'T FIND A JOB, SO HE WENT TO COLLEGE

FORD MOTOR COMPANY COMITS $4.75 MILLION

INVESTING IN THE SPIRIT #1: GIFT ANNUITIES

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OCTOBER
7 Texas A&M Academic Convocation
9-9 Agriculture Development Council Meeting
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26 Estate Planning Seminar—Kerrville
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NOVEMBER
13 Engineering Alumni Reception (Columbia, MO)

DECEMBER
1 Estate Planning Seminar—Midland

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A
fter graduating, Cantu worked 14 years as a cotton broker in Texas and Mexico before joining Terminix. As president from 1977-1991, he built Terminix into the nation's No. 1 pest-control business.

In 1994, Cantu took the helm of ServiceMaster, which serves more than 10 million customers in the United States and 40 other countries and earns annual revenue exceeding $6.3 billion.

Cantu and his wife, Gloria, have raised six children and maintain a ranch in South Texas. In 1997, the Horatio Alger Association of Distinguished Americans recognized him as an individual who exemplifies the American dream. Yet, Cantu sees that his family's prosperity is more the exception than the rule.

"Children of immigrants are hard-working, but their income is only 73 percent of the U.S. average," Cantu says. "Only 62 percent of Hispanic adults today have completed high school, and approximately 500,000 Hispanic children drop out of school every year. That is disastrous."

He claims he needs a calculator to do figures, but without one Cantu quickly sorts more numbers in his head. "If you say today we've got 28 million Hispanics ... and 38 percent don't have a high school diploma, that's 10.6 million," he says. "Double that number by 2020, as the experts predict, and you're going to have over 21 million people—darned near half of the Hispanic population then—without diplomas. Imagine what impact that's going to have on America's social structure and the way we compete in the world market."

Cantu's interest in the Hispanic work force is professional as well as personal. ServiceMaster, whose companies include Terminix, TruGreen-ChemLawn, Merry Maids and other market-leading companies, directly employs more than 45,000 people and manages a work force of more than 230,000 nationwide. "We see what is occurring and what the challenges are," he says. "I see all of these things coming to a head."

This sense of urgency recent prompted Cantu to personally commit $1 million to create the Carl H. Cantu Hispanic Education or Opportunity Endowment at Texas A&M. "I've been pondering the problem a long time," he says. "My hope is that this endowment will help determine the root cause of the
problems and hopefully come up with some answers.

Dr. Rogelio Saenz, professor and head of the Texas A&M Sociology Department, is coordinating Cantu's initiative. "We're hoping to stimulate research involving Texas A&M faculty and students, working with particular school districts," Saenz says. The university also plans a national conference for funding agencies, public policy makers, educators and academics.

"I CANNOT THINK OF ANOTHER INSTITUTION BETTER QUALIFIED TO LEAD A PROGRAM THAT WILL RESULT IN NEW OPPORTUNITIES FOR DEVELOPING FUTURE LEADERS."

In addition to funding the endowment, Cantu will lead its advisory board. The board, which will include representatives from corporations, non-profit agencies and government entities, will raise additional funds and oversee endowment activities.

Like Cantu, Saenz notes the endowment's urgency. "Over the last 25 years, drop-out rates have declined for all groups except Hispanics," he says. Statistics also show that Hispanics are the nation's fastest growing population, according to Saenz. Couple that with the aging of the Anglo baby boomer generation, Saenz says, and "we're going to have a large elderly population that has to be cared for by the population with the lowest educational attainment pattern. That doesn't bode very well for the future."

Cantu calls the endowment's mission paramount to the U.S. as a whole. "It is our responsibility to address this problem before it's beyond repair," he says. Already, Cantu's results-oriented approach is evident in the endowment's goals.

"Number one, I want them to identify the root cause of the problem. Second, I want to know what can be done about it. Third, I want a plan for implementation," he says.

Cantu notes that several major U.S. companies have begun similar initiatives. "I hope the response will be such that other people, corporations and non-profit organizations will manifest an interest in Texas A&M's program," he says. "I cannot think of another institution better qualified to lead a program that will result in new opportunities for developing future leaders."
Ready for Duty. Pete, Jimmie, Mike and Andrew Cokinos, pictured here in 1942 with their father, all serve...
MEMO TO HOLLYWOOD: IF YOU REALLY WANT TO MAKE A MOVIE ABOUT THE AMERICAN DREAM, POINT YOUR CAMERAS AT THE COKINOS BROTHERS OF BEAUMONT, TEXAS. SURE, JOHN WAYNE STORMING THE BEACHES OR JIMMY STEWART WALKING THE HALLS OF CONGRESS LOOKED GOOD ON THE SILVER SCREEN. BUT IF YOU WANT A LIVING, BREATHING STORY OF MEN WHO MADE SOMETHING OF THEMSELVES AND THEN USED THEIR TALENTS TO SERVE OTHERS, CONSIDER THE FOUR COKINOS BROTHERS. THEY’VE GOT THE RIGHT STUFF.

BEAUMONT’S HEROES

Pete ’38, Jimmie ’40, Mike ’43 and Andrew ’44 Cokinos have a love for their country that is unquestioned, and right behind it is their love for Texas A&M University. The sons of Greek immigrants who couldn’t speak English when they came to America, the Cokinos brothers all earned Texas A&M degrees but didn’t stop there. They went on to see to it that 17 family members and six President’s Endowed Scholars also graduated from Texas A&M.

Each brother believes Texas A&M provided a springboard for his success, that becoming an Aggie was a life-changing event. Accordingly, they established a President’s Endowed Scholarship in 1981 in honor of their parents, Peter D. and Elizabeth Cokinos.

“We all agreed it was the best way to honor our parents,” says Pete Cokinos.

Story by Keith Randall
GENEOS ‘PETE’ COKINOS ‘38
The oldest brother, Pete Cokinos sold cold drinks at Texas League baseball games in Beaumont to save up the $95 Texas A&M enrollment fee. He graduated in 1938 with a degree in petroleum engineering, enlisted in the Army Air Corps and was stationed in Florida and Louisiana during World War II.

After the war, Pete worked for an oil exploration company and the Texas Railroad Commission. But in 1962, he got the itch to try oil on his own and started drilling wildcard oil wells in Southeast Texas and Louisiana. His batting average was not exactly Ruthian: Of his first nine wells, only one was a success. But he was learning. He eventually purchased a well for $30,000 after hearing a well-founded rumor that Texaco was planning to drill nearby. His hunch paid off, and two years later he sold the well—for a nifty $2 million.

"I love the oil business, but I'll be the first to say it's a haphazard line of work that is mostly pure luck," Pete Cokinos laughs. "I've been very lucky."

Pete, the father of two Aggies, still works as an energy consultant and writes a long-standing oil and gas column for the Beaumont Enterprise. In 1997, longtime friend Michel T. Halbouy '30 nominated Pete for the prestigious Ellis Island Medal of Honor, which recognizes people who fulfill the dreams of their immigrant parents. Pete received the award, joining the ranks of past winners such as Joe DiMaggio and Frank Sinatra.

"From my parents, I learned how to work hard and how to appreciate life, and from Texas A&M I got the education I needed to carry out my dreams," says Pete. "I still recruit youngsters from this area to go to Texas A&M. I don't pressure them, but let's say I strongly urge them."

JIMMIE P. COKINOS ‘40
Jimmie, like his big brother Pete, was destined to attend Texas A&M. "After my father visited the school the first time, he told my mother, 'That's where my boys are going to college,'" recalls Jimmie. He admired the school, the uniforms, the Corps, all of it. None of us ever even considered attending another school. The thought never crossed our minds."

Like most Aggies, Jimmie enjoyed his share of freshman escapades. It was "Fish Day" in 1936 when Jimmie and his classmates found their way to the college's Dairy Farm. There, they saw an assortment of cheese and helped themselves. By the time they were discovered, the freshmen had devoured everything and ruined an eight-year experiment. An upset farm director fined the class 75 cents.

"He was not happy at all, and we weren't either because to us 75 cents was a lot of money," Jimmie says. Indeed, the Cokinos brothers had to work hard to pay for school. "We all had jobs and helped each other. I set up pins in the bowling alley and later worked for the grounds keeping office. Those big trees you see along the boulevard in front of the Jack Williams Administration Building? I helped plant those 65 years ago. It was hard work, but I loved it. Texas A&M taught us to work hard and study hard, and that's what the Cokinos brothers have done. The school means everything to us."

Still Serving. Half-a-century later, the brothers (same order as pg. 6) still back good causes. At Texas A&M, they funded a President's Endowed Scholarship and now support President Ray Bowen's Vision 2020 plan.
city manager and a Jefferson County commissioner, a post he still holds at age 80.

MIKE P. COKINOS '43

Mike Cokinos, a 1996 Texas A&M Distinguished Alumnus, earned his science degree in 1943 and from there became the third brother thrust into World War II. Stationed in Europe, he participated in the Battle of the Bulge and other key offensives. "I saw Saving Private Ryan a few months ago, and it brought back all kinds of memories," Mike says. "That movie showed war just the way it was; I faced some of those exact situations."

Mike's military service earned him a Purple Heart and the Silver Star for Gallantry in Action. He later became deputy commanding general of the 90th Army Reserve Command and retired from the reserves in 1980 with the rank of brigadier general. He's been active in the insurance business for 42 years and also found time to raise seven children, six of whom are Aggies.

Mike remembers watching his own father work his way from a job in the Spindletop oil fields to ownership of the Southern Dinner Club in Beaumont. "To understand us, you have to understand our father," he explains. "He and my mother came to America and learned English on their own. Hard work and family were my father's whole life."

Texas A&M built on that foundation, says Mike. "From A&M, we learned discipline and dedication and honestly and truthfulness. Not all schools teach you those things. Texas A&M did. It put us in the right direction from the start, and that's why we love the school."

ANDREW P. COKINOS '44

The youngest of the brothers, Andrew earned his bachelor's degree from Texas A&M in 1944 and pursued advanced studies in law enforcement and sociology at the University of Chicago and University of Nebraska-Lincoln. He put his education to work by teaching people to rehabilitate themselves, serving as the chief probation and parole officer for the Eastern District of Texas for 30 years.

"I was always interested in helping people, especially kids," says Andrew. Like Jimmie, Andrew also caught the public service bug. He has been a city councilman in Beaumont for 14 years, missing only one meeting in that time.

Stationed in Georgia during his military days, Andrew says that Texas A&M "right after the war was a very special place. The guys were back from military service, and it was a unique time. Tradition meant everything to us even back then."

Tradition is big in the Cokinos family as well. Their father, as was Greek tradition, gave the middle name "Pete" to each of his children, even his daughter. Though Helen Cokinos shares a middle name with her brothers, she couldn't share their choice of college. She settled for Lamar University but later made sure her two sons graduated from Texas A&M.

"It's no accident that our family has 17 degrees from Texas A&M," Andrew says. "It gave us the values we needed, plus a great education and years of memories. We couldn't say it any plainer than this: It's the best school in the world."

And that's a wrap. ♦
“AND THE OSCAR GOES TO ... BLUE SKY STUDIOS FOR ‘BUNNY!’”
This seven-minute short film swept up the Oscar last March for
“Best Animated Short Film.” Six
former Texas A&M visualization
students had breathlessly awaited
the winner’s name during the
Academy of Motion Picture Arts
and Sciences Oscar Night cer-
emonies.

Dave Walvoord ’93 served as
digital effects supervisor during
Bunny’s production, while Dave
Esneault ’96, Kristi Hansen ’91,
Kevin Thomason ’97 and Jodi
Whitsel ’93 worked as technical
directors. Mitch Kopelman ’94
was the lighting lead.

These Aggies said working
together at Blue Sky Studios is
similar to working in the labs
they had at Texas A&M. In their
opinion, Texas A&M prepared
them well for a career in the com-
puter visualization industry.

Key to their preparation was
high-dollar technology donated
to the College of Architecture
Visualization Lab since the early
1990s. Wavefront Technologies of
Santa Barbara, California, provid-
ed software worth $1.8 million,
and additional software and hard-
ware came from SOFTIMAGE of
Montreal, Alias Research Inc. of
Toronto, and Silicon Graphics
Inc. of Mountain View, California.

In a recent interview for the
College of Architecture’s CARC
newsletter, the Bunny team talked
about their Texas A&M training
and its influence on their work
today.

CARC: What is it like working
with so many Aggies, particularly
former classmates?
(ALL LAUGHING)

Thomason: “The atmosphere
seems fairly similar to the labs we
had in school ... maybe more pro-
fessional.”

Hansen: “We all come from
similar backgrounds — students
of arts, computer science.”

Walvoord: “Yes, absolutely; A&M
prepared us very well for this
industry. A lot of the internal
competition we felt at school fol-
lowed us to work, but it’s a friend-
ly competition.”

CARC: What makes Aggie visu-
alization graduates so unique?

Esneault: “The viz lab and the
access to all of the equipment and
machines ... being able to access
the equipment was an essential
part of our education at A&M. We
talk to others who graduated from
MIT and Cornell, and they didn’t
have the access we did to the lab.”

Walvoord: “The curriculum was
really well designed and gave us
an edge. MIT and Cornell produce
talented individuals, but if you
look at sheer numbers, A&M con-
sistently produces the most tech-
Away With an OSCAR

c-technical directors. It's amazing."

Hansen: "One thing that makes [A&M's] program so successful is the help students give one another. When one student may be weak, another may be strong. I learned so much from others around me."

Walvoord: "Yeah, there's a strong community in the lab. There's something about the way the viz lab is designed that sets up a community."

Hansen: "I got a lot of practical experience at the lab. When we left school and went to work, it was an easy transition."

Thomason: "The faculty really only serves as a guide because the industry is still pretty novel itself. Schools don't have the funds to hire professionals from a field that really doesn't have enough to spare. Students have to learn from one another. It's the essence of the discipline."

CARC: What do you remember most about your days in school at Texas A&M?

Whitesell: "Big fights."

(LAUGHING)

Hansen: "I remember wishing they had showers in the viz lab. If they had, I probably would have never gone home."

CARC: Is there anything else anyone would like to add... about anything?

(EVERYONE LAUGHING)

Walvoord: "The Alumni Club here sponsors a chili cook-off every year. We won this year with a secret ingredient and beat the ever lovin' hell outta the t-sips!"

Bunny was one of five films nominated in the animated short film category. — by Cathlise Ferguson ’99

A scene from the animated short film "Bunny."

PATRICIA E. & WILLIAM W. GORDON ’67
Richard H. Harrison III/College of Science Development Council Endowed Chair

NELDA S. & HARRY J. GREEN, JR. ’12
Nelda S. & Harry J. Green, Jr. ’53 Sal Rea Scholarship

JANE & CHARLES H. GREGORY ’64
Dean's Endowment for Excellence

CLARA & DALAND MELLINGS GRIFFITHS ’44
Daland M. Griffiths ’44 Unrestricted Corps Endowment

ESTATE OF GLADYS GUINN
Harvey E. Guinn Memorial Scholarship Fund

BILLYE STEVENS & MICHEL T. HALBOUTY ’50
Michel T. Halbouty ’50 Visiting Choir Chair

CHERYL S. & WILLIAM H. HALEY, JR. ’51
William H. Haley ’51 Corps Scholarship Fund

KATHRYN R. HANNEMAN ’77
Kathryn Ron Hanneman ’77 Scholarship in Chemical Engineering

PATRICKA & RAYMOND R. HANNIGAN, JR. ’61
Hagler Center "Pillars of A&M" Gift
Raymond R. Hannigan, Jr. ’61 President's Endowed Scholarship

KAREN & BEDFORD HARRISON, JR. ’44
Karen & Bedford Harrison, Jr. ’44 Sal Rea Scholarship

THE ESTATE OF MARY LOU HEEH HENDERSON
Mary Lou Heep Henderson Companion Animal Life-Care Center Endowment Fund

GEORGE K. HICKOX, JR. ’60
George K. Hickox, Jr. ’60 Integrated Reservoir Investigations Laboratory Fund

PEGGY SLOAN HILL
John R. Hill, Jr. ’44 Memorial Sal Rea Scholarship

DECKY & DAMON W. HOLDITCH ’65
Holditch Family Sal Rea Scholarship

STEPHEN A. HOLDITCH ’49
Louis W. Adams III ’69 Memorial Sal Rea Scholarship

KAYE & STEPHEN ROSS HORN ’79
Stephen & Kaye Horn President's Endowed Scholarship

ROBBIE & DUDLEY J. HUGHES ’81
Dudley J. Hughes Endowed Chair in Geology & Geophysics

JOHN D. HUMBLE ’46
John D. Humble ’46 Endowed Opportunity Award Scholarship

II Spirit Fall 1999
The United States was a chaotic place in the late 1960s. Amid an environment of racial turmoil, political assassinations and protests against the Vietnam War, America's young and old were locked in a cultural war. Out of this rebellion came the phrase, "Never trust anyone over 30."

Fortunately, a group of Texas A&M former students well past that age quickly proved the folly of the thought. In 1968, Royce E. Wisenbaker '40, Ford D. Albritton Jr. '43, Leslie L. Appelt '41, John H. Lindsey '44 and W.C. "mAggie" McGee Jr. '31 funded five, four-year scholarships to create the President's Endowed Scholarship program.

**President's Endowed Scholars Then and Now**

A President's Endowed Scholar is a stellar academic achiever who has shown leadership potential. Bringing these talented students into the Texas A&M family, the PES program enables them to pursue careers that might only have been dreams.

To commemorate the recent PES 30th anniversary, the Texas A&M Foundation contacted PES alumni to explore the dimensions of their success. In the following two stories, we have juxtaposed the former scholars' autobiographical freshman profiles with their current profiles. As their stories illustrate, the PES program is achieving everything its founders intended.

*By Molly Glentzer and Rose Ann McFadden '90*
I was born in Stephenville, Texas, on October 28, 1951, to Sgt. and Mrs. Albert D. Webb. My father was a veteran of World War II who, having received a leg wound, had spent several years in partial recovery and then rejoined the military. He and the family, consisting of my mother, my brother, Spencer, and my sister, Anita, were stationed in Panama until a few months before my birth.

I became aware, as a small child, of the abuse of alcohol and of its affect on the human mind and life. My father was a periodic alcoholic. While he remained in the military and got paid once a month, it meant a binge once a month; later, in civilian life, with weekly paychecks, it proved a considerable handicap.

At the end of the fifth grade, I received my first award ever, the Daughters of the American Revolution Award. I was proud but confused, not understanding how I could be a daughter of anything. During the seventh and eighth grades, I threw a newspaper route for the Fort Worth Star Telegram. The money I made broughing newspapers went directly to support the family.

In the ninth grade, I became rather discouraged for a time. I had been making straight A's or at least averaging A's ever since first grade, and, so far as I could tell, I was getting nowhere. About the time I was considering letting up, I was told that my picture was needed for the Rotary Award in the annual. This somehow was the right thing at the right time. I began to apply myself, something which I have never since ceased to do.

During my senior year, I received notification that I was a recipient of a Texas A&M President's Scholarship. This, and this alone, was responsible for my choice of Texas A&M.

In the not-so-distant future, a new generation of object-oriented software will make the industrial distribution industry more efficient and cost-effective than ever before. Don Webb '74 is partly to thank, and so is a bit of educational "supply chain integration" that began when he received a President's Endowed Scholarship.

"If I hadn't received a President's Endowed Scholarship, I wouldn't have gone to Texas A&M," Webb says. "I wouldn't have had the leadership experiences of the Memorial Student Center, where I was president. I wouldn't have had the sponsorship of Wayne Stark and very likely wouldn't have gotten to Harvard Business School. I also would not have met my wife."

Webb's undergraduate degree in accounting, followed by a Harvard MBA, gave him the tools he needed to create what is now a $13 million company. Prelude Systems Inc. employs 84 people and has grown 40 percent a year for the past five years. The company is celebrating its 20th anniversary this year.

"There have been points in time, such as the mid-1980s when the petroleum industry crashed, when most people would have walked away," he explains. "But being in the Corps taught me the value of dogged determination. We were determined to keep building Prelude, so I got on a plane and turned it into a national company."

Webb has long recruited employees from Texas A&M's Department of Industrial Distribution. Last year, he partnered with IBM and Ardent Software to supply the department with Prelude's Advanced Distribution Software, the most comprehensive and advanced distribution software available.

Webb also has been instrumental in establishing a Texas A&M consortium that will design the industry's next generation of technology. "The work we're doing with Texas A&M is important to the distribution industry, and it's exposing students and faculty to the new technology before many other universities and industry in general become aware of the changes."
1974
Susan Rudd
Edward & Mildred Mosher President’s Endowed Scholar, 1974-78
Major: Pre-med

My name is Susan Rudd: I am 19 years old, 5' 4'', dark brown hair and blue eyes. I'm a pre-med major; after three years at A&M, I hope to enter Baylor Med School and graduate with my M.D. I'd like to become either an allergy or respiratory specialist, but I think I have some time to think about that.

I call 1809 Norfolk, Houston, Texas, my home. My parents, Matt and Evelyn Rudd, are originally from Fort Worth and both graduated from TCU. My only sister, Sally, age 21, is a senior at TCU now. I almost went to TCU being from a Horned Frog family, but I turned down the highest scholarship TCU gives to come to A&M. Now, I can’t imagine being anywhere else. I just love A&M. I've already become active in Student Government, and I am the accompanist for the New Tradition Singers and a member of the SCONA Finance Committee.

I love music. I've played piano for 12 years, the guitar for two and have always liked to sing. I'm a Humphrey Bogart fanatic; my roommate has learned to live with pictures of him all over the walls, staring at her night and day!

Both of my parents work. My dad is vice president-sales of Metal Arts Company, a subsidiary of Dixylan Corporation. My mom is a secretary for the Houston-based district office of American Standard. I think they are already tired of hearing about Texas A&M; I hope they realize that this is just the beginning.

1999
Susan Rudd Wynn, M.D. ’78
Physician, Fort Worth Allergy and Asthma Associates
Regent, Texas A&M University System

With its new health science center, the Texas A&M University System is translating its land grant mission into better health care for the entire state. It’s uncharted territory, but the path is clearer with Dr. Susan Rudd Wynn ’78 leading the way.

Wynn is one of the A&M System’s newest regents, and the first female Aggie to hold that title. Her medical background makes her a key player in shaping the system’s new health science center. “With a dental school in Dallas, a medical school in College Station, the biosciences institute in Houston and nursing schools across the state, we really have a chance to some very innovative, collaborative ventures statewide,” Wynn says.

Firsts are nothing new for this Fort Worth allergist. In 1977, the new Texas A&M College of Medicine
admitted Wynn as the first female student in its inaugural class. “We were really pioneers out there wandering around in the wilderness with no upperclassmen to either harass or guide us,” she laughs.

In addition to private practice, Wynn also takes a strong lead in professional activities and health education. In 1995-98, she chaired the development of the National Asthma Screening Program, which has educated millions of people.

A single mother with two sons, Wynn works hard to balance career and family. “I’ve been determined from day one to be a really good doctor for my patients and give my family the attention they need,” she says.

Mother. Physician. Regent. As talented as she is, Wynn credits much of her success to the scholarship that introduced her to the Aggie family.

“The PES was what brought me to A&M in the first place, and the fellowship of the other scholars made me feel like I had an instant family,” she says. “Moreover, getting to know Mildred and Ed Mosher ’28, my scholarship donors, extended that family off campus. The PES program had a profound effect on my life.”
Joe Bradberry doesn’t have much use for abstract concepts. Family and community are what he cares about, because he knows their power to change the lives of young people. Bradberry personifies his beliefs that many in San Antonio know him simply as “Papa Joe.”

In May, Bradberry was at Sonterra Country Club with Bobby Joe “Buzz” Miller ’76. The men, both members of the Texas A&M College of Agriculture Development Council, were hosting a luncheon for 75 graduates of Challenge High School. Challenge High is the last chance for at-risk San Antonio students to receive their high school diplomas in a public school setting. Students turn to Challenge High when they exhaust their hopes of graduating from a traditional high school for any number of reasons: poverty, family issues, drugs. The luncheon was an opportunity for the 1999 graduates to celebrate their success, and to hear Bradberry’s challenge: “You’ve cleared one hurdle. Now come with me and clear the next.”

“So Keenan,” Bradberry says to a young man at his table, “what are your plans? Because you need a plan. If you have a plan, you can deal with setbacks.” When Keenan Johnson says he’d like to be a veterinarian but doesn’t have money for college, Bradberry shakes his head. “No, no, you can do it. We have the funds, if you have the drive.”

Bradberry’s own history fuels his passion for helping kids. “My brother and I were on our own from the time I was very young,” he tells Challenge students. “I won’t tell you it was easy, but I did it. I made something of myself. That’s how I know you can, too.”

Bradberry did indeed make something of himself. He founded Lone Star Growers, a highly successful wholesale nursery in San Antonio. And though he graduated from Louisiana State University, he’s an Aggie at heart. “My late wife, Elda, was born in El Paso,” he says. “Through her, I came to love...
Texas and the friends and family I found at Texas A&M.

Bradberry's giving doesn't stop with community college scholarships. For many years, he has partnered with the Texas A&M College of Agriculture & Life Sciences to offer students a chance at four-year degrees. Bradberry and his wife, who died in 1998, endowed two, three-year scholarships for agriculture majors.

"Students in the agriculture college have any number of subjects to choose from: medicine, teaching, engineering," says Bradberry. "And this college is supportive. Challenge graduates can go to A&M and get a student mentor and support from faculty and staff. Those of us on the Ag Development Council see the results of that kind of caring and commitment, and it makes us want to help that work continue."

"If you built the perfect community, and you wanted the best people to populate it, I'd send you to The College of Agriculture at Texas A&M."

The Sequor Foundation's most recent commitment to Texas A&M is the Elda K. Bradberry Chair in Youth at Risk in the Parks & Recreation Department. The Bradberry Chair will help recruit and support an outstanding faculty member specializing in youth at risk. The $1 million chair will be endowed with $500,000 from Sequor and $500,000 from a matching gift program funded by H. R. "Burn" Bright '43 of Dallas.

Bradberry says Challenge High and Texas A&M offer young people the same hope: a second chance to find family and community. Amelia Garcia, a 1999 Challenge graduate, spoke of her own second chance at the graduation luncheon. "I didn't know if I'd make friends when I came here," she says of the high school. "Instead, I made a new family and found a dream." Because of others' generosity, Garcia will attend community college on scholarship and later be eligible for one of Bradberry's Texas A&M scholarships.

Bradberry is confident that his kids will find a warm welcome at Texas A&M.

"Here's what the people at A&M mean to me," he says. "If you built the perfect community, and you wanted the best people to populate it, I'd send you to the College of Agriculture at Texas A&M. They're the best aunts, uncles and cousins you could ever have. They're family."

— by Denise Stallcup *
He Couldn’t Find a Job, So He Went to College

He wanted to skip college and go straight to work. But after “learning everything at Texas A&M that I needed to succeed,” Louie Tomaso ’42 became a true believer in the value of a good education.

For much of his life as what he calls ‘a jack of all trades and master of none,” Louie Tomaso ’42 has believed in the power of investment. But he didn’t always feel that way. Even though he was a good student in high school and says he “made good grades because I knew how to study,” Tomaso had no desire to go to college. He graduated at mid-term in 1938 and set out to find a job. But in post-Depression, wintertime Texas, there were not many jobs to be had.

A first-generation Italian-American and ambitious senior class president, Tomaso was disappointed at his failure to find work right out of high school. His father died when Louie was only four years old, and Tomaso’s mother had taught her two sons to study hard, work hard, and set goals for themselves.

“I had a brother at A&M who was one year ahead of me, Leo, Class of ’41,” Tomaso says. “He went to A&M because he had a lifelong dream of becoming an electrical engineer. But it was Mrs. Haines, an English teacher who sponsored our senior class, who really talked me into going to college. She knew what a good school A&M was, since her husband was an Aggie.

“Mrs. Haines helped me find a job on campus so I could pay for my education through the NYA youth program headed by LBJ. I was so lucky to have a job—we all were,” Tomaso remembers. “It paid 30 cents an hour, which covered expenses. Back then, you could go to school for $50 a month. We didn’t have to worry about buying things like clothes since we all wore uniforms.

We also didn’t have to worry about paying for dates,” he smiles, “since there weren’t any girls around.”

Tomaso and his brother, Leo, were called to active duty when World War II began. Tomaso remembers that he and his classmates “got our degrees on a Friday, our commissions on Saturday, and reported for duty on Monday.”

Tomaso’s brother never realized his dream of becoming an electrical engineer.

“Leo was killed in action when his plane was shot down over (continued p. 20)"
Louie '42 and Laura Tomaso enjoy water aerobics at a Dallas gym.
(continued from p. 18) Germany in 1945." While serving overseas in Sicily, Tomaso located his paternal grandparents, whom he had never met before. "We spent two-and-a-half wonderful hours together. An officer who could speak Italian came along so we could communicate more easily," he says. Tomaso couldn't help but notice a photograph of Leo and himself, in their Aggie uniforms, sitting on his grandparents' table. "That short visit with my grandparents was the one and only time I ever saw them." Tomaso's four years in the Army included combat duty in North Africa and Italy. Eventually, he retired from the Reserves as a lieutenant colonel.

Today, Tomaso is semi-retired from a long and successful career as a business investor and entrepreneur. He worked a few years as an engineer for Sun Oil and later as a wholesale distributor, insurance broker, real estate owner and manager, stockbroker and radio station owner. He also served on several boards. "I'm 78 now, but basically, I'm still an entrepreneur," says Tomaso, "I just like to invest.

"I owe A&M a lot," he adds. "They took us, and they made us leaders, and they crammed us full of good information. The bottom line is that A&M truly gave me everything I needed to succeed."

Although Tomaso studied petroleum engineering, he says he probably should have been a CPA, since he loves working with numbers. "At A&M, they taught us to think, to be analytical. So, all my life, I've taken a close, analytical look at all the details of a business deal before I decide if it's a worthwhile investment." When Tomaso learned that the Texas A&M Foundation recently began offering gift annuities, he almost immediately turned $100,000 of appreciated stock into a gift annuity benefiting Texas A&M. "More people need to know about these gift annuities," he says. "They are just the greatest because there's none of the usual rigamarole."

Gift annuities are growing in popularity, in part due to their simplicity. Filling out a simple, one-page form is usually all that is required to convert cash,
"I've been telling all my Aggie friends about these gift annuities. They're just the greatest. None of the usual rigamarole." — Louie Tomaso '42

stocks or other securities into an annuity that guarantees the donor a pre-determined percentage of income for life and also helps Texas A&M. They are also accessible to a wider spectrum of donors than some other giving methods, since the minimum gift requirement is $10,000.

"Giving to Texas A&M is a very wise investment, particularly through a gift annuity, which pays a good interest rate," notes Tomaso. "They're as good a deal as any, and a terrific vehicle to use if you want to guarantee income for life. You receive a tax deduction for the gift, plus, more than half of the money that you receive is not taxable. And, my wife will be covered in case something happens to me."

"My annuity, which brings a good percentage of 7.4 percent, will especially be a good deal for me, because I'm going to live longer than they think I will," Tomaso chuckles.

Tomaso and his wife, Laura, are both lifelong residents of the Dallas area. The couple met on a blind date 50 years ago this November. Laura, a graduate of SMU, has devoted her life to raising their four children, including Paul '84 and Joan '87. "Laura had never been around Aggies before she met me," says Tomaso, "but now she goes to all the reunions with me and knows everyone in my class. She's become a full-blooded Aggie."

Tomaso says it wasn't difficult to decide on giving to Texas A&M. "It's one of my favorite charities," he says. "It's a great institution, and I want to return back the benefits that A&M gave me."

In addition to his recent gift annuity, Tomaso has funded two President's Endowed Scholarships, including one in memory of his brother. "I just love my scholarships," says Tomaso. "Six students have been through A&M on our scholarships so far. We look forward to meeting them at the PES reception every year. Those kids are all so smart. It just makes you feel good to see them doing so well."

Tomaso encourages all Aggies to support their beloved university. "Aggie graduates are different from everyone else; they're special. I hope that if they have any loose change, they'll help A&M one day." — by Tina L. Evans
Ford Motor Company Commits $4.75 Million

Ford Motor Company committed $4.75 million last May to provide major student and faculty support and fund new academic initiatives in several fields, including engineering and business. It’s one of the largest corporate gifts in Texas A&M’s 123-year history.

Carlos Mazzorin, Ford’s group vice president of purchasing and vice president of Ford of Mexico, formally announced the gift at a campus breakfast hosted by Texas A&M President Ray M. Bowen ’58.

“Ford Motor Company’s support for higher education continues to be a top priority as we strive to become the world’s leading consumer company for automotive products and services,” said Mazzorin, who serves as Ford’s “university executive” for Texas A&M.

“Our partnership with Texas A&M will allow us to draw academia and business even closer together to ensure that students are prepared to meet the expectations, demands and pressures of an intensely competitive and dynamic business environment,” Mazzorin said.

Texas A&M President Ray M. Bowen (left) accepts a symbolic check from Ford Motor Company representatives (l–r) Alberto Picone, global sourcing manager—purchasing; Carlos Mazzorin, vice president—purchasing and vice president of Ford of Mexico; and Bryan Wolf ’93, product design engineer.
The gift, made possible through Ford Motor Company Fund, continues the company's decades-long history of support for Texas A&M. The five-year funding project will support a state-of-the-art imagery project in the Sterling C. Evans Library; the new Ford Distinguished Scholar Program; a Mays College-based program to identify and recruit high-achieving students at both the undergraduate and graduate levels; a program to help redesign the curriculum for undergraduate engineering students; and a Texas A&M Foundation scholarship program for minority undergraduates. Part of the gift will support activities of the International Center in the George Bush Presidential Library Complex.

Ford has designated $500,000 of its gift to endow a faculty chair in the Mays College & Graduate School of Business. The remaining $500,000 required to endow the chair will come from a matching program endowed by H.E. "Bum" Bright '43 of Dallas.

Over the years, Ford's support for Texas A&M has included sponsoring on-camp career programs, funding numerous scholarships and providing mentors for students. Ford funding also enabled the development and implementation of a Texas A&M Career Center software project that supports a Web-based recruiting system. - by Keith Randall +
Investing in Spirit #1: With Your Gift Annuity, You Both Give and Receive

The Texas A&M Foundation offers many options for giving. Every Aggie can find one well suited to his or her financial and charitable goals. This series examines popular ways for making gifts to support education, service and research at Texas A&M.

One of the oldest forms of charitable giving, the "gift annuity" dates to the Middle Ages in Europe and has been popular with American charities since the 1840s. "To good to be true" is how one donor described the benefits of his gift annuity. In fact, gift annuities are both good and true.

A gift annuity is a lifetime income investment fund, from which you and Texas A&M both benefit. Specifically, in exchange for your gift of $10,000 or more, the Texas A&M Foundation will pay a specified income amount to you and, if you wish, another beneficiary for the remainder of your lives. After that, your gift will support the Texas A&M program you designate. Donors over 50 can immediately begin receiving annuity payments monthly, quarterly or annually. The annual payout rate, which currently varies from 5.3 to 12.0 percent, is determined by the ages of beneficiaries at the time of your gift.

Receive Income For Life And Lower Your Taxes

Creating a gift annuity should qualify you for a charitable income tax deduction. In addition, a portion of the payments you earn from the gift may be tax exempt.

If you make your gift with low-yielding securities, you may increase your current income. If you make your gift with appreciated securities, you avoid immediate capital gains taxes and may lower your overall capital gains taxes in future years. A gift annuity may also reduce your estate taxes.

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24 Texas A&M Foundation
Your Annuity Is Backed By $400 Million

Your annuity payments are a legal obligation of the Texas A&M Foundation and are backed by its assets, which exceed $400 million. Regulation of gift annuities vary by state. The foundation accepts gift annuities from all Texas residents and considers out-of-state residents on an individual basis.

For more details on the benefits of gift annuities, contact Texas A&M Foundation Planned Giving Officer Bo Allen '48, phone 800-392-3310 or e-mail <bo-allen@tamu.edu>.
Texas A&M Receives Circle of Excellence Award

For a second time, the nation's largest nonprofit education association has recognized Texas A&M University for exemplary performance in fund raising.

Texas A&M received $150 million in private support in 1997-98, beating a previous high of $110 million in 1995-96. As a result, the Council for the Advancement and Support of Education (CASE) awarded Texas A&M its 1999 Circle of Excellence in Educational Fund Raising. The university received the same award in 1997.

The $150 million total comprises private gifts to Texas A&M University, the Texas A&M Foundation, Association of Former Students and 12th Man Foundation, as well as some private grants for research. Based on this performance, Texas A&M currently ranks 18th among all universities—public and private—in terms of fund raising.

Foundation Plans Move, Dedication

The Texas A&M Foundation will move into its new headquarters, the Jon L. Hagler Center, at the end of September. Under construction since April 1998, the Hagler Center will open for business by the first week of October.

The foundation's new address will be 401 George Bush Drive, College Station, Texas 77840-2811. Phone and fax numbers will not change. The foundation's previous building, located on Texas Avenue in College Station, has been purchased by Texas A&M University.

The foundation will publicly dedicate the Hagler Center at 9 a.m., Oct. 30, prior to the A&M-Oklahoma State football game.

Harvey Joins Foundation Board

Houston businessman Robert W. Harvey '77 joins the Texas A&M Foundation board of trustees on Sept. 1. Seven trustees govern the foundation, each appointed for seven years by the Association of Former Students. Harvey replaces outgoing trustee H. Andrew Hansen II, M.D. '71.

Harvey is vice chairman of Reliant Energy and served previously as
a director of McKinsey & Company Inc. Harvey has served on Texas A&M's Vision 2020 executive committee, Corps Development Council and Texas A&M Foundation Development Advisory Committee. His financial support has benefited the Bush School, Corps of Cadets and Memorial Student Center.

No specific dollar value has been placed on implementing the report's nearly 100 recommendations, but one of the stated Vision 2020 goals is to increase the university's private endowment to $3 billion from its current $700 million.

**Corps Campaign Tops $32 Million**

The university is still counting, but it looks like the Corps Endowment Campaign ended Aug. 31 with more than $32 million in commitments. The three-year campaign began in 1996 with a goal of $25 million.

The Corps received more than 10,000 individual gifts during its campaign. The following donors made commitments of $1 million or more: H.R. "Bum" Bright '43, Lt. Gen. & Mrs. James F. Hollingsworth '40, and Dr. & Mrs. John G. Heit '43. Donors giving in excess of $500,000 include the Estate of Anna Blanche & P.M. Green '25, the Estate of Gertrude & Richard Faulkner '22, Mr. & Mrs. Ralph Fisher '44, Mr. & Mrs. George Linskie '38, Col. James D. Ogletree '25, Dr. & Mrs. E.E. "Gene" Payne '64, Mr. & Mrs. Robert M. Schoeppler, and Mr. & Mrs. William M. Wilder.

**Vision 2020 Report Released**

More than 250 of Texas A&M's best thinkers have mapped strategies for propelling the state's first public university into the ranks of the consensus top 10 flagship institutions nationally, according to their report released June 4.

The strategies developed out of a task force composed of faculty, staff, students, alumni and other Texas A&M supporters. Their work culminated in a report entitled Vision 2020: Creating a Culture of Excellence.
Texas A&M will host a special Corps Endowment Campaign victory celebration Oct. 15 from 5:00-7:00 p.m. in the Sam Houston Sanders Corps Center. The event is open to all campaign donors.

**WILL THE REAL ALL FAITH’S CHAPEL PLEASE STAND UP?**

The fall 1998 Spirit included a story about Texas A&M Professor Emeritus Richard E. "DK" Vrooman FAIA '52. Vrooman designed the university's All Faiths Chapel in 1955. Unfortunately, the floor plan we used to illustrate that story was not a plan of the All Faiths Chapel. We regret this mistake and, as way of apology, are running the below illustration of the real All Faiths Chapel.
Frequently Asked Question

How do the Association of Former Students, 12th Man Foundation and Texas A&M Foundation relate in terms of fund raising?

Each of these private entities raises and manages a different type of gift on behalf of Texas A&M University. The Association of Former Students conducts annual drives for unrestricted funds. The 12th Man Foundation raises support for student athletes. The Texas A&M Foundation directs major gift fund raising in support of educational excellence.

Find it on the Internet

Learn more about stories in this issue of Spirit by visiting these websites. While some are maintained by Texas A&M, others are not. In the latter case, we try to refer you to quality sites, but we cannot ensure the accuracy or appropriateness of all content.

Cantu's ServiceMaster:
http://servicemaster.com

Horatio Alger Association of Distinguished Americans
http://www.horatioalger.com

Blue Sky Studios' "Bunny":
http://www.blueskystudios.com
http://bunny.blueskystudios.com

PES Alumni "Then & Now”
http://www.tamu.edu/foundation

Webb's Prelude Systems Inc.
http://www.prelude.com

Wynn's Nall, Asthma Screening Program
http://allergy.tmcg.edu

Ford Motor Company
http://www2.ford.com

Vision 2020 Final Report
http://www.tamu.edu/new/vision
Requests & Comments

Spirit is published to keep you informed about Texas A&M fund-raising efforts. If you have a comment or question, take a moment to fill out this form and mail it postage-free. Thank you.

FIRST NAME       LAST NAME

STREET ADDRESS

CITY              STATE              ZIP CODE

HOME PHONE NUMBER  DAYTIME PHONE NUMBER

E-MAIL ADDRESS

Check here if:  □ New home address
               □ New business address

I have a comment/question:
_________________________________________________________________________
_________________________________________________________________________
_________________________________________________________________________

□ Please contact me about making a gift to Texas A&M.

□ I’d like to know more about making an estate gift.
   (trusts, life insurance, bequests).

I’d like to know more about supporting the following area(s):

COLLEGES
□ Agriculture
□ Architecture
□ Business Administration
□ Education
□ Engineering
□ Geosciences
□ Liberal Arts
□ Medicine
□ Science
□ Veterinary Medicine

PROGRAMS
□ Association of Former Students
□ Athletics
□ Bush School of Gov’t.
□ Corps of Cadets
□ Faculty Support
□ International Programs
□ Libraries
□ Scholarships
□ Student Life

OTHER:
_________________________________________________________________________

You can contact the Texas A&M Foundation at the following:
postal:  401 George Bush Drive
         College Station, Texas 77840-2811
voice:   409-845-8161 or 1-800-395-3910
e-mail:  r-mcfadden@tamu.edu
Internet: www.tamu.edu/foundation