

hillviews

vol. 46 no. 2 | Summer 2015 | MEMBER THE TEXAS STATE UNIVERSITY SYSTEM



Hollywood comes to San Marcos p8 Bobcat pitcher scouts for Phillies p48

TEXAS
STATE
UNIVERSITY

The rising STAR of Texas

hillviews contents

Summer 2015



University Camp

Just 20 miles from campus, University Camp is a step back in time. It is a rustic setting available for use by students, faculty, staff, and members of the Alumni Association.

p. 3

WIDE VIEWS



16 Tennis, anyone?

The women's team is a multinational blend with players from four continents

ABOUT: *Hillviews* is produced three times a year by the University Advancement division. We'd love to hear from you. Send us your comments about the articles in this issue, or send story suggestions. Email Hillviews@txstate.edu; fax to (512) 245-3817; or mail to *Hillviews*, Texas State University, 601 University Drive, San Marcos, TX 78666-4613.

8 Made in San Marcos

From *The Getaway* to *Boyhood*, Hollywood comes here to make movies



Soccer goals

All three Curry sisters have played soccer here; now it is Lynsey's turn on the pitch
10

12 Meet the chairs

Physics and Communication Disorders get new leadership



CLASS VIEWS

48 The scouting life

Former Bobcat baseball player seeks talent for the Phillies



It adds up

Accounting career began in San Marcos
52

54 Making her stand

Lizzie Velasquez speaks out against bullies

56 Cats Caravan

Taking the show on the road

58 Class Notes

62 From the Collection



FEATURE

p.18 Start Here

One year ago the university celebrated the 10th anniversary of the naming of the McCoy College of Business Administration. The McCos, Emmett and Miriam, built up a family operation started by Emmett's father that has become the hugely successful McCoy's Building Supply. For many alumni, the degrees they earned in finance, computer information, and accounting were the first steps in careers that have taken them on the road to success.

Learning the ropes at McCoy College.



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Texas State University

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(from the president's desk)



Dear Friends,

A year ago, we celebrated the 10th anniversary of the naming of the McCoy College of Business Administration, and the occasion gave us an opportunity to reflect on the outstanding progress that's been made in our business programs. The building and the college both bear the name of our dear friends and exceptional supporters, Drs. Emmett and Miriam McCoy, founders of the chain of stores known as McCoy's Building Supply.

The McCoy's are fabulous examples of extraordinary business people: they grew a small family operation into a highly successful company, and along the way became inextricably tied to the San Marcos community and Texas State University. Although neither of the McCoy's attended the university, the couple are among the institution's most generous donors. Several members of the McCoy family were at the gala in 2014, and they got to see firsthand the progress of the McCoy College.

This gala also gave us an opportunity to visit meaningfully with many of our business partners, who spoke highly not only of our growth and achievements, but also of the business graduates we produce. Employers, almost to a person, spoke effusively about the graduates and interns that were placed at their respective companies.

The common thread in these discussions was that Texas State graduates were amply prepared for the rigors of the business workplace and they came into their respective jobs with a strong work ethic and an enthusiastic attitude.

It was high praise to hear those comments from supervisors at leading companies such as 3M, AT&T, USAA, Wells Fargo, and Whataburger, and it struck a chord with other prospective business partners. I couldn't help but think that the legacy the McCoy's created for the business college had something to do with establishing a culture of hard work and giving back at Texas State. It's a fitting tribute to a couple who have done amazing things in business — and for Texas State — and it's a ringing endorsement for our faculty and students who are charged with continuing that legacy.

As you explore the pages of this issue of *Hillviews*, we hope you will take note of the many successes of the McCoy College and come away with a better understanding of just how strong the programs are within our business school.

Sincerely,

A handwritten signature in black ink that reads "Denise M. Trauth". The script is fluid and cursive, with a large, stylized 'D' and 'T'.

Denise M. Trauth

(wide)views



UNIVERSITY CAMP

Beretta's 1951 gift still a special place

By Julie Cooper

It's a leisurely 30-minute drive from the Texas State campus in San Marcos, and if you're lucky, a narrow meandering road toward the end of the Hill Country jaunt might allow you to spy a herd of buffalo grazing on adjacent land as you come up on a rise.

But even if you don't see that, it's virtually certain that you'll take in some picturesque landscapes, featuring lush hills, mighty oaks, and a streaming Blanco River, on the 126-acre spread known as University Camp.

The recreational camp lies just 20 miles from campus, and it's a step back in time, where technology and amenities take a back seat to serenity in the outdoors. And that's probably why people like it so much.

RESERVATIONS

With a valid Texas State ID or a current Texas State alumni membership card in person at the Outdoor Center, located in Sewell Park; or via phone (512) 245-2004 with a credit card. Weekend users must reserve both Friday and Saturday night.

There are no refunds. Visitors who cancel at least 10 days before the reservation date will be issued a credit voucher good for one year. Late cancellation will result in the forfeiture of fees.

LODGING

Beretta Lodge: Sleeps 20 in the bunk room, with large living/dining room, fireplace, kitchen, and indoor bathroom. Cost: \$115/students; \$150/faculty, staff, alumni.

Jeffersonian Lodge: Sleeps 14 in bunk room, and features kitchen, living room, and wood-burning stove; no bathroom. Cost: \$85/students; \$125/faculty, staff, alumni.

People using the lodges bring their own bedding and towels, along with firewood and charcoal. A bathhouse containing toilet and shower facilities serves all visitors.

DAY/OVERNIGHT CAMPSITES

Day use: \$6/students; \$12/faculty, staff, alumni. 9 a.m. to 9 p.m. day-use hours. Maximum four people.

Campsites: \$13/students; \$22/faculty, staff, alumni. Maximum eight people.

MORE INFORMATION

Visit the website: campusrecreation.txstate.edu/outdoor/university-camp.html Or contact the Outdoor Center at (512) 245-2004.



University Camp is available for use by students, staff, faculty, and registered members of the Texas State Alumni Association through the Department of Campus Recreation. The camp has two lodges, eight overnight campsites, and four day-use sites. In 2014 students were the biggest users of the camp (52 percent), followed by alumni (26 percent), and faculty/staff (22 percent).

Donated in 1951 by Mrs. J.K. “Sallie” Beretta, the camp hasn’t changed much in 64 years. It has 2,000 feet of Blanco River frontage, with some 800 feet being easily accessible. Beretta, for whom Beretta Hall is named, served on The Texas State University System Board of Regents from 1933 to 1951 and was the chair for 12 years. She was dubbed “The Bluebonnet Lady of Texas” because of her efforts in the first part of the 20th century to preserve bluebonnets through the state. A newspaper clipping from the Beretta Hall scrapbook says that the philanthropist purchased the ranch land from a San Marcos businessman to present to the university.

Head to the river

John Johnson is the assistant director for Outdoor Recreation, which has overseen the camp since the late 1970s. The staff at the Outdoor Center in Sewell Park manages the

reservations, made in person or by phone. When the weekend weather is warm and the river is calling, that’s when fans of the camp clamor for a reservation. Spending a lazy afternoon in the river, where there are pools for soaking, is the most popular activity. “That’s what people like to do — hang out and lie in the river,” Johnson says.

There are 3.5 miles of trails suitable for nature viewing, hiking, or mountain biking. Fishing, wading, swimming, and snorkeling are also popular activities. Charcoal grills are available for cooking and fire pits are allowed when there is no burn ban in effect. Peak camp times are Fridays through Sundays from May to September. The camp is closed Mondays and from mid-December to mid-January. Students get first priority when it comes to booking the spring slots — reserving as early as September.

The camp is popular for family reunions and group activities, such as student service groups or Greek organizations. Johnson says that over the years faculty have utilized the property, “like biology professors who bring students out to turn over rocks.” There is also the occasional creative writing class seeking inspiration.

Lynne Bourgeois, wife of Dr. Eugene Bourgeois, the university provost, has visited the camp a few times every year since moving to the area in 1990. “It’s only 45 minutes from Austin



and the river is so beautiful,” she says. To anyone who is considering a trip there she suggests checking the weather and the river flow. “One time I went there and the river was roaring.”

A special getaway

For Richard Henderson, a political science senior lecturer, the camp is a special getaway. “I have spent many a night at U Camp and many day-use days. I’ve hiked all over the place and even had my wedding reception out there. It has been a very special place to me for about 12 or 13 years now,” he says.

In 1951 one newspaper reported that the university planned to use the property as “an all-year camp where students can work as counselors with elementary students for short periods of time, and where handicapped children can be housed and given special supervision.” More construction was projected, yet it didn’t happen. Buildings are currently limited to the Beretta Lodge, Jeffersonian Lodge, bathhouse, and the caretaker’s house.

Anthony Deringer became the coordinator of outdoor recreation in July 2014 and moved into the caretaker’s house with his wife, Lindsey, and daughter, Ruthie.

He greets campers, answers their questions, and keeps the camp operational. Deringer suggests camp first-timers bring hiking boots or trail bikes to explore the property and see the incredible views. Campers may also reserve the Texas State GOAL Challenge Course that features a zip line and a swing. “The camp has a lot more to offer than just the river,” he says.

Dr. J.D. Jamieson has been a regular visitor to University Camp since joining the faculty in 1986. “My kids grew up there, now their kids love it,” he says. A professor in the Department of Criminal Justice, Jamieson has camped and shared the lodges with family and friends over the years. “If you like to hike, it is idyllic, especially in the wet weather. There are a couple of waterfalls,” he adds. His favorite times there are spring and fall. “The river flows over that big limestone shelf there, just down from the lodges. It’s perfect for kids, because it’s got some pockets in it you can swim and play in,” he says.

“If you really love the outdoors you’ll find a home out there,” he says, adding: “Most of the people who enjoy the place take care of it.” Jamieson says that if he had one message, he would emphasize what a great resource it is. “It’s fragile, and we need to take care of it.”

FLOODING IMPACTS CAMP, COMMUNITIES

*By Clayton Kelley/
The University Star*

The devastating Memorial Day weekend flooding that claimed several lives and destroyed or damaged hundreds of homes and structures in Central Texas also affected parts of University Camp, forcing its closure in May. At publication time, no date for reopening the camp had been announced.

Anthony Deringer, Texas State’s coordinator of outdoor recreation, said 30 visitors to the campsite on the day the Blanco River flooded were moved to a safer lodge on higher ground. “I kept watching the gauges, and the rain just took a turn for the worse,” he says. “So we made the decision to evacuate the people in the campground early in the night. The people that were evacuated first were able to get out safely and without a problem.”

The flooding severely impacted San Marcos and Wimberley, prompting many within the Bobcat community to help with the recovery effort. Volunteers served meals, distributed clean-up kits, and helped removed debris and repair homes. The university provided temporary shelter to more than 200 faculty, staff members, and students — including their families — at Bobcat Village. Additionally, the university set up a special fund to help flood victims, raising about \$10,000 from roughly 100 donors. Including existing emergency funds, the university distributed more than \$27,000 in relief aid to Bobcats impacted by the flood.

“Although the event was tragic, it was heartening to see an inspiring display of true Bobcat spirit — and to realize that, no matter how severe the crisis is, Bobcats are always there to take care of their own and their communities,” President Denise Trauth said in a message to the university community after the flood.

Hillviews staff contributed to this report.

NFL bound

Four Texas State football players signed with NFL teams following the 2015 NFL Draft. Cornerback Craig Mager was selected in the third round by the San Diego Chargers, and linebacker David Mayo was picked by the San Diego Chargers in the fifth round. Signing as free agents were: Will Johnson, who was signed by the Houston Texans; and Terrence Franks, tapped by the St. Louis Rams.

Mager was the 83rd overall player taken in the draft and the earliest selection of a Bobcat since Bobby Watkins was taken by the Detroit Lions in the second round of 1982 NFL Draft.

This marks the first time in school history that Texas State has had multiple players selected in the first five rounds of a single NFL draft and the first time that two Bobcats have been chosen in the same draft since 2000 when three players were selected in the sixth and seventh rounds.



Craig Mager

83rd PLAYER TAKEN IN DRAFT,
SELECTED IN THIRD ROUND

ENDED CAREER WITH

211
TACKLES

Returned

15
punts for
251
yards and a touchdown
in his college career

DEFENDED

55
PASSES
WITH A SCHOOL
RECORD OF
47 BREAKUPS
AND **EIGHT**
INTERCEPTIONS

Hometown: Luling

David Mayo

169th PLAYER TAKEN IN DRAFT,
SELECTED IN THE FIFTH ROUND

THREE-YEAR STARTER AT TEXAS STATE WITH	10.0 TACKLES FOR LOSS OF 40 YARDS AND 2.5 SACKS
284 TACKLES	

FOURTH-TEAM ALL-AMERICAN and named SUN BELT CONFERENCE PLAYER OF THE YEAR as a senior	Hometown: Scappoose, Oregon
--	--





Terrence Franks

10th AMONG SUN BELT CONFERENCE
RUSHING LEADERS

Set a school record
and tied a Sun Belt
record with a **95** yard TD run
against Idaho
as a senior.

HE ENDED HIS CAREER RUSHING FOR

2,045

YARDS AND

24

TOUCHDOWNS

WHILE AVERAGING
5.7 YARDS PER CARRY
THROUGHOUT HIS CAREER.

Hometown: Angleton



Will Johnson

EARNED ALL-SUN BELT CONFERENCE
SECOND-TEAM HONORS AS A SENIOR
WHEN HE RANKED SECOND AMONG
LEAGUE LEADERS AND

21st NATIONALLY WITH A
PUNTING AVERAGE OF

43.8 YARDS ON **65** PUNTS

KICKED

121

EXTRA POINTS

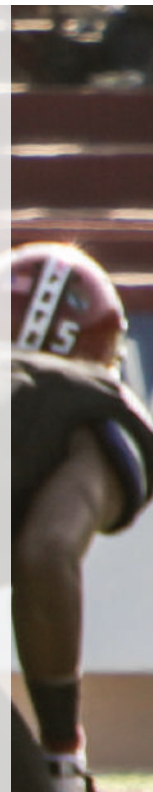
SCHOOL RECORD

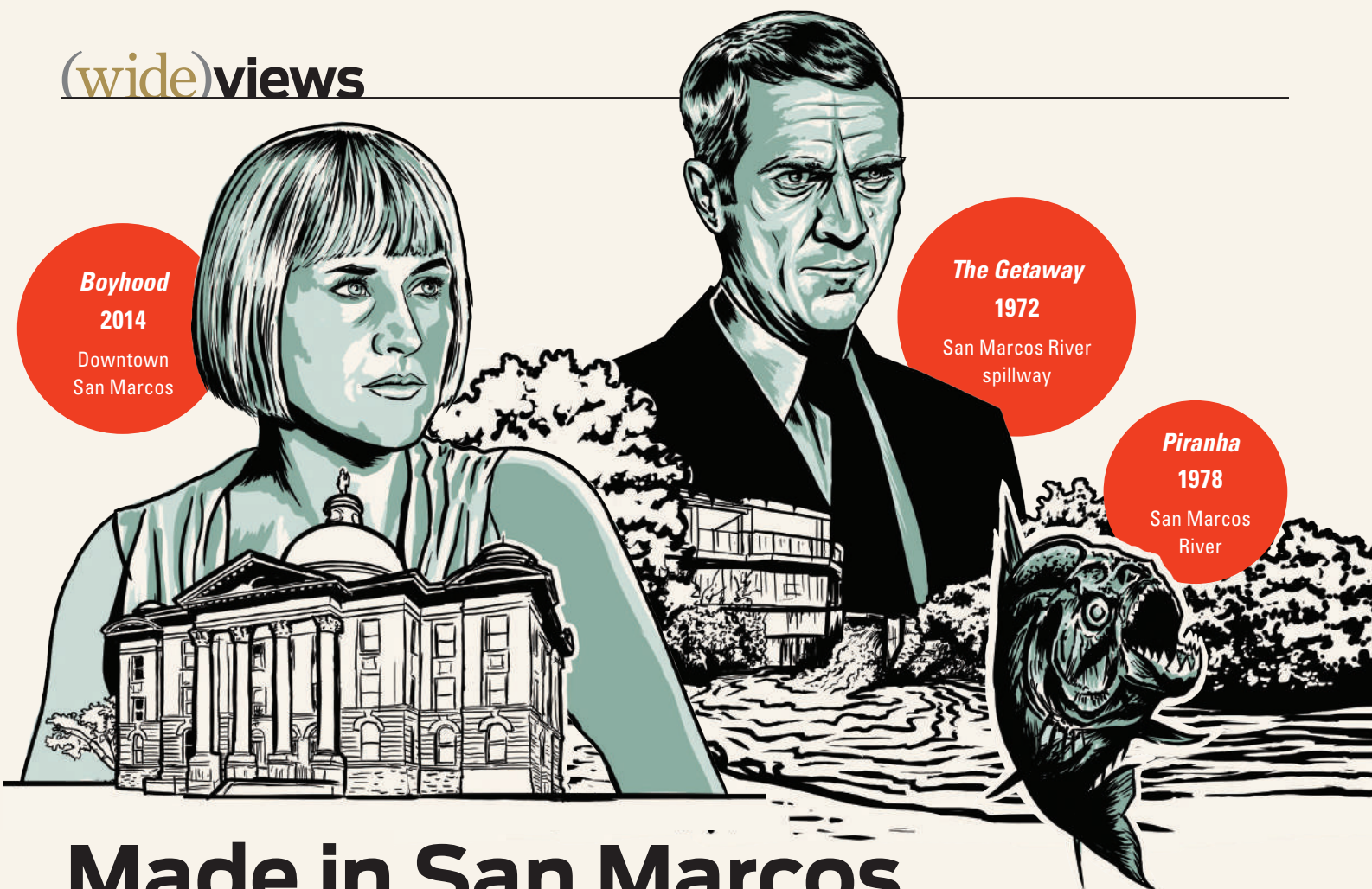
54

YARD KICK

36 FIELD
GOALS

Hometown:
Bryan





Made in San Marcos

From Peckinpah to Linklater, filmmakers find plenty to like | By Dan R. Goddard

From Sam Peckinpah's *The Getaway* in 1972 starring Steve McQueen and Ali MacGraw to *Boyhood* director Richard Linklater's latest, *Everybody Wants Some*, San Marcos is a popular location for makers of movies and TV shows, including three seasons of the NBC series *Friday Night Lights*.

Heather Page, director of the Texas Film Commission, says more than 40 productions have used locations in San Marcos during the past 45 years. "San Marcos has been an important shooting location for decades, providing filmmakers with plenty of unique locations and a film-friendly community to help them get the job done," Page says. "San Marcos' visual treasures have played an important part in the success of all sorts of film and TV projects, especially those that tell Texas stories."

The Emmy-winning *Friday Night Lights* used multiple facilities on the Texas State University campus, Page says. "The Oscar-nominated and winner of the Cannes Palme d'Or *Tree of Life* with Brad Pitt features the

river and Aquarena Springs, and this year's six-time Oscar nominee, including Best Picture and Best Director, *Boyhood*, uses downtown San Marcos to represent small-town Texas," she says.

Moviemaking isn't always as glamorous as it sounds, says Jayme Blaschke, director of media relations, who coordinates with film and TV crews when they want to use locations on the Texas State campus. Linklater made *Boyhood* by shooting a few days each year for 12 years while its young star, Ellar Coltrane, grew up. Patricia Arquette won the 2015 Oscar for Best Supporting Actress for her role in *Boyhood* as a beleaguered single mom who earns her college degree and gets a teaching job at an unnamed university, which is clearly Texas State.

Linklater recently disrupted business in downtown San Marcos while shooting his new film, *Everybody Wants Some*, starring Ryan Guzman, Blake Jenner, Tyler Hoechlin, and Wyatt Russell as college baseball players in the 1980s. Linklater has called the film

a "spiritual sequel" to *Dazed and Confused* (1993), which is about high school students in 1976.

The award-winning director may not have been happy when he had to change a day of filming for *Everybody Wants Some* because of Bobcat Day. "Linklater wanted to film a residence hall move-in on a certain weekend and I checked the schedule and saw there was no football game, so I said OK," Blaschke says. "But I forgot about Bobcat Day when thousands of high school students visit the university. Linklater had flown in his stars and was ready to film, but he couldn't do it with the hubbub caused by Bobcat Day. He had to revise the schedule and film an interior classroom scene instead, away from the crowds."

Debbie Dietz, facilities and events coordinator for the San Marcos Parks and Recreation Department, handles location requests from film and TV crews. Linklater began shooting this latest film only a few weeks after ABC Studios finished filming the TV series



American Crime in downtown San Marcos.

"Although there have been a few issues like parking and stopping traffic for very short periods of time, for the most part the City of San Marcos, as well as its businesses, have benefited from (film and TV crews) being here," Dietz told *The University Star*.

Texas State's Strutters are film stars in their own right, appearing in *The Getaway*, *Billy Jack* (1971), *The Kennedys* miniseries (marching in the presidential inaugural parade) and *Johnny Be Good* (1988).

Big-time moviemaking in San Marcos can be traced to the original *Getaway*, not to be confused with the 1994 remake with Alec Baldwin and Kim Basinger. When McQueen's ex-con is released from prison, he heads for the swimming hole on the San Marcos River that's now below the Saltgrass Steak House. In the 1970s, the horror movie *Piranha* had us believing the river was filled with flesh-eating fish, and *A Small Town in Texas* (1976) starred Timothy Bottoms, Susan George and Bo Hopkins in a thriller about a crooked

sheriff. And let's not forget *The Texas Chainsaw Massacre* (1974).

Among the movies listing San Marcos as a location on the IMDb website are *Courage Under Fire* (1996), *The New Guy* (2002), *The Faculty* (1998), *Idiocracy* (2006), *The War at Home* (1996), *Little Boy Blue* (1997), *Flesh and Bone* (1993), *D.O.A.* (1998), *Still Breathing* (1997), *A Texas Funeral* (1999), *Campus Radio* (2011) and *Race with the Devil* (1975).

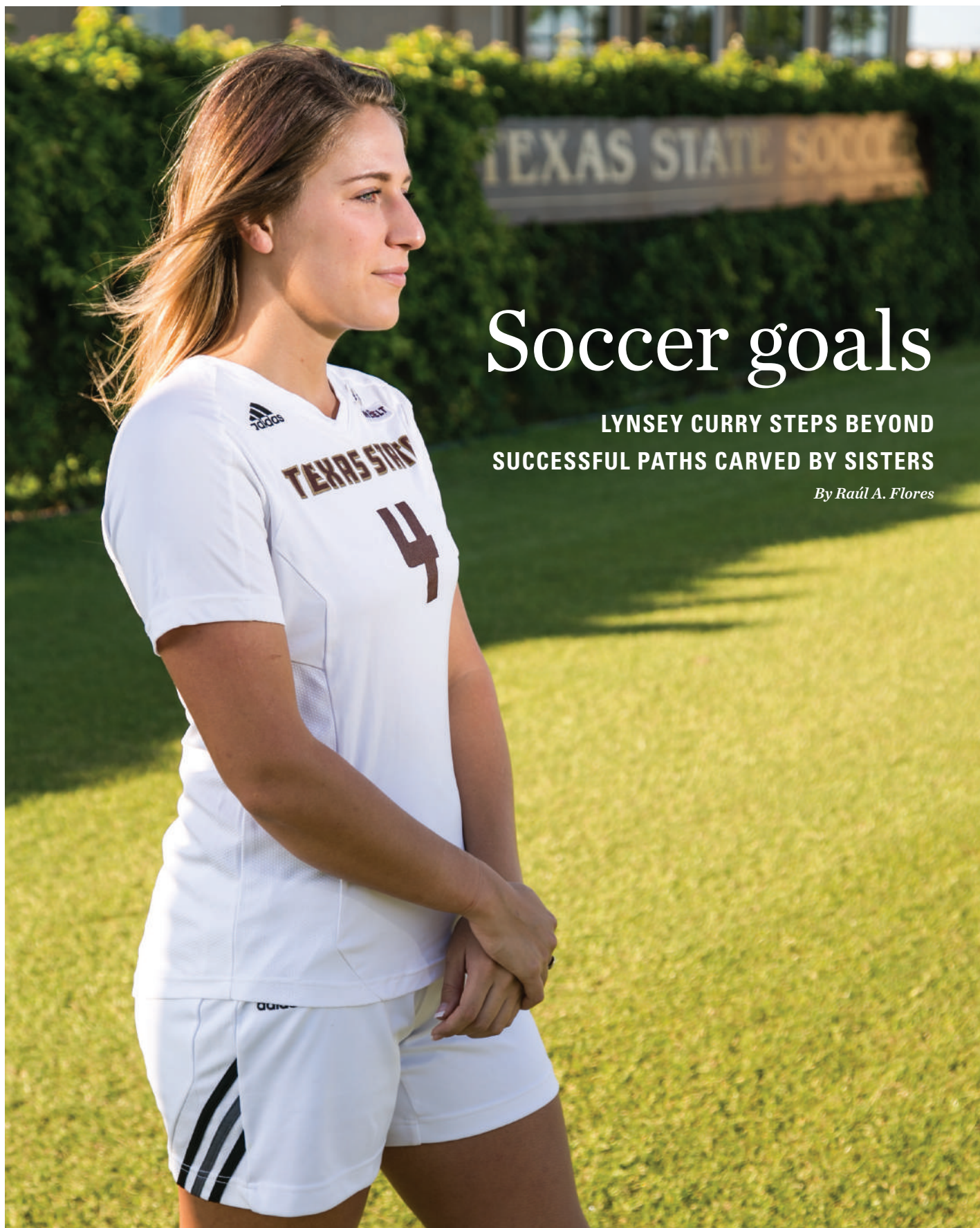
Blaschke says San Marcos benefits from being so close to Austin and the large film and television department at The University of Texas, as well as independent movie and TV producers based in the state capital. Texas State and San Marcos may also benefit when film crews are turned away from UT. "A director looking for a small college town with a scenic river is likely to come to San Marcos. I get a lot of requests from low-budget directors from Austin who want to film here, but then they don't have money to pay the fees so I don't always hear back from them."

One film project that left an indelible

OSCAR CONNECTION

Patricia Arquette won the 2015 Oscar for Best Supporting Actress for her role in *Boyhood* as a beleaguered single mom who earns her college degree and gets a teaching job at an unnamed university, which is clearly Texas State.

impression on Blaschke was *The Ringer* (2005), starring Johnny Knoxville. "They were using the stadium, but they only had 1,000 extras and there are 16,000 seats to fill, so they used inflatable dummies," Blaschke said. "The dummies were left in place overnight. Driving by the stadium, I can remember seeing all these very realistic people sitting there in the dark moving and twisting in the wind. It was eerie."



Soccer goals

LYNSEY CURRY STEPS BEYOND
SUCCESSFUL PATHS CARVED BY SISTERS

By Raúl A. Flores

Following in the footsteps of siblings is common in the sports arena.

Rising above the shadows and carving out a new path is where the challenge lies. But that's exactly what Texas State senior forward Lynsey Curry is doing as she prepares for her fourth and final season with the Bobcats women's soccer team.

Lynsey, 20 years old and the youngest daughter of Steven and Lesli Curry, grew up watching her two older sisters, Britney and Sydney, play soccer in Cypress, just outside Houston. Following successful high school and club soccer careers, all three sisters wound up at Texas State, where each enjoyed a stellar career.

Since arriving on campus three years ago, Lynsey has carved out her own place and is primed to be a key component on the Texas State soccer team this upcoming season. Lynsey, who had a team-high seven goals last season, will try to help the Bobcats build on a 2014 season in which they finished with an 11-7-2 overall record and a 5-3-1 mark in the Sun Belt Conference.

"It's an interesting dynamic heading into next season," Lynsey says. "We graduated six seniors, so we have a young team coming back. It's a challenge for all of us to be on the same page, but we all have the same goal to win the Sun Belt championship."

While definitely a goal today, conference championship wasn't in Lynsey's vocabulary when she started playing soccer at age 4, often tagging along to her sisters' practices and games. "My dad was a coach and it was a family sport," Lynsey says. "I saw my sisters playing and thought 'I want to do that.' I played with boys until I was 9 or 10; I was always like the tomboy. When I switched over to playing with the girls, I felt I had a little bit of a competitive edge."

That edge propelled her to a weighty career at Cy-Fair High School, where she set numerous school records, including 120 career goals scored, breaking the record previously held by Britney.

"She's always blown me away with her soccer skills," says Sydney, 23. "She plays well beyond her years with her talent. She's gotten even better with discipline and a game plan."

By the time Texas State coach Kat Conner was recruiting Britney and Sydney, she was quite familiar with Lynsey. Conner was coaching the South Texas Olympic Development Program, and Lynsey had developed into a top-tier player, participating with the exclusive group in the Houston area. "Lynsey is such an impact player; she's like a Michael Jordan," Conner says. "She doesn't shy away from the pressure, but rather she usually responds to it. When I recruited Britney and Sydney, I got to see Lynsey and the drive she had. It must be a family trait. It's a family of



Lynsey Curry (left) with sisters Sydney and Britney.

"I saw my sisters playing and thought 'I want to do that.'"

driven people."

But Conner adds that Lynsey initially needed a little bit more push than her two sisters. "She's grown into that drive," Conner says. "She has a little bit more of a playful side to her. I've had to push her; but she does have that determination. She's been leading on the field by example since her freshman year. Now, I need her to be a vocal leader this season."

Lynsey accepts that push in order to maximize her potential. "Our relationship has always been strong," Lynsey says of her coach. "She's been hard on me because she knows what I am capable of and I welcome that — the toughness and holding me accountable. I need to work harder, and I'm on board with that."

Britney, a 2011 Texas State graduate, has watched the transformation from baby sister to star soccer player. She says Lynsey has developed her game by combining the attributes of both sisters. "We're all so different," Britney, 26, says. "Lynsey is definitely the strongest, taking a little bit of me and Syd and creating her own style."

And style is big for Lynsey. Her toughness on the field is balanced by a flair for sophistication in the classroom. With a May 2016 graduation in her sights, Lynsey is studying fashion merchandising with a minor in business; she has a long-term goal of opening and operating a boutique.

Sydney, a 2014 graduate, is confident Lynsey will succeed at anything she sets her mind on. She was Lynsey's roommate at Texas State during the younger sister's freshman year. "I've seen her transition into a more mature person," Sydney says.

Lynsey says she looks up to her sisters and that the family is very close. "We (sisters) all had a love for the game and our parents supported us; they never forced us to play. But they did make us commit and follow through when we did want to do something."

And that commitment is allowing Lynsey to forge her own path.

MEET THE DEPARTMENT CHAIR

DR.

Valarie Fleming joined the Texas State faculty in 2007 and became chair of the Department of Communication Disorders in January 2015. She received her doctorate in communication sciences and disorders from The University of Texas at Austin. Her research interests include cognitive and linguistic aging in normal and disordered populations, health literacy, and variables influencing access and utilization of health services in culturally and linguistically diverse populations. Fleming teaches undergraduate and graduate courses in cognitive rehabilitation, swallowing, and neurogenic language disorders. She has rehabilitative experience with adolescents and adults in acute care, sub-acute care, and outpatient settings.

Fleming is a mother to three children and an 18-year-old stepdaughter who lives in Arkansas. She is married to Delaney Fleming Jr., a deacon at their church where Dr. Fleming also teaches Sunday school.

She was interviewed in her office at the Heath Professions Building.



COMMUNICATION DISORDERS

Fleming's love of learning leads to career in speech language pathology

Can you tell me about your interests as you were growing up?

I was an avid reader. I really enjoyed reading. I can remember getting in trouble with my mom because my chores hadn't been done, because my nose was stuck in a book.

As I got older I finally got a little bit more active. I got involved in dance team in junior high and high school. That's a little bit different, out of the ordinary for me. But I really enjoyed it and was pretty good at it.

I was very active with lots of different clubs and organizations in high school and it carried through to college. In high school ... we had a club that involved working with children with special needs. I think that began to spark my interest in health professions.

What prompted your interest in speech language pathology?

When I went to college I went with the intention of being a physical therapist, because I had to take some physical therapy. Also, I wanted to do pre-med. So in my head somehow I was going to be a doctor of physical medicine. I got to college and realized I didn't want to do pre-med. I changed my major to education because I thought I wanted to teach. Then one day in my sophomore year I ran into someone who was working on a sign language assignment. He was a graduate student in communication disorders. I asked him what he was doing and he started telling me all about speech language pathology.

I was like — that is it! It combines my love of medicine and my love of teaching. Anyone who is familiar with speech language pathology knows that we got our start in education. It does have a great deal of teaching involved.

Do you think it is a vital part of the process to get those years of experience in the real world before you are back in the classroom?

Absolutely. Probably a trend that I noticed when I was in graduate school was that some people in our profession would go straight from their master's program into a Ph.D. program without doing a clinical fellowship year. It allows you to get experience. You work under the supervision of someone who is already certified.

I was a weekend and night SLP (speech language pathologist). I did acute care. I had to wear a pager, so if

there was an emergency and the doctor wanted to know about the patient's swallowing status right away I had to go in. It meant weekends, holidays, nights while I went to school full time during the day.

You spent several years working in rehabilitative settings with children and adults. What have you brought to this job as a university professor?

Probably the biggest thing I brought with me was compassion to know that everyone has a story. Things aren't always as they appear. One of the things my students most enjoy — and I've read it in teaching comments — has been that they like my stories, the glimpse they get in what they call the "real world."

Can you tell me about your main areas of interest/research in the field of communication disorders?

I am interested in how our brain ages — how does aging affect our ability to communicate?

Very specifically, I'm interested in normal aging and those who have mild cognitive impairment. Those who age normally and just have those normal aging declines. I am interested in how they communicate, both understanding language and speaking. I am also interested in those who start to deviate from that, those with mild cognitive impairment, who have some mild deficits and how can we pick up those deficits and their communication.

For example, I use a task called "Trip to New York." It is a complex discourse task, lots of connective sentences that require them to tell a story and also to tell me some steps, some directions at the same time. It really taxes their cognitive system.

I am also interested in the access and utilization of health services by culturally, linguistically, diverse individuals. For instance, I talk a lot about health literacy in my classes. Health literacy requires a higher level of literacy. They have to be able to read and understand medical information — appointment slips, a permission form before a surgical procedure.

What other career would you choose if you were not in speech language pathology?

I think I would like to open a school. It would be an elementary school and I would focus on enhancing the education by enhancing language skills. I think a lot of the difficulty students have in school is because they have some language skills that are weak in particular areas.

**"I AM INTERESTED IN HOW OUR BRAIN AGES —
HOW DOES AGING AFFECT OUR ABILITY TO COMMUNICATE?"**

MEET THE DEPARTMENT CHAIR

DR.

Mark Holtz is the Department of Physics chair and the University Chair Professor of Materials Science, Engineering, and Commercialization. Holtz received his doctorate from Virginia Tech. He is an experimental physicist working in nanoscale materials and has been involved in condensed matter physics research since 1984. Prior to joining Texas State University in 2013, Holtz was a physics professor at Texas Tech University.

Holtz has published more than 140 peer-reviewed journal articles along with numerous conference proceedings. He has received nearly \$5 million in external funding on grants and contracts totaling more than \$16 million from federal, state, and private agencies.

In his free time, Holtz enjoys woodworking with his son, a graduate of the Texas State Sound Recording Technology Program. He also enjoys cycling and plans to do more of it now that he is settled in San Marcos. His wife, Dr. Susan Holtz, is also a physicist and senior lecturer in the department. Among other things, they share an enthusiasm for astronomy.

Recently, Holtz sat down for an interview in the R.F. Mitte Technology and Physics Building.



PHYSICS

Holtz has followed science trajectory since boyhood

You have said that you decided to major in physics while still in high school. How old were you and why physics?

I think I was 14 or 15 years old when I started getting interested in science by reading magazines and books in the library. I lived a block from the library in my hometown and I made good use of it.

At some point the father of my best friend said, “I drive past American Scientific [a scientific supply store] every day and I could get a telescope kit for you guys.” My buddy and I were both interested in astronomy, so we said “sure.”

We were trying to figure out which of us should polish the telescope mirror and polish it correctly. The book we used for guidance said one person should do the figuring (the final process for polishing the optical surface). It shouldn’t be a group effort. We were almost at the point of flipping coins when he broke his arm. So it became my role to make the telescope, and that was a formative point in my scientific career.

How did this affect your choice of college?

As far as career counseling goes, I would go to the library and read about different career options — what the skill set and interests were for being an engineer, a mathematician, a physicist, and specifically working in astronomy. The guidance I took from that was that I needed a bachelor’s degree in physics to become an astronomer.

How did Texas State lure you away from Texas Tech?

I first applied because a University Chair professorship was advertised. I didn’t know if I qualified, but I know and greatly respect the people who are here, so I thought why not try? I was very happy when I was invited to interview — it was just an enormous opportunity for me.

I believe it has worked out very well. Professionally, I really like the people I work with here — it is a really upbeat and positive group. The university overall is very progressive, which is a great tribute to the people who worked so hard to move Texas State forward.

What is your main area of research?

For most of my career I have investigated the optical properties of materials, in particular semiconductors.

Over the last five or so years, this has slowly changed. I’m now more interested in how materials conduct heat — a very important area of research because electronic and photonic devices are currently limited by the ability of the active regions to dissipate the heat they produce so they don’t overheat and fail.

I’ve been working on the study of thermal conduction of heat in various materials, including metals. I just started a program funded by the Department of Defense in collaboration with Dr. Edwin Piner. We’re investigating how a synthetic diamond conducts heat. That’s a very important topic because diamonds have the highest form of conductivity of any solid material, which is very attractive for nano-electronics where heat transport is the limiting factor in improving operation.

What are its applications in industry?

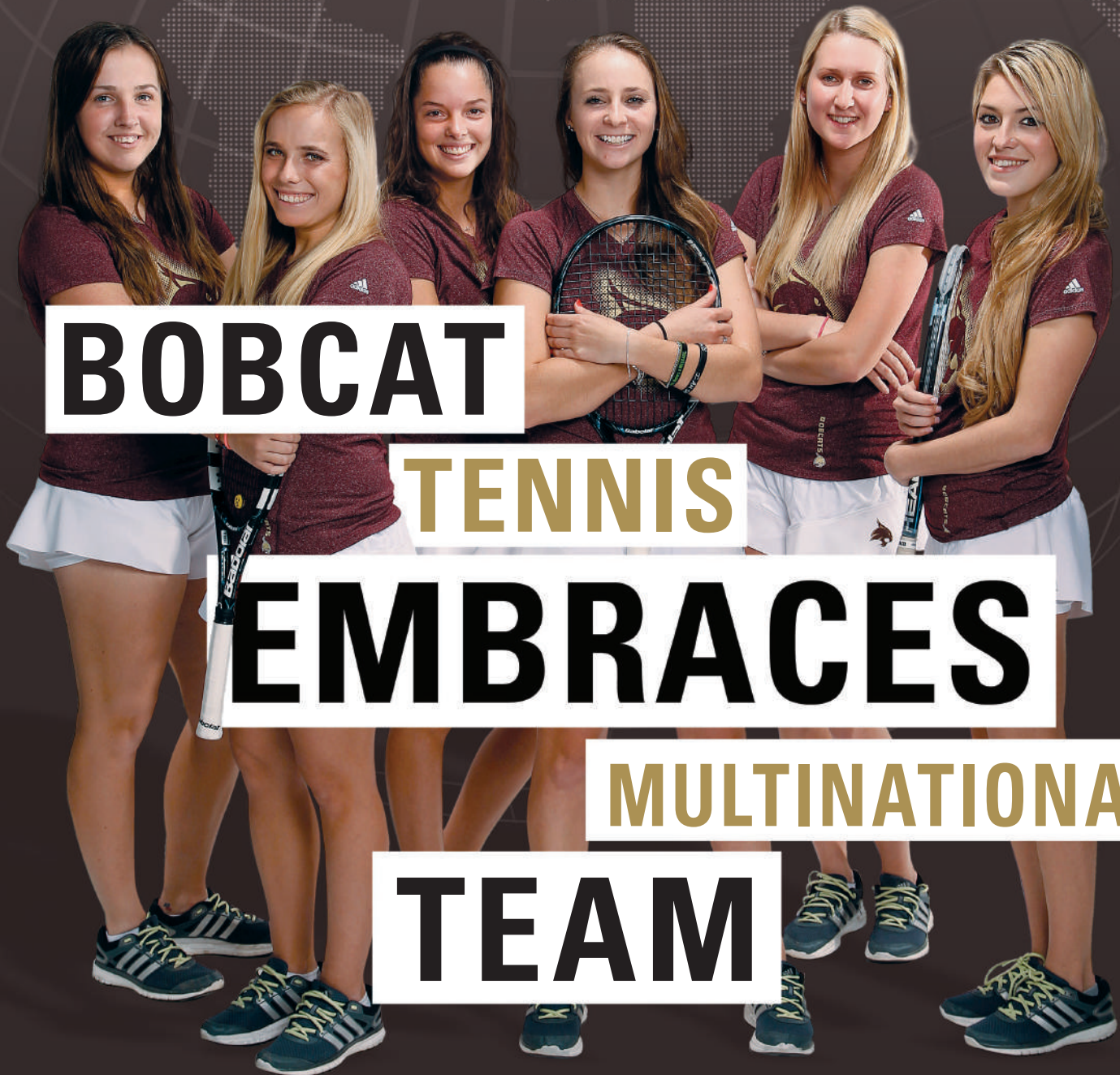
If you’ve ever worked with your laptop computer on your lap you know how hot it gets. That’s the problem that we and other people are trying to solve. How can we keep the device itself, in this case silicon, from overheating? If we can remove heat more effectively from it, then we can get back on the track of miniaturization and higher functionality in a smaller footprint, which has been stopped by thermal processes.

How has your life prepared you for the role of chair of the Department of Physics?

The principal thing that the department chair needs to do is to help foster an atmosphere where faculty and students can develop new knowledge. For students, this is new knowledge to them; at the research level, for faculty, it is knowledge that no one has ever discovered. We need to make sure we’ve got an atmosphere that is conducive to this discovery.

There is also curriculum, and my prior experience at universities was good preparation for that, too. I have also benefitted from experience in departments where there were several really good chairs. That is extremely helpful because you see good examples of what works well. Of course, you are not going to copy how someone else works, because we are all individuals, but blending good elements of previous mentors and department chairs seems like a reasonable approach.

“THE PRINCIPAL THING THAT THE DEPARTMENT CHAIR NEEDS TO DO IS TO HELP FOSTER AN ATMOSPHERE WHERE FACULTY AND STUDENTS CAN DEVELOP NEW KNOWLEDGE.”



Left to right: Pippa Carr, Katy Collins,
Ana Laura Gutierrez, Shannon Beckett,
Eva Dench, and Monica Pieratt

By Edmond Ortiz

In 2011, *The Sport Digest* noted that no other American college sport had more international players than tennis. Approximately 40 percent of scholarships went to international players among the top 25 women's teams in Division I.

Tory Plunkett, in her 12th year as coach of Texas State's women's tennis team, not only takes positive advantage of what foreign-born players offer to the program, but she and the players have fun with it. Among this team's six players, four are from abroad.

"We've tasted each other's food, formed likes and dislikes, shared (in customs) with each other's holidays," Plunkett says. "It's kind of neat to discover things, such as 'What do you do for Easter?' or 'You're celebrating what?' It's been very educational and fun, and that's how we have been accepting of each other."

During the spring semester, the roster included Pippa Carr and Eva Dench from England, Shannon Beckett from Australia, and Ana Laura Gutierrez, a native of Bolivia. The two Texans are Monica Pieratt from Houston and Katy Collins from San Angelo.

The diverse international aspect has brought to Texas State women's tennis a variety of assets and experience throughout the program's history, which dates back more than 30 years. "If you look at the Australian players, they play an all-court game. They have good volleys and solid ground strokes," Plunkett says. "If you look at somebody from Spain or South America, they're very patient from the baseline because they play on clay. You have a wide range of playing styles because of court surface or the atmosphere, especially in Europe, because you could go almost anywhere there and play it easily. Colombians, too, have their own style."

DAD A COACH

Dench, a sophomore from London, heard about the Bobcats tennis team from a friend who attended Texas State a few years ago. She played for her high school and earned the team's Player of the Year honor. Encouraged by her father, a tennis coach, Dench began playing for the Bobcats in the fall of 2013. With her strong backhand, she led the program with 12 singles victories in dual matches and 11 doubles wins the following spring season. "I think it's a really good program. It's good to have international teammates especially when you don't have family here," Dench says.

Carr, a sophomore from Liverpool, is majoring in health information management. She learned about Texas State after receiving an email from Plunkett, who praised her play on the court. Carr learned tennis by tagging along with her father when he played with friends. "I took a liking to it, so I thought I'd take it more seriously," she adds. Despite sitting out most of her opening fall 2013 season with an injury, Carr has developed a strong serve in her game. Last fall, she had a 6-4 record in tournament singles matches, and

compiled five doubles victories.

Beckett, a senior from Queensland, Australia, learned about the program from a family friend in South Africa who previously played in San Marcos. "Our families used to play every week back home. Everyone was involved, so I thought 'why not me?'" Last fall, Beckett was one of two Bobcats to win seven matches overall and led the team with eight doubles wins. After graduation, she wants to teach English as a second language.

The Bobcats are making a name for themselves in the Sun Belt Conference with their doubles game. "Doubles is worth only a point, but it's the very first point you win. We really pride ourselves in winning that first point and gaining the momentum," Plunkett says.

"I recruit players who enjoy playing doubles, who have a background in solid volleys, in order to make them even better doubles players," she says. "Last year we won most of our doubles. We may not have won every match, but we got those first points."

WINNING ACADEMICALLY

The women's tennis players are not just displaying their diverse skills on the court, they also are doing well academically. In the spring 2014 semester, the players combined for a grade-point average that surpassed that of the general student body.

"Typically, academics are not something I worry about. Don't get me wrong — our academic advisor has done a great job with our players," Plunkett says. "His biggest challenge is making sure the players have a high enough GPA so they can go into a graduate program, get into law school, or go back home to earn a secondary degree."

When foreign-born players do fit in some personal playtime, away from the court and the classroom, this is when the clash of cultures strikes.

"First off the weather — it's a shock. Where I'm from, it's always raining and cold and here it's 100 degrees for a long time," Dench laughs.

"The food is totally different. We have one Mexican restaurant chain where I'm from in England and, over here, almost everybody eats at a Mexican restaurant," says Carr. "Taco salad from Garcia's is my favorite."

Beckett chimes in: "I think not being by the beach every day is the biggest difference. Here, it's very organized with things to do — we get busy, then tired real fast."

Plunkett says it is imperative for Texas State to recruit worldwide to stay competitive. "It's common within the tennis realm to go international," she says. But the shared cultural experiences with her international players get Plunkett ready for her trips abroad. "I've been fortunate to go to places like Colombia, South Africa, Australia, and England. Those lessons help me prepare to go to those places and fit in well," she says.

START



here

10 THINGS TO KNOW
ABOUT MCCOY COLLEGE

The McCoy College of Business Administration celebrated a “Decade of Excellence” in spring 2014. A special event marked the 10th anniversary of the naming of the college, recognized McCoy College Distinguished Benefactors, and highlighted the achievements of business faculty and students over the previous 10 years. While the college has an extraordinary history of accolades and achievement, we thought it would be appropriate to share 10 things you might not know about the McCoy College.



Emmett and Miriam McCoy Hall, home to the McCoy College, also houses an impressive collection of artwork, representing the work of 24 artists, many of them Texas State faculty and students. The collection displays a variety of media and includes an original work, *Progression*, a series of glazed ceramic tiles by Claudia Reese and Michel L. Conroy, created specifically for the building. A printed art guide is available for visitors who are interested in self-guided tours.

1



In addition to the San Marcos Campus, the McCoy College offers degree programs at the Round Rock Campus. Students enrolled in the part-time evening M.B.A. program, designed for working professionals, may complete all of their coursework at the Round Rock Campus. Undergraduate students majoring in management have the option to complete their junior and senior years at the Round Rock Campus.

3

The McCoy College Business Leadership Week, offered each spring since 2009, engages students, faculty, and the local community by offering guest lectures, interactive events, competitions, an etiquette dinner, and forums for discussion.

In 2015, approximately

4,000

attendees participated in

27

events offered throughout the week.

4



Worldwide there are 727 business schools in 48 countries that have earned accreditation by AACSB International – The Association to Advance Collegiate Schools of Business. The McCoy College has maintained this accreditation since 1996. In addition, the Department of Accounting earned accreditation in 2013. Among the accredited business schools, 182 hold an additional specialized AACSB accreditation for their accounting programs.

5

The McCoy College sponsors the Texas State Small Business Development Center (SBDC), which provides business counseling and targeted research and training for small businesses in a 12-county region of Central Texas.

With offices in Austin, Round Rock, and San Marcos, the Texas State SBDC has helped its clients create and retain more than

1,000

jobs in 2014, and facilitated more than

\$74.6 million

of capital infusion to qualified businesses.

6

Of the
3,902

undergraduate business majors in 2014-15, the largest number studied management followed by marketing, accounting, finance, computer information systems, and economics. For students majoring in non-business fields,

2,400

pursue a business minor.



7

Business students have the opportunity for professional development through involvement in the McCoy College's 20 student organizations and professional honor societies. Members benefit from professional leadership workshops, engagement with business professionals at networking events and job fairs, and involvement in service projects. Student organizations consistently win championship awards at regional, national, and international competitions.



Created in 2004, the Emmett and Miriam McCoy College of Business Administration Development Foundation has established 59 endowments and distributed over \$6 million to the McCoy College to support endowed chairs and professorships, undergraduate scholarships and graduate fellowships, student and faculty development, and program enhancements.



With assistance from Texas State Career Services, undergraduate and graduate business students successfully complete internships each year and many lead directly to job offers. In 2014, undergraduate students participated in 221 internships. At the graduate level, students participated in 49 internships, 34 of which were in accounting.

10

Having joined the McCoy College faculty in fall 2014, Dr. K. Michele “Micki” Kacmar is the first recipient of the Jerry D. and Linda Gregg Fields Chair in Ethics and Corporate Responsibility. In addition to her internationally recognized research, Kacmar feels strongly about guiding students to understand the role that ethics plays in the corporate world. ✪



A FOOT IN THE DOOR

Internships pave the way
for business careers

By Laura Heinauer



STEPHANIE DAUL KNEW THE COMPETITION FOR HER INTERNSHIP WOULD BE TOUGH WHEN SHE LEARNED OTHER CANDIDATES HAD ADVANCED DEGREES FROM PLACES SUCH AS RICE, HARVARD, AND STANFORD.

But what the Texas State undergraduate didn't know when she interviewed at the Teacher Retirement System of Texas (TRS) offices in downtown Austin was that her potential employer had never recruited at her university before. "I was facing five investment professionals some of whom were at least 15 years older than me," she says, recalling her interview at TRS, a \$132 billion investment fund. "They start asking questions like, 'Why did you go to Texas State? It seems like a funny school for this sort of thing, don't you think?'"

"It was very intimidating," she says.

But Daul had done her research and had specifically selected Texas State because it has a student-managed investment fund. The program allows undergraduates to manage more than \$500,000 in endowment money.

"The comments I got afterward were, 'Not even some of the graduate students, not even the Ph.D. students answer questions like that,'" Daul says. The answers were good enough to get her the internship, and she is now a full-time investment analyst at TRS, where she is part of a team that invests billions in commercial real estate. "It was Texas State that taught me to be fearless, to pursue my passion."

Successful internships like Daul's are one of the best ways students can land jobs, reports Norma Guerra Gaier, Texas State Career Services director. Some students are starting internships as early as their sophomore year. The office helps employers engage with students through numerous on-campus interactions, including interviews and career fairs where employers are looking for both interns and full-time employees.

Though the office doesn't track every student internship, it does record the number of interviews and employer information sessions that it hosts, which was more than 800 in fall 2014. Each semester, the office hosts eight to nine career fairs bringing in more than 500

employers. "We are big believers in experiential learning," Gaier says, noting that many of the university's academic programs have required internship components. "I can't say enough good things about them."

Lauren Klein, who earned her master's in accounting from Texas State, started out as a finance major. She adds that the university's job fairs helped her understand where the demand was. "I remember noticing how many accounting jobs were available," Klein says, explaining that it was a university job fair that prompted her to switch majors. The fair was also where she first met the recruiters from PricewaterhouseCoopers, one of the largest accounting firms in the world. Klein landed a coveted internship at the firm in January 2011.

"I think the graduate classes really prepare you ... because they are good at putting you in a real-life setting," she says. "With the smaller class sizes, the professors can help with developing those writing skills, those personal skills, and those skills in working on group projects. All of those things are keys to being successful in this industry."

Jesse Torres, former director of development/corporate relations for Texas State, says it was common when he met with employers to hear good things about the graduates. He said one of the typical observations among those executives was that Texas State's students were known for

**JESSE TORRES, FORMER
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their strong work ethic. "Our students are eager to start at the bottom and work their way up," he says. "They are very patient, hardworking, and committed, and they know that to move up in the corporate world, they have to be all of these things. The feedback I got was that they are always well-prepared, they use their network, and they are ready to hit the ground running."

Daul says she felt she had to prove that even though she might not have gone to a school where TRS normally recruits, she had the needed skills and aptitude. "The thing that everyone noticed here was that I was willing to work harder. Texas State showed me — you have all these ambitions, now direct them."

Gaier says the fact that many Texas State students are already working while in college helps them. "They seem to have a realistic handle on the economy and the expectations in the work environment," she says. With the strong economy in Texas, students "certainly have options." She says healthcare, hospitality,

manufacturing, and technology companies are all hiring, and the number of internships and jobs postings are increasing all the time.

Megan Schoenfield, who also graduated with her master's in accounting, says she wasn't looking for a job, but an email that popped up from Career Services about internship opportunities caught her eye. Schoenfield decided to send an application to Chevron, which led to her first interview, and then, eventually, her first internship and job. "I think that was the turning point," Schoenfield says. "If I hadn't gotten that internship, I don't know where I would have ended up."

Now, Schoenfield, who since has earned her first promotion, is active in bringing other Texas State graduates to Chevron. "This year we brought in three or four," she says. "To me, it's a dream job. The company is fantastic. The work is very challenging. There is never a dull day. I don't see myself ever leaving. 🍷"

ROUNDING UP BUSINESSES FOR McCOY STUDENTS



Cara Frederick is the corporate outreach coordinator for the McCoy College of Business Administration. This new position is focused on cultivating relationships with businesses and corporations for the McCoy College.

Her major focus is developing job opportunities, student internships, and capstone projects primarily for graduate-level students, as well as securing faculty externships. Internships provide businesses an opportunity to recruit potential candidates while adding value to their organization. Students are better prepared for a successful career when they have real work experience outside the classroom. The McCoy College is currently seeking graduate-level internships and classroom project opportunities.

Frederick has experience working in both the private sector and higher education. She is a proud Bobcat alum and recently earned her master's degree from the University of Houston-Victoria.

For more information,
call (512) 245-6439
or visit graduate.mccoy.txstate.edu.

HELP WANTED

By Laura Heinauer

When he first cast about looking for work, recent Texas State grad Jordan Becker had trouble reeling in his dream job.

Turns out, he wasn't using the right bait. Becker started going to career fairs as a sophomore finance major. When the employer he wanted, Frost Bank, wasn't biting, he knew he needed help. So he joined some student business organizations, began asking career advisors for interviewing tips, and went to résumé-building workshops — lots of them.

He got so involved with Texas State's Career Services office, in fact, that he had the staff on speed dial. "We sat down and dissected my résumé. It made me feel like I got some personal résumé consultation," Becker says. "I would ask question after question. Every single time, he (the counselor) made each meeting we had all about me."

The effort paid off, and Becker was ready to cast again. It netted him far better results: The 2014 graduate is now a credit analyst for Frost, working in downtown Houston.

From freshmen to graduating seniors, graduate students to alumni, the Career Services office in the LBJ Student Center is committed to providing the same services to any student or graduate who needs it, say Director Norma Guerra Gaier. "We take the approach of working with our students the minute they step on campus," she says.

The relationship starts the first semester of a student's freshman year with a mandatory University Seminar course that provides academic advising, career counseling, and mentoring. As part of the course, students take career assessment tests that gauge their abilities and interests. They also map out a four-year academic plan and complete

a first draft of a résumé. Students are also provided career counseling, given opportunities to explore various industries, and are required to engage in an informational interview with someone in a career they want to pursue.

As they move into their degree plan, the Career Services staff is available for students who need help with preparing for internships, job interviews, or graduate and professional school applications. The office has an extensive job database and other online tools, including interactive video software that helps students prepare for interviews by allowing them to see how an interviewer might see them.

The services are provided to both current students and alumni, regardless of whether it's for a first job or a career move. "Our motto is once a Bobcat always a Bobcat," Gaier says.

The services are centralized in the LBJ Student Center so that it's easy for employers to make the most of their time on campus, but there are also liaisons assigned to the different academic departments. Becker said it was in his mock interviews with a Career Services liaison where he learned how to turn his involvement in different student organizations into activities that Frost employers would see as assets. "I got told no twice, but I just kept bugging them, kept bugging them. And it ended up they called me," Becker says.

His advice to fellow Bobcats is to take advantage of each and every opportunity. "Someone once told me, college is like a buffet; you can get one thing or sample a little bit of everything, but everyone pays the same price. It depends on what you pick and choose for your experience," he says. "Every student is different. I never did an internship. But I think at Texas State I was able to get leadership roles in organizations and direct access to people that I might not have had at another school, and that's what worked for me." 🍷

Career Services serves students past, present in today's job market

HOW DOES CAREER SERVICES WORK?

Lots of ways. Here are just a few of the things offered to current students and alumni. For more information, visit: careerservices.txstate.edu.

JOB SEARCH – JOBS4CATS

CAREER FAIRS

RÉSUMÉ ASSISTANCE

INTERVIEW TECHNIQUES

ON-CAMPUS INTERVIEWS

JOB SHADOWING

VOLUNTEERING

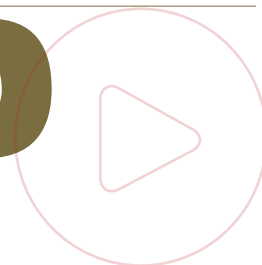
INTERNSHIPS

WHAT CAN I DO WITH THIS MAJOR?

An A-to-Z listing for students: <http://bit.ly/1z63MMV>

DAY

STARTUP



By Natalie Chandler

When Rachel Kottler signed up for the 72-hour business boot camp known as 3-Day Startup (3DS), she wasn't thinking of starting a new company. But, as the program ended, her group planned a bike-sharing program in San Marcos, and the senior marketing major says she "got more out of it than I ever thought I would."

"As far as personal growth, that was huge," Kottler says. "I learned the detailed processes of starting a business that I didn't know before, and it made me more confident."

Some of the same skills needed to succeed as an entrepreneur are used to organize the free education program, held over a weekend each fall and spring semester in McCoy Hall. A commitment from Texas State University and persistence in securing experienced mentors are essential to organizing the hands-on workshop, says Laura Kilcrease, director of the Center for Entrepreneurial Action, who coordinates the event.

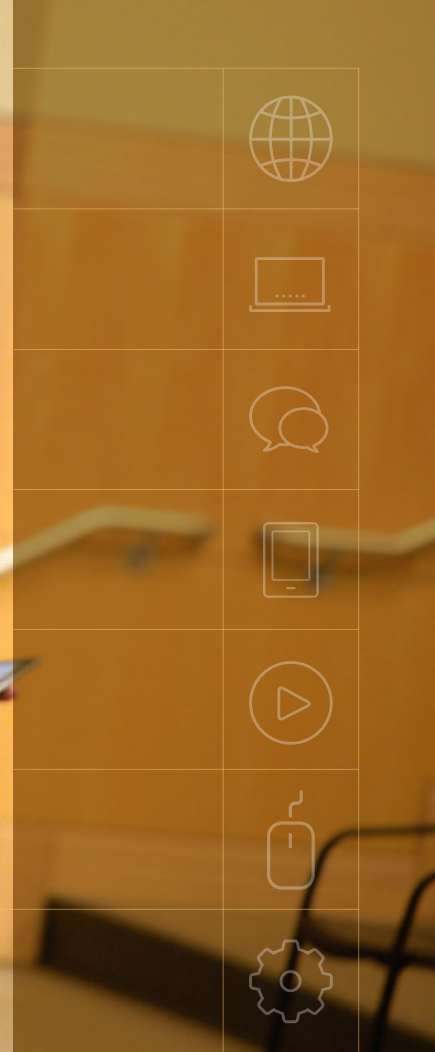
"I wanted to bring something to the campus to let student entrepreneurs have an opportunity not just to learn in their classes, but also to apply that learning in a real-life environment," says Kilcrease, who joined the university in 2013. "Just as you would have a chemistry lab or an engineering lab, this is a business lab."

Students start by applying to the program, which is open to all majors university-wide whether or not they're pursuing an undergraduate or graduate degree. Some already have a concept for a startup business, while others are still developing their ideas. The group begins with brainstorming sessions, makes preliminary pitches, and selects teams based on their business interests. Some work late into the night, while others rest up for the second day, which is dedicated to hitting the phones or streets to talk to customers who might be interested in their ideas. The students receive one-on-one mentorship, pitch their startups, receive feedback on their efforts, and learn what goes into crafting a successful business model.

“As far as personal growth, that was huge. I learned the detailed processes of starting a business that I didn't know before, and it made me more confident.”

— Rachel Kottler





Mentors who are established in their fields join faculty from Texas State to work with participants and offer “some really high-level, intense help,” Kilcrease says. Monique Maley, president and founder of Articulate Persuasion, a leadership and presentation development firm focused on cultivating persuasive leaders through communication, is among those who have served as mentors. Bill Blackstone, a community outreach leader for technology giant Rackspace in Austin, has also worked one-on-one with participants.

The final day of the program is dedicated to workshops and other work that leads into participants’ final pitches and demonstrations to a four-member panel. The judges include mentors and investors who are active in startups or who have been entrepreneurs or successful CEOs.

“By the time they finish on Sunday at 3 p.m., the students have gone through the process of refining their idea, talking to potential customers, understanding their market, looking at the viability of the project, and pitching it in front of real judges who deal with companies all the time,” Kilcrease says.

Startups produced through the program have run the gamut in the business world, including the medical, entertainment, and recycling industries. One student started a medical billing company that aims to reduce

the cost of outpatient surgeries passed on to patients, while another signed up restaurants to participate in a food waste recycling program. Another participant produced his grandfather’s moonshine recipe, while his colleague marketed a recipe for fermented Asian tea to help pay for his college education.

As the 3DS program has evolved, so has its participation levels. More than 105 students applied to the third program held in March, and 74 were accepted. That’s almost 25 more than the inaugural group. “The students apply and we go through their backgrounds and interests,” Kilcrease says. “We want to make sure they’re really interested and there’s a good mix of folks.”

As a venture capitalist and former entrepreneur, Kilcrease knows the commitment it takes to start a business and make it successful. She says “a calculated risk taker” makes a good entrepreneur. “An entrepreneur is someone who sees an opportunity for a project or a service that someone else wants and the market is not serving,” she says. “It takes a lot of persistence. You’re going to do something that someone else hasn’t done.”

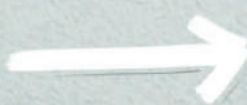
Even if a student participates in the program and decides against starting a business, Kilcrease says she considers that a success. “At least they’ve developed the skills to know if it’s something they want to pursue in the future,” she says. 🌟

“I wanted to bring something to the campus to let student entrepreneurs have an opportunity not just to learn in their classes, but also to apply that learning in a real-life environment.”

— Laura Kilcrease

A DATA-DRIVEN LIFE

LI FENG



← EMPLOYS BIG DATA
IN RESEARCH

By JULIE COOPER

Labor



Education

ECONOMICS



Health



HOW CAN WE ATTRACT THE BEST TEACHERS IN THE WORKFORCE?

Economics professor Dr. Li Feng loves everything about her job. Just trying to pin her down on one thing is impossible. You can feel the passion in her classroom instruction as she leads a class of undergraduates in a version of *Freakanomics Jeopardy*, which is a prelude to an upcoming quiz.

The questions range from incentives for student learning to the relationship between crime rates and imprisonment, and from real estate practices to Internet dating. As the students shout out the answers, Feng says “Do you see this is actually fun?”

Feng joined Texas State in 2008, and one of her main areas of research is the economic aspect of education, including the use of big data in education and rigorous quantitative methods. As the inaugural Brandon Dee Roberts Excellence Professor in the McCoy College of Business Administration, Feng uses her interdisciplinary training to study issues related to the economics of education, labor, and health.

“I find myself attracted to Texas State in a lot of different ways,” she says. “One of the things I noticed here is that we have a very diverse department. We have finance, economics, and business law all in one department. I am also attracted to the interdisciplinary research efforts on campus spearheaded by Dr. Larry Price.”

A native of Xi’an, China, where she graduated from Xi’an Foreign Language University, Feng began her post-graduate studies at Florida State University in the college of education. She was also taking economics classes, and enjoying them much more than those she had studied in China.

“In those days the education model in China was taken from the Soviet Union,” she says. She explains that the central ministry of education leadership would ask: How many engineers do we need? “And that forecast would decide how many students the university would produce.”

After earning her bachelor’s degree, Feng taught college English at a teacher’s training college in China — Shaanxi Normal University. “A lot of the policy questions I am now studying were formulated back then, when I was observing my own students. At the time, I thought I wanted to study education because I wanted to know more about how people across different cultures talked to each other, interacted with each other, and the role of education in all these arenas.” At that time, Feng says the students at the teachers college were there because the state paid their full tuition, and they wanted the upward mobility. “I find that really fascinating,” she says. “That’s where my research thinking began.”

At Florida State, Feng was working on her dissertation when her advisor died, and she found herself at a crossroads. That’s when she switched to economics and earned her master’s degree in applied economics, an Ed.S. in international development education and her doctorate in economics in 2006 with her thesis, “Combating Teacher Shortage: Who Leaves, Who Moves and Why.”

Much of her research is in the teacher labor market. “The fundamental question we are asking is how can we attract the best teachers in the workforce,” she asks. “And how do we evaluate these teachers? I also ask the question — if we can’t keep them, where do the teachers end up? As economists we need to look at the compensation package. What is the best way to keep these teachers? Should you give them across-the-board salary raises? Or reward the teachers for teaching

more challenging subject areas, for example, math, science, and more specialized special education areas?”

Feng is also an affiliated researcher with the National Center for Analysis of Longitudinal Data in Education Research (CALDER). As a Texas State faculty member, Feng has published nine peer-reviewed journal articles and six technical reports or working papers. In total, Feng has obtained more than \$500,000 in grant funding and has worked on grant-funded state and federal education policy projects exceeding \$1.1 million. Feng is also working as senior support personnel on a \$499,000 grant from the National Science Foundation titled “Enabling and Improving Data-Driven Research at Texas State University.”

In 2011, Feng and her co-investigator Dr. Tim Sass of Florida State University received a \$495,575 grant from the U.S. Department of Education to study the effects of the longest-running loan forgiveness and tuition reimbursement program in Florida on recruitment and retention of teachers. This study was funded by the National Center for Education Research. “We found that the loan forgiveness program did reduce attrition of teachers in high-need areas such as middle and high school mathematics and science teachers and special education teachers. Effects are stronger when the amount of loan forgiven was bigger,” Feng says. “We also found that tuition reimbursement programs had positive — but small — effects on the likelihood that a teacher would become certified in a high-need area.”

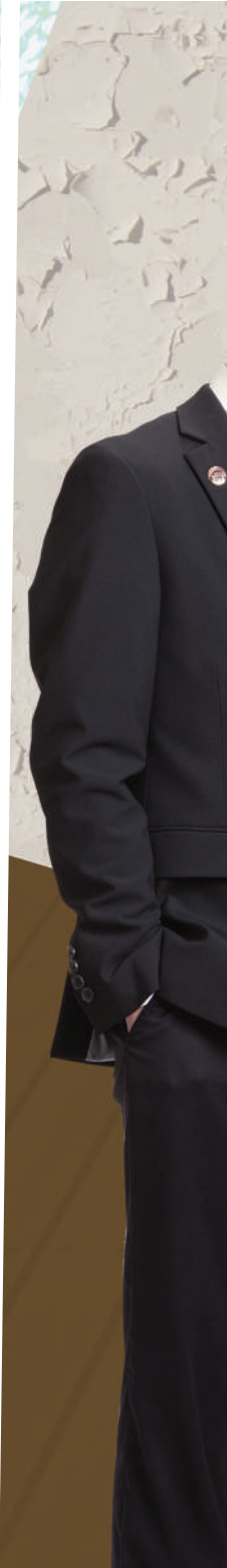
Feng stresses that one of the things that attracted her to Texas State is the current research culture of the university and the collaboration between departments. She cites the College of Education and the mathematics program. Her research and papers, which have attracted national attention, demonstrate a mastery of the economic aspects of education.

“My research philosophy is that we better listen to a lot of peoples’ opinion or objections to the model and see what we are missing,” she says. “The data-centric research trains me to be a better researcher. It helps our students have a better footing when they go out for jobs. They have worked with real-world data and they know how to actually locate economic information. They know where and how to look up the literature in the field, synthesize the important information, and they know how to work with actual data.” 🌟

LEARN BY DOING

BUSINESS STUDENTS PLUG INTO
20 ORGANIZATIONS ON CAMPUS

By Anastasia Cisneros-Lunsford





Left to right:
Aubrey DeBose,
Grecia Daleth Elva Chapa,
Chris Benavides,
and Aimee Dorsey

Helping the homeless in Austin, educating the campus community about the national debt, organizing networking events that may launch careers, competing in China as U.S. champions for a World Cup, and delivering polished presentations chosen as the best in the country – these are some of the club activities that are transforming students into professional powerhouses.

Business students, and some non-majors, have the opportunity to participate in any of the 20 student business organizations, through the McCoy College of Business Administration, that provide students with additional tools for lifelong learning and leadership. There is a professional association for nearly any business career, welcoming students from freshmen to seniors, and beyond. Student chapters of Net Impact, American Marketing Association (AMA), the Accounting Club, Enactus, and Collegiate Entrepreneurs' Organization (CEO) are just some of the campus organizations that help develop members as successful students and professionals.

STUDENTS ARE DEVELOPING SKILLS THAT ARE GOING TO TAKE THEM FAR IN THE WORLD — TIME MANAGEMENT, PROJECT MANAGEMENT, AND WORKING WITH OTHERS.

— DR. GAIL ZANK
AMA CO-ADVISOR

NET IMPACT

Ani Aroian says her involvement with Net Impact enriched her experience at Texas State University. Net Impact is about sustainability in business, says advisor and senior lecturer, Dr. Janet Hale. “It means people, planet, and profit.”

Since its inception, the group has launched the Green Impact Campaign, providing energy audits to Texas State and area businesses. Net Impact members audited 54 percent of the buildings on campus, saving the university \$40,000 in auditor fees.

Aroian served as president and co-president, helping the organization win the Undergraduate Chapter of the Year Award in 2011 and 2012. The group also has been awarded the prestigious Gold Chapter for four consecutive years.

“These kinds of experiences, without a doubt, shaped me into the young professional I am today,” says Aroian, who earned a bachelor’s degree from the School of Family and Consumer Sciences in 2014. “Thinking on my feet, planning ahead, public speaking, professional writing, editing, and presenting were skills I refined.”

Auditing skills have taken students to the Circuit of the Americas (COTA), which Hale refers to as “a living laboratory.” Students track auto idling, as well as scrutinizing composting, recycling, and other logistical issues that benefit COTA and the Austin community.

Students in professional organizations must be open to change because they

often are thrust into the spotlight, speaking to multinational audiences and communicating with a professional world, says Nicole Fisher, Net Impact founding member and past president.

“Throughout my entire time with Net Impact, we followed the mantra ‘walk and the road will appear before you,’ ” says Fisher, who graduated in 2012 with a bachelor’s degree in communications, and a minor in business. “When the 16 of us Honors Business Law students decided to start Texas State Net Impact, we could not have imagined the social impact we would be able to leverage. We said yes to every project or proposal laid before us and soon enough, we were the No. 1 undergraduate group in the world. That feeling of accomplishment stays with me to this day. Net Impact taught me that with the right group of people, nothing is impossible.”

AMA COMPETES

Many business student organizations share this winning attitude. For the 10th time in the past 11 years, the Texas State American Marketing Association chapter competed in the AMA Collegiate Case Competition as one of eight finalists. Last year, Texas State AMA was named an International Platinum Chapter of the Year and won the case competition. Dr. Gail Zank, AMA co-advisor and associate professor, says students are judged on professional development, community service, fundraising, and communications for the Chapter of the Year award. Texas State is the second school to win both the chapter award and the case competition in the same year. This past spring, the team implemented a marketing and fundraising plan for the “Be the Match” campaign, a bone marrow drive.

“Students are developing skills that are going to take them far in the world — time management, project management, and working with others,” Zank says.

ACCOUNTING CLUB

With 150 members, the Accounting Club has plenty of human capital to ensure students use their project management skills in planning the Meet the Firms job fair and annual golf tournament each homecoming weekend. “They plan the whole weekend, breaking it up logistically,” says Dr. Kasey Martin, co-advisor and assistant professor.

The golf tournament is the club’s fundraiser for endowed scholarships in the McCoy College. The Accounting Club recently met the \$100,000 donation benchmark with help from the McCoy College of Business Administration Foundation Matching Gift Program. The weekend highlight involves students networking with professionals. “Alumni tell these students that networking, what they’re doing now, is really the most important component in their business careers,” says Dr. Linda Campbell, Accounting Club co-advisor and assistant professor.

ENACTUS IN CHINA

Networking also develops one’s reputation, and being a winner matters, says Enactus advisor and senior lecturer Vicki West. “People want to do business with a winning team,” West says. “You’re going to have access to better project opportunities. That helps the students; that helps Texas State. That’s why I keep coming to work.”

Another huge win for Texas State occurred last year when Texas State Enactus was named U.S. National Champion. The team traveled to Beijing, China, last fall to represent the U.S. at the 2014 Enactus World Cup. Formerly known as SIFE (Students in Free Enterprise), Enactus is an international “community of student, academic, and business leaders who are committed to using the power of entrepreneurial action to transform lives and shape a more sustainable world.”

Seth Bleiler, who graduated from Texas State in May with an M.B.A. and served as president of Enactus in 2015, says the skills, knowledge, and leadership development he gained by participating in Enactus helped him land a coveted position with 3M. “Enactus really develops you inside and out,” Bleiler says, adding that making mistakes is part of the learning process. “Mistakes are really just lessons. That’s something that Ms. West is very good about teaching us. Yes, you will make mistakes, but you will learn from that mistake, build on that mistake, and make sure it never happens again.” 🍷

'CEO' WORKS AS MARKETING LAB

Students participate in business student organizations for a variety of reasons. For Jake Kirby, a biology major with a minor in business management, the Collegiate Entrepreneurs' Organization (CEO) helps him to be a better public speaker. As a non-business major, he is grateful to have the opportunity to participate.

"Ever since I can remember, I have always wanted to be a business owner," says Kirby, the group's president. "And being from a small ranching town, I have both witnessed and experienced the hardships of making a living off the land. I am combining my passion for both business and agriculture to pursue alternative (sustainable) agriculture practices."

He also is learning valuable skills in leadership and fundraising. Among the numerous Best Chapter Awards and other national accolades since 2001, Texas State CEO earned a first-place award in 2014 for Best E-Diffusion and two second-place awards for Best Chapter Business and Best Chapter Advisor. CEO inspires college students to be entrepreneurial. In the past, CEO alumni developed Bobcatopoly, a board game for true Bobcats. Students also received recognition from the *Austin Chronicle* for their 'I Heart San Marcos' T-shirt.

"You learn by doing and this is a wonderful lab to test if marketing works and why marketing works," says Dr. James Bell, who co-advises CEO with Dr. Jana Minifie. "You learn about management — how do you manage, how do you schedule, how do you price, profit — everything, including community service."

Bell has an interesting advising philosophy. "I let them fail," he says flatly. "I never let them do anything unethical. I say to myself that this is a silly idea or I don't think this is going to work, but I'm not going to say anything because it's their organization."

New graduate Grecia Chapa, an independent business owner for a network marketing company called ACN, says that's why Bell should be the Best CEO Chapter Advisor in the nation. "He offers constructive criticism with every mistake we run into, and he never fails to follow his advice with: 'It's a teaching moment for everyone!' which we have all come to appreciate," she says.

Just like other organizations at the McCoy College, CEO members take the lead from their advisors, Chapa says. "Dr. Bell is a role model, a friend, and most important, a huge part of our CEO family," she says. "It is because of all this that CEO members graduate as more competent Bobcats."

— Anastasia Cisneros-Lunsford

BUSINESS STUDENT ORGANIZATIONS AND PROFESSIONAL HONOR SOCIETIES

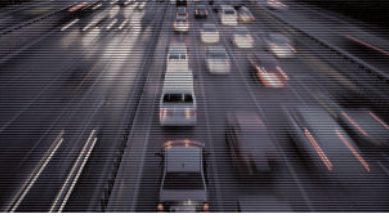
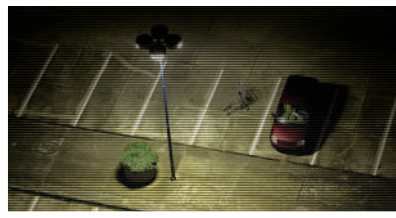
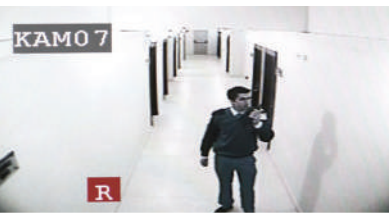
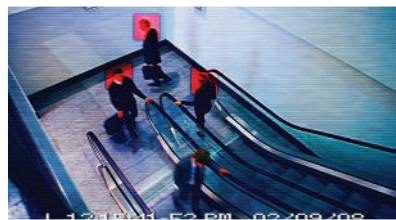
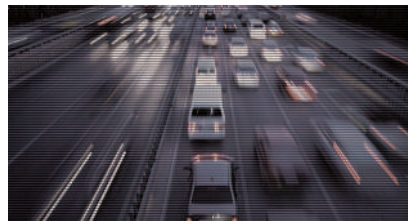
Accounting Club
Alpha Mu Alpha – Honor Society
American Marketing Association (AMA)
Association of Information Technology Professionals (AITP)
Association of Latino Professionals for the Americas (ALPFA)
Beta Alpha Psi (BAP) – Honor Society
Beta Gamma Sigma – Honor Society
Collegiate Entrepreneurs' Organization (CEO)
Enactus
Epsilon Nu Tau (ENT)
Financial Management Association (FMA)
Hispanic Business Student Association (HBSA)
MBA Student Association
McCoy Ambassadors
National Association of Black Accountants (NABA)
Net Impact
Phi Alpha Delta
Society for Human Resource Management (SHRM)
Student Economics Association (SEA)
Students in International Business (SIB)

For more information, visit advising.mccoy.txstate.edu/prodev/studentorgs.



A VISION FOR BUSINESS

From startup to major player *By Bryan Kirk*



An entrepreneurial spirit captured Bruce Smith while he was working his way through Texas State University in the early 1980s. It was the same spirit that propelled him to start his own successful company 13 years later.

“I started Safety Vision out of my apartment 22 years ago,” says Smith, president and CEO of Houston-based Safety Vision. “I was the only employee for the first year, then eventually hired a couple of people and moved to a small office. We’ve been growing ever since.”

Today, the startup that began in a small apartment with a single employee now provides jobs to more than 100 people at a 40,000-square-foot campus on the outskirts of Houston. Safety Vision is a nationally and internationally recognized leader in video surveillance equipment used in industries such as mass transit, law enforcement, student transportation, first responders, and commerce and logistics.

Smith graduated in 1987 with a bachelor’s degree in business administration. He took his first post-collegiate job with Motorola, where he worked for about five years. He did well at Motorola, so well that he was heading for a promotion that would move him to Schaumburg, Ill., a suburb of Chicago. “I really didn’t want to live in Chicago. I like visiting, but I didn’t want to live there, so I started looking for an opportunity,” Smith recalls.

The opportunity came in the form of a rearview camera, an uncommon sight in the early 1990’s. “I convinced a manufacturer called Clarion to give me a multistate area,” he says. The company wanted distributors and Smith says he sold the company’s products across a five-state area. Smith used his credit card to finance the start of his new company. As the company grew it also diversified from rear vision — or collision avoidance cameras — to front dash cams that have

Smith used his credit card to finance the start of his new company. As the company grew, it also diversified from rear vision — or collision avoidance cameras — to front dash cams that have been part of the law enforcement tool box for years.

been part of the law enforcement tool box for years, as well as other forms of video safety equipment that are found in nearly every industry today.

“We are in buses, trolleys, light-rail vehicles, subways, any kind of mass-transit vehicle you can think of,” Smith says. “We sell to 44 different companies through either direct or indirect distribution.”

Before there was a Safety Vision — and before Smith was a successful CEO — he was just another student from Houston working his way through Texas State. During his freshman and sophomore years, his time outside the classroom was spent as a waiter and bartender at Jorge’s Mexican Restaurant. And it was there that the entrepreneurial spirit took root.

That restaurant eventually closed. So one Saturday evening, Smith took his girlfriend to a different San Marcos restaurant. When they walked in, Smith noticed immediately how empty the restaurant was. He struck up a conversation with the owner and in a few short months, Smith was embarking on his first business venture, helping to transform the small struggling restaurant into the successful El Dorado Restaurant and Bar. While it was operating, El Dorado boasted a simplified menu, great margaritas, and entertainment.

His experiences at businesses, from restaurants to Motorola to video

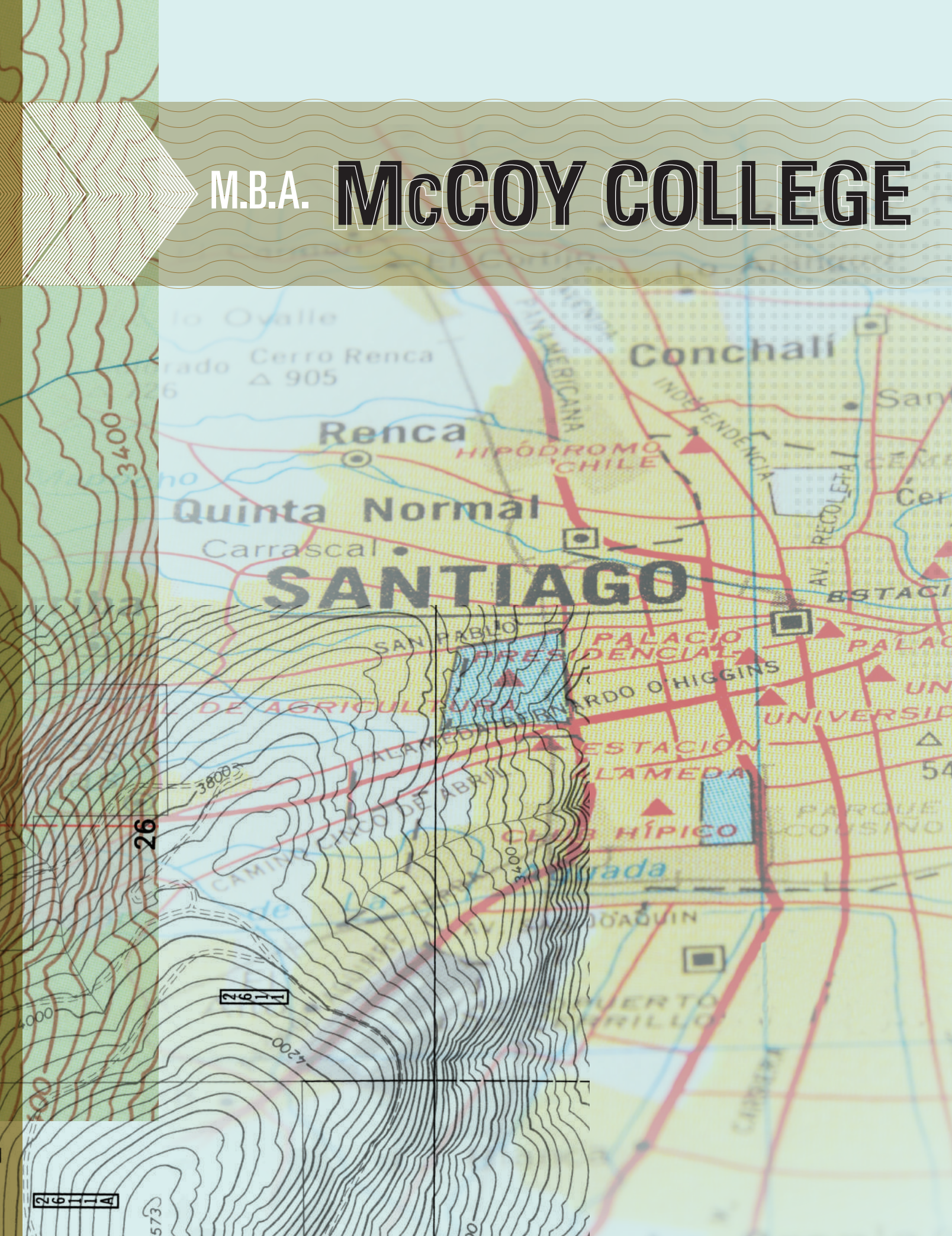
equipment, have given Smith the insights he now shares with Texas State. These days, he serves on the advisory board for the McCoy College of Business Administration. He visits the university four to five times a year for meetings at the business school, and to meet with students.

“Bruce has been an extremely good board member,” says Dr. Denise Smart, dean of the McCoy College. “He never misses a meeting, and when he attends, he is fully engaged. You can see his enthusiasm for hearing from the students, and sitting down to talk with them after the meeting is over. Those interactions really spurred his interest in taking a deeper look at our students’ abilities and potential, and in hiring them.”

Smith does a lot of employee recruiting at Texas State, as well as at Stephen F. Austin and Sam Houston state universities, because he says those students, like him, understand the meaning of working for their education and working for something meaningful.

“We’re looking for someone who might be the first college graduate in their family, who put themselves through school, who are self-motivated and self-managed, and who are hungry and want to prove they are better,” Smith says. “Once you get in the real world, it’s all up to you; if you have a chip on your shoulder, then great. But if you’re hungry, I’ll love you even more.” 🍌

M.B.A. McCOY COLLEGE



EXPANDING HORIZONS

**STUDY ABROAD
HELPS STUDENTS
TAKE STEPS
INTO THE WORLD
MARKETPLACE**

By Ashley Festa

Luis Moreira thought he was just checking a box on his résumé when he signed up for the M.B.A. program at Texas State. Boy, was he in for a surprise, especially considering his concentration in international business.

“I walked in thinking that because I’d been working for 17 years, what else was I going to learn?” Moreira says. “I soon realized there were lots of concepts I didn’t understand. That was a humbling experience.”

Growing up in Guatemala, Moreira helped his father in the family’s two small businesses, but as a teenager, he didn’t understand the cultural aspects of conducting business. He learned the American way of doing business after moving to the United States and rising in a career as a program manager at Dell’s Enterprise Solutions Group. Only after he signed up to study abroad in Santiago, Chile, in the summer of 2013 did he begin to see things differently.

In today’s business world, university graduates are increasingly challenged to compete in a complex and dynamic global environment. Established in 2012, the Institute for Global Business helps prepare McCoy College of Business Administration graduates to compete in the global economy by supporting international business programs, expanding research opportunities for faculty and students, coordinating activities with international partners, and serving as a liaison to the business community.



"In Santiago, we were immersed, talking to people who have been doing business for a while, many with experience in America, too. We talked to local people and to people who had been in both worlds. We were able to learn about their experiences and contrast the different cultures and ways of doing business."

LUIS MOREIRA, M.B.A. '13



Real around-the-world experience

Thanks in part to the Institute for Global Business, which oversees academic study-abroad programs in the McCoy College, Moreira had a glimpse into the way companies operate outside the U.S. “In Santiago, we were immersed, talking to people who have been doing business for a while, many with experience in America, too,” Moreira says. “We talked to local people and to people who had been in both worlds. We were able to learn about their experiences and contrast the different cultures and ways of doing business.”

The most memorable and valuable lesson Moreira learned on the trip was from an American. The businessman had worked for Citibank while in the United States but decided to move to South America and establish his own company. As chief executive officer, he helped American businesses launch in Chile, assisting in local vendor selections, for example. He told Moreira’s group about the experience he had with Home Depot, his largest customer, which came to Chile in 1998. “They said, ‘We’re Home Depot, we’re big, and everyone has to comply with the way we do things,’” Moreira says. “But the local vendors said, ‘You’re new in Chile, so you’re not big here. Even if you’re big in America, you’re going to do things our way.’”

That’s the kind of knowledge and experience that the academic programs developed through the Institute for Global Business instill in their students, no matter where they plan to establish their career. “I hope that study abroad and other programs will encourage students to look beyond what is in the immediate vicinity,” says Dr. Jack Mogab, professor of economics and the director of the Institute for Global Business.

Students enrolled in the faculty-led study-abroad programs take classes, visit local companies, and learn about the culture. In addition to the graduate program in Chile, McCoy College offers an undergraduate program in Barcelona, Spain. A second undergraduate program in Prague, Czech Republic, was added last year where visits to the Prague Stock Exchange, the Central Bank, and money management companies exposed students to theories and practicalities of investing in Central Europe. During the trip, students were also able to observe a company making an initial public offering, or IPO. Students met with the owners of the company and learned about the process of going public.

Piggybacking on the experience, students completed a research project that involved analyzing an IPO and applying theoretical tools learned in the classroom to establish an appropriate price for the stock.

“In theory I can tell you how to value a company, but in the real world, you don’t always have perfect information,” Mogab says. “The students had the experience in Prague to work with real, yet imprecise knowledge.”

For example, the students learned from the owners of the company that it had a large amount of outstanding debt. To get investors to buy stock, the owners had to either explain the debt or pay off the loans. They talked to students about how the debt would affect the price they could get for the IPO. Students learned directly from the owners why they chose to pay off the debt before making the IPO rather than taking a different route. “Now, when they go into a career and look at an IPO, they have experience evaluating other IPOs,” Mogab says.

Connecting with the business community

The institute benefits from annual meetings with an advisory council composed of business professionals from Texas and around the country. Members include individuals from the financial and energy sectors — customs, brokerage, and logistics to name a few. The council makes recommendations to ensure that the college curriculum will yield the skill sets graduates need to compete in the global market. It also provides feedback on international trends and offers input on ways to assist local businesses through workshops and other services.

In 2014 the institute partnered with the Greater San Marcos Partnership and the Texas Camino Real District Export Council (DEC) to offer workshops for small businesses on exporting. The institute also partners with the DEC and the U.S. Department of Commerce to offer the Export Fellows Program, a noncredit program leading students through the process of developing an export plan. Students must develop a strategy to export a real product to a foreign market. They present their plans to members of the Texas Export Council, who provide feedback. The students receive a certificate of completion from the U.S. Department of Commerce.

“Whether you’re doing business in the local community or have a career where you work abroad, or you work in a Fortune 500 corporation that has a global presence, everyone in the business world needs to be aware of the larger economic environment,” Mogab says. “My hope is that students will be better prepared to meet the challenges and take advantage of opportunities they find out there.” 🌍



THE REAL DEAL

McCoy students manage funds in trading lab

BY TRAVIS E. POLING



Dr. Bill Chittenden
Associate Dean of
Graduate Programs

Investing money in theory is one thing, but when a semester-long class assignment could mean gains or losses for an important Texas State University endowment fund, there is more at stake than just a grade.

That's why undergraduate and graduate students are carefully selected each semester to participate in the Student Managed Investment Fund, or SMIF, at the McCoy College of Business Administration. Students in this real-world lab hold the fate of approximately \$550,000 of McCoy Foundation money in their hands.

The first class to make investment decisions started in 2006, using seed money of \$100,000 from a \$20 million endowment gift from the Emmett and Miriam McCoy College of Business Administration Development Foundation. Growth in the portfolio and additional contributions over the years have given the students a sizeable amount to invest. The endowment investment into the student-managed fund is now \$75,000 a year.

"We have real students managing real money," says Dr. Holland Toles, a lecturer who teaches and manages the program with Dr. Ken Moon and Dr. Bill Chittenden. "The difference in our program (compared to programs at most other universities) is that we have a real client we have to report to."

- Analyze business sectors
- Class presentation of analysis
- Portfolio analysis
- Roundtable discussion
- Class decides dollar amount investment per sector
- Class decides which investments to buy and sell

Each semester, 30 to 40 students apply and are interviewed for admission into the class. Typically eight to 10 students are admitted with another eight to 10 returning for a second semester to gain as much real-world experience as possible within the confines of their studies.

The students have control over the buying and selling each semester, but those decisions are made as a class with guidance from the faculty. The group breaks into smaller sections to analyze business sectors and makes a class presentation on the strengths, weaknesses, and opportunities found in those sectors. That is followed later in the semester by an in-depth portfolio performance analysis and roundtable discussion.

The class then decides how much to invest in each sector, giving the ones with the best prospective outcomes a heavier weight. The final step is to decide on which stocks to buy and which to sell. If the students are making the case to sell off an investment and put the money elsewhere, they have to justify their decision and not just sell an investment in order to buy something the current class prefers, Moon says.

LESSONS LEARNED

Many students have gone on to become investment professionals, citing the lessons learned in the T. Paul Bulmahn Research and Training Lab in McCoy Hall, as an impetus for their success. Past SMIF participants have gone on to companies such as Teacher Retirement System of Texas, El Paso Corporation, Wells Fargo, Shell, Texas Bond Review Board, Hunt Oil, Deloitte, Chevron, Standard and Poor's, SWBC, British Petroleum, and Goldman Sachs, among many others.

“I wanted to learn how to do security analysis and to help people plan for their retirement.”

The experience helped Dana Rovira analyze industry sectors and portfolio holdings, including investment products that are not publicly traded. Rovira, assistant vice president and manager of wealth management in the San Antonio office of Investment Professionals Inc., says it also helped her develop her presentation skills, which is an asset in conducting training she now does for financial advisors who manage fee-based portfolios. “I was excited to even have the opportunity to participate,” Rovira says of her time in the second year of the SMIF program.



Austin Welsh, who has worked in the business transformation group at Dell for nearly 19 years, enrolled in SMIF as a finance senior in 2015. “I took the class on the

Students hold the fate of McCoy Foundation

professors' recommendations and after sitting in on a student investment presentation last year.

"I wanted to learn how to do security analysis and to help people plan for their retirement," Welsh says. Already he is applying his class lessons to help his small-business clients at Dell help guide their business.

Welsh's task in the spring 2015 semester, along with two other students, was to dissect the information technology sector industries, from software and services to telecom and semiconductors. The SMIF, as of March 2015, had technology holdings that included Apple, Oracle, and AT&T.

REAL-WORLD PERSPECTIVE

"This is by far the best opportunity you have to gain a real-world perspective," says senior finance major David Flagg. Interaction with the professors and endowment officials has proved invaluable, as have the lessons learned in time management and sector analysis, he adds.

Moon says that through the process of buying and selling for the balanced portfolio of 75 percent equities and 25 percent fixed income investments, the students are exposed to dealing with domestic equities, exchange-traded funds, international holdings, and derivatives. The trading lab was made possible by a \$1.5 million gift from oil company executive T. Paul Bulmahn, a McCoy College alumnus. It features a 90-foot LED stock ticker that scrolls on the outside of the trading floor and numerous Bloomberg and FactSet terminals used to track stocks, monitor trends, and perform analysis.

The T. Paul Bulmahn Research and Trading Lab, a state-of-the-art facility, allows students to experience a real-world trading room.

The 2,500-square-foot computer lab was made possible by a \$1.5 million donation from Bulmahn, chairman and president of ATP Oil & Gas Corp.

"One million dollars has a nice ring to it."

"We like to showcase the trading lab to visitors because it's real world. It has the same tools as the professionals on Wall Street," Chittenden says.

One such visit to a student presentation by the head of El Paso Corporation led to a job at the company for one of the students. "This has helped the business community recognize that our students are capable," Moon says.

Chittenden says he expects continued growth in the fund, which helps sustain the endowment, not just with an infusion of \$25,000 each semester, including summer, but also continued payoffs from the investments themselves.

How big could the SMIF get in the hands of the students? "One million dollars has a nice ring to it," Chittenden says. 🍀



...e of about \$550,000
money in their hands.

Bonds, gifts for construction

The 84th Texas Legislature resulted in new construction bonds for Texas universities, which will help fund two badly needed buildings for Texas State University: an engineering and science building for the San Marcos Campus and a health professions building for the Round Rock Campus.

The university received more good news when longtime supporters made generous gifts to advance those efforts. Drs. Bruce and Gloria Ingram – and the company Bruce Ingram Sr. founded, Ingram Readymix – gave a combined \$7.1 million dollars in gifts to help construct and equip the engineering and science building; and the St. David's Foundation gave \$5 million to help build the new health professions building.

The St. David's Foundation gift, and \$5 million given by the Ingrams, are eligible for dollar-for-dollar matches through the Texas Research Incentive Program, and the buildings will help alleviate a critical space crunch in engineering and health professions. The buildings are expected to be completed in 2018.

**\$7.1
million**

in gifts from Drs. Bruce and Gloria Ingram and Ingram Readymix to be used to construct and equip a new science and engineering building.

\$5 million

from St. David's Foundation.

2018

expected building completion.

KUDOS TO...

Outdoor awards

Shane Townsend, senior program advisor at The Meadows Center for Water and the Environment at Texas State University, placed first in both the Outdoor Book category for *Paddling Texas: A Guide to the State's Best Paddling Routes* and the Magazine Feature category for the piece "Red Hills Ramble" at the 2014 Texas Outdoor Writers Association (TOWA) Excellence in Craft Contest.



Professor gets Fulbright Scholar grant

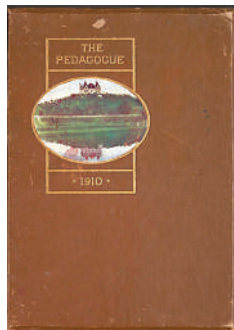
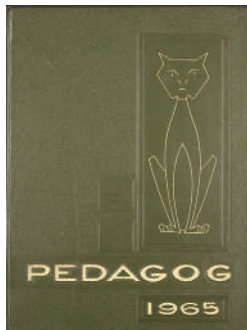
Gail Dickinson, an associate professor in the College of Education at Texas State University, has been awarded a Fulbright Scholar grant to lecture and do research at the Royal University of Phnom Penh in Cambodia during the 2015-16 academic year. Dickinson will teach graduate level courses at the university and work with Cambodian colleagues on faculty development at the secondary and post-secondary levels.



Pedagogs available online

Texas State University's student yearbook, the *Pedagog*, is now available online. Approximately half of the yearbooks are currently available to the public; the remaining issues will be added over the next few months as the project continues. The completion date is set for this summer.

The yearbook digitization project, a joint initiative between the Alkek Library's Digital and Web Services unit and the University Archives, greatly improves access to one of the University's most important historical resources.



Digital versions of the *Pedagog* are available via the University Archives exhibits page at exhibits.library.txstate.edu/univarchives.



ACCOLADES

Kennedy Center Awards

Texas State theatre students took home national honors at the Kennedy Center American College Theatre Festival in April in Washington. Kevin Talley's win of the Ken Ludwig Playwriting Scholarship for best body of work marks the fourth straight year a Bobcat has won this award.



KEVIN TALLEY
The Ken Ludwig Playwriting Scholarship, awarded for the best body of work



JORDAN MORILLE
The John Cauble Short Play award for *Norma's Rent* as well as the 10-minute play award for *Jars*

JOEL BRITT

Second place in the O'Neil Lighting Fellowship for his lighting design in *Rent*

AUSTIN "TREY" SANCHEZ

Stage Management National Fellowship recipient

SHELBY ACOSTA

Musical Theatre Initiative Regional Winner

History symposium features master's program graduates

The Texas State University Center for the Study of the Southwest and Department of History partnered on a one-day symposium Jan. 31, examining "History, Myth and Memory in Texas" from the perspective of graduates of the history master's program.

The presentations included: Texas military historian Stephen L. Hardin, "Myth and the Alamo"; Jody Edward Ginn, "The Texas Rangers in Myth and Memory"; retired Texas A&M professor Kay Goldman, "On Becoming Texans: 19th-Century Jewish Immigrants Claim Their German Citizenship"; University of Houston historian Gene B. Preuss, "The Path From the Mina Ward School: Civil Rights and Personal History"; Patrick Cox, retired associate director for the Dolph Briscoe Center for American History, "W.W. Jones: Rancher, Businessman, and Builder of Modern South Texas"; and Light Townsend Cummins, Fulbright Scholar and former Minnie Stevens Piper Professor (2006), "Ethel Tunstall Drought: San Antonio Club Woman and Art Patron."

HAVE RADAR GUN WILL TRAVEL



Former Bobcat pitcher finds his calling in scouting

By Benjamin Gleisser

For the past 25 years, Johnny Almaraz has scoured hardscrabble fields and dusty sandlots in the United States and Latin America, watching teenage baseball players who dream about being the next Derek Jeter or Roger Clemens. Armed with a clipboard, a stopwatch, and a radar gun, he hunkers down on the ground or sits in the bleachers, if the playing field is developed enough to have them. He notes how intently the youngsters pitch, catch, and run — as if their futures depended on it.

Growing up in San Antonio, Almaraz took to baseball at age 5 because he wanted to be like his hero — his older ball-playing brother, Joe. A former minor league manager, Joe Almaraz now scouts for the St. Louis Cardinals.

“Playing baseball gave me a sense of direction,” Almaraz says. “It took me off the streets, taught me competitiveness, and provided me with friendships — my teammates. I admired my older brother, and I wanted to be just like him.”

Almaraz pitched for the Bobcats under former head coach, Steven Prentice, and was drafted by the Cincinnati Reds in 1988. In his first year in the Class A rookie league for the Billings Mustangs, he went 5-5 with a 5.04 ERA and recorded 54 strikeouts in 55.1 innings.

It was in his second season with the Mustangs when Almaraz tore his rotator cuff. His pitching arm wasn’t the same after surgery. “It was disappointing, but I don’t dwell on it,” Almaraz remembers with a sigh. “As they say, ‘life goes on.’”

His playing days were over, but his scouting years were just beginning. The Billings team manager remembered how Almaraz sat in the dugout and analyzed players, and told the Reds’ management that the former Bobcat pitcher might have a future in player development. He was hired as a scout and over the next decade, Almaraz juggled his job and college, earning a bachelor’s degree in health administration at Texas State in 2002.

Today, Almaraz is the director of amateur scouting for the Philadelphia Phillies. He visits high schools and colleges. Those venues are like Yankee Stadium compared to other ball fields he has visited. “I watch about 200 baseball games a year,” Almaraz says. “I’ve been to places that were so bad, the fields were more rocks than dirt. There was no grass, and the kids were so poor they didn’t even have gloves. I’d bring baseballs so they’d have something decent to throw around. It can be sad, but then it can also be rewarding, when some kid you discovered becomes an All-Star.”

Almaraz is talking by phone from an airport lounge in Atlanta while waiting for his connecting flight to Florida. The next day, he believes, he’s going to Chicago. Such is the busy life of a scout — and he loves it.

“It’s a passion I enjoy,” he says. “I’m

out there trying to sign players for my organization so we can win the World Series. And I’m trying to give young players the chance to pursue their dream.”

One of those young players he scouted and signed was Bobcat pitcher Will Brunson, one of the first players from Texas State to play at the Major League level. The Cincinnati Reds drafted Brunson in 1992, and he eventually pitched for the Los Angeles Dodgers and Detroit Tigers in 1998-99.

“There’s a difference between playing the game and observing the game,” Almaraz says. “Other guys in the dugout weren’t paying close attention. I was always photographing in my mind how to get someone out, noticing who ran well and how someone swung the bat. Somehow, my manager discovered these things about me.”

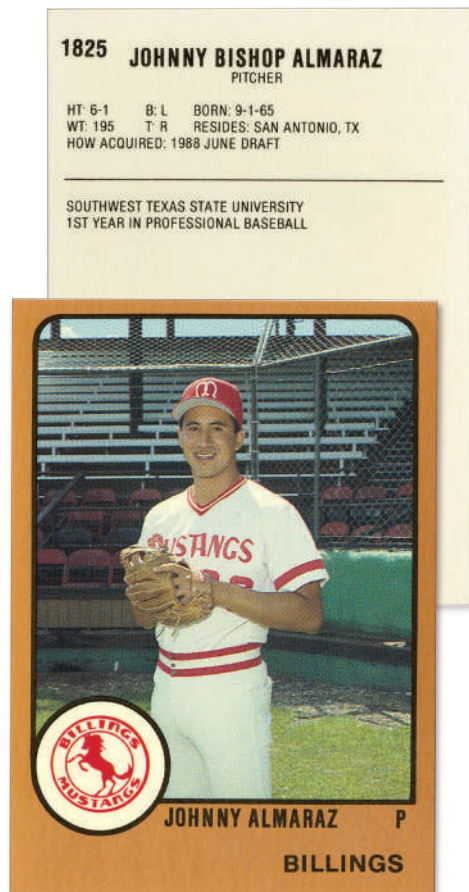
Almaraz has also scouted potential players for the Texas Rangers and San Diego Padres. In 2010, the Atlanta Braves hired him to be director of Latin American operations and later promoted him to director of international scouting. Some of the players he discovered and signed include Adam Dunn, the 50th Major Leaguer to hit more than 400 home runs; Johnny Cueto, one of the National League’s top pitchers; and Julio Teherán, considered one of the Braves’ rising stars.

The secret to finding a good athlete?

Talk to the athlete’s parents, Almaraz advises. “When I watch someone, I ask myself, ‘Can he run? Can he throw? Is he athletic? Does he have the desire to compete?’ You can see the skills, but you can’t see into his ‘heart.’ So I ask him questions and meet his parents. Quality parents produce quality children.”

Almaraz laughs when asked if there’s any sibling rivalry with his brother over finding players. “It’s competition; we’re brothers, but we compete against each other. And I’ve learned to respect my competition.”

Baseball is truly becoming a world sport, and the Phillies are expanding scouting efforts into new areas. “Just now, baseball is developing in Africa,” Almaraz says. “But anyone who wants to find good baseball players must know the difference between ability and the ability to play. They’re two different things. To succeed, you have to know the game.”



Johnny Almaraz, drafted by the Cincinnati Reds in 1988, went 5-5 with a 5.04 ERA and recorded 54 strikeouts in his first year with the Class A Billings Mustangs.



“IF YOU USE ANY LEADING SMARTPHONE ON THE MARKET, IT PROBABLY HAS A CHIP THAT WE MADE IN IT.”

— MICHAEL A. RAIFORD

A circuitous path to programming

Austin native Raiford finds his niche with computers

By Tony Cantú

Michael A. Raiford followed an initial path after high school that didn't include higher education. He credits his wife of 30 years, whom he first met in high school, for urging him to pursue college. “I was a non-traditional student,” he says. “I went straight out of high school to community college for one semester, and didn't do very well.”

Instead, he decided on the military and enlisted in the U.S. Marines Corps. Four years later, he tried college again, beginning with a community college before transferring to Texas State University. There he earned his bachelor's degree in business administration with a major in computer information systems in 1990 and, later, an M.B.A. from The University of Texas at Dallas.

An early focus on a finance degree gave way to programming. Once he was exposed to the world of programming, Raiford says he never looked back. “I actually started as a finance major and had to take some programming classes,” he says. “It was fun and exciting stuff. I liked the computer stuff and it looked like it was going to be big in the future. I wanted to be a part of that.”

Today he works at Samsung Austin Semiconductor where, as vice president of FAB Engineering, he leads a team of 1,250 — half of them engineers, the other half technicians — building central processing units (CPUs) used in mobile devices. His team is currently in the throes of creating CPUs expected to be dwarfed by the current 14-nanometer version.

Raiford feels fortunate to work in his hometown in an industry that often requires people to relocate. “I get to work for a Top 20 company in the world here in my hometown,” he says. “It's the best of both worlds.”

But all his successes may not have materialized had he persisted in his early efforts to avoid college. Working at an internationally known firm in a hotly competitive field has given him an insight into the type of applicants that companies seek to hire. “When I first came out of college and was getting into this business, people

didn't care if you had a college degree,” he says. Raiford recalls the field's nascent period when a penchant for computers and an ease with coding were the main requirements in the field's nascent period.

As the field has matured, requirements for entry have developed. In today's world, companies seek employees with more rounded educational experiences, he notes. “It's two things: It shows that you committed to something and stayed with it, and it broadens your thinking and exposure,” Raiford says. “In truth, there are brilliant people everywhere, but not all will be successful. (Microsoft founder Bill) Gates was at the right place at the right time. Today, it's extremely complex with all the systems.”

Needless to say, Raiford is glad he decided to pursue college full time in the late 1980s. Had he not done that, he says he likely wouldn't be heading his team at Samsung, engaged in large-scale integration (LSI) work that involves the placement of thousands of electronic components on a single integrated circuit.

“I run all the engineering groups — eight different groups to support all equipment and processing,” he says. “I also manage a lot more than engineering, including manufacturing and system improvements. If you use any leading smartphone on the market, it probably has a chip that we made in it.”

Looking back to when he selected a college to attend, he liked the smaller classes that ensured a more personal learning experience — a trait that continues today, he says. “At Texas State, the classes are smaller, which makes for a better experience. I still work with some of my professors. You still see that same sense of really caring about the experience and improving the delivery,” he says.

He also credits his wife, Tammy Raiford, for nudging him to pursue his education when they were a young married couple. Both attended Westlake High School in Austin before marrying in 1984. They are parents to daughters Mattison, Meagan, and Marla. “My oldest, Mattison, wants to be a lawyer and is in pre-law,” Raiford says. “The others . . . I still have hope that one will be an engineer.”



“PCs WERE JUST
STARTING TO
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MARKETPLACE. ...
THE UNIVERSITY
WAS VERY
STRATEGIC IN
CREATING A
PROGRAM FOR IT.”

— GREG SCHWARTZ

Schwartz leads pack on information technology highway

Early venture puts business major in top spot at USAA

By Edmond Ortiz

Greg Schwartz loves his work and loves technology. So you could say he hit pay dirt a year after graduating in 1982 from Texas State University and landing a job with USAA, a San Antonio-based Fortune 500 financial services company for military families.

Today, Schwartz is the chief information officer and senior vice president of information technology services for USAA. In the 32-plus years he has been with the company, there have been many advancements in technology, especially in computing.

In the late 1970s and early 1980s, personal computer manufacturing was just beginning for home and commercial use. Back then, collegiate programs with a concentration on computer technology-related studies were scarce. Schwartz initially planned to pursue a general business major. “Nobody had a PC back then. PCs were just starting to emerge in the marketplace,” Schwartz says. “The most that those of us coming out of high school had ever heard of information technology were spreadsheets.

The university was very strategic in creating a program for IT.”

He narrowed his college choices based on business programs, finally picking Texas State. One day a visiting professor explained an emerging major. The professor wrote on the chalkboard four sets of numbers that appeared to be salary ranges. The third highest, beating out general business and accounting majors, was the starting salary for information technology (IT) graduates. The professor further explained that an increasing number of IT graduates were receiving numerous job offers right out of college.

“The professor said, ‘This is the future where business is going,’” Schwartz recalls. “This immediately got my attention. I saw it as an emerging skill set. I really appreciated learning back then what value it would provide later.”

Schwartz earned a bachelor’s degree in business administration with a concentration in computer information systems. He later graduated from St. Mary’s University with an M.B.A.

In his time at USAA, a diversified financial services group of companies, Schwartz has seen consumer technology evolve by leaps and bounds. His IT team at USAA numbers nearly 3,000 employees. Individual and companywide awards and honors have been bestowed upon USAA and its employees over the years. Schwartz was named an honoree of Computerworld’s Premier 100 IT Leaders in Insurance and Technology in 2010.

Schwartz is most passionate about cloud computing, social media, mobile, and big data — the types of technologies “that are allowing USAA and other companies to reimagine their future.” These tools, Schwartz adds, allow USAA to encourage consistent, quality communication with clients, and to support sound real-time transactions and other business dealings.

Schwartz sees his alma mater as a hub for business and tech-savvy students ready to immediately take on the professional world. “Texas State is still a good source for great talent. Last year, we hired from more than 40 colleges, but Texas State remains one of the main pipelines,” he says.

Married to Reneé, also a former Bobcat, the couple have three children and two grandchildren. Schwartz says he has no plans to slow down at USAA, in the tech industry, or in promoting the best of what Texas State has to offer. In 2011, he was honored with an Alumni Achievement Award. “Students coming out of college now, I try to steer them into the field of IT and to USAA. Within the IT community, we really try to make this a special place,” he says. “We want to hire Bobcats.”



Adding it all up

Accountant from Hong Kong keeps strong ties to Texas State

By Jacque Crouse

You could say Brian Wong took a leap of faith when he left Canada straight out of high school and, on the advice of a friend of a friend, chose to enroll at Texas State without so much as a glimpse of the university. But this much is certain: Wong, now a successful Hong Kong accountant, has never regretted the decision.

In fact, unlike some of his friends who attended Ivy League schools and other high-profile universities, Wong has maintained a connection to his alma mater that transcends space and time. “I kept in touch with a few

teachers and other students when I moved back to Hong Kong after graduation, but in the days of no Internet, maintaining connections was more difficult,” he recalls.

Just finding a university to attend in the United States in the 1980s was something of a challenge before the digital age, he remembers. Wong moved to Canada to attend high school, and always knew he wanted a college education in the States. One of four sons, including his twin, he is the only one in his family to attend college. His family supported his decision to come to the United

States for a college education.

"I did not believe my grades were good enough for the really big-name schools, or that my family could afford to send me to a private university in the U.S.," Wong says. He was told a state university would be good, and a schoolmate from Hong Kong told him one of his friends was attending Texas State (then known as Southwest Texas State University). He applied, and soon the young man who grew up in the cosmopolitan rush of Hong Kong found himself in laid-back San Marcos.

"I would say that despite the huge difference in terms of size, a small town like San Marcos is just like a district in Hong Kong," he says. "I think being at Texas State helped me because I had fewer distractions and really was able to take advantage of the education."

Part of that, he adds, was having instructors who were really top notch. His accounting professor, Cecyl Stott, made basic tax accounting so interesting that Wong went on to take an advanced course. Dr. James Yeary, then department chair, was always available to answer questions and was an inspiration to Wong, who communicated with him by mail even after returning to Hong Kong to work.

Speech communication and business communication courses were invaluable to his development and profession, Wong says. "All in all, the education I received at Texas State definitely prepared me well for my accounting career."

Armed with a degree from Texas State in 1987, Wong returned to Hong Kong and for several years worked among the Big Four accounting firms, building a successful career. Then he opened his own firm, Southwest Tax & Financial Planning Ltd. The company name is a nod to his alma mater, as is the firm's "SWT" emblem in gold and maroon. His clients include top executives with U.S. businesses, such as Citigroup, Goldman Sachs, Morgan Stanley, and Merrill Lynch, and Chinese-American entrepreneurs living in Hong Kong.

Wong frequently advises students not to be afraid to look far and wide for job

opportunities. "I recently met a young economics graduate from an Ivy League school with a 3.88 GPA who could not find a decent job at the banks in Hong Kong," he says. "The reason was because he came from a working-class family without any connections in the financial industry. In order to win at the starting line, I encourage students to become involved in student organizations that are related to their majors as early as possible."

Wong met his wife, Winnie, at an American Chamber of Commerce mixer in Hong Kong. She also attended schools in the United States, earning her bachelor's degree from Portland State University and an M.B.A. from George Washington University. But Wong says his wife rarely talks about her alma mater. He notes that a cousin who graduated from Mississippi State and lives in Washington, D.C., doesn't feel compelled to return to his alma mater.

"For certain people, I believe that not visiting their alma mater can be compared to not visiting their ancestors' graves. They probably feel that after they graduated, they won't know anyone on campus anymore, so visiting the alma mater makes no difference to anybody. If these people are results oriented, they may not want to visit their ancestors' graves because nothing will result from the visit. However, if your alma mater and/or your ancestors have a place in your heart, you should make an effort to show your respect to them with action, regardless of the result, if any," he says.

In September 2013, after 26 years away, Wong visited the campus again, and was touched by the warm welcome he received. While shopping at the San Marcos Premium Outlets, Wong spoke with a biology major working there. The young man offered him a familiar phrase: "Once a Bobcat, always a Bobcat."

"The people I met, including faculty, staff, and students, all made me feel like it was a homecoming," says Wong, who has started a scholarship for accounting majors at Texas State. He plans other business scholarships in the future, as well as an estate gift.

ARMED WITH A DEGREE FROM TEXAS STATE IN 1987, WONG RETURNED TO HONG KONG AND FOR SEVERAL YEARS WORKED AMONG THE BIG FOUR ACCOUNTING FIRMS, BUILDING A SUCCESSFUL CAREER. THEN HE OPENED HIS OWN FIRM, SOUTHWEST TAX & FINANCIAL PLANNING LTD. THE COMPANY NAME IS A NOD TO HIS ALMA MATER, AS IS THE FIRM'S "SWT" EMBLEM IN GOLD AND MAROON.

Making her stand

Lizzie Velasquez pushes back against bullies

“WHILE DOING RESEARCH FOR MY DOCUMENTARY, WE WERE CURIOUS AS TO WHAT IS BEING DONE TO PROTECT KIDS IN SCHOOLS FROM BULLYING. TO OUR COMPLETE SHOCK, THERE ISN’T ANYTHING THAT FEDERALLY PROTECTS KIDS.”

— Lizzie Velasquez



By Michael Agresta

When little Lizzie Velasquez, decked out in Disney *Pocahontas* gear, showed up to her first day of kindergarten, she smiled at the first girl she met. The girl looked at Velasquez like she was a monster. “I thought the day was going to get better, but unfortunately it didn’t,” Velasquez, now an anti-bullying advocate, tells an audience at a recent TEDx Talk. “It got worse and worse.”

Velasquez suffers from an extremely rare congenital condition that affects her vision and makes it difficult for her to gain weight. Now 26, she has never weighed more than 64 pounds. Velasquez’s parents raised her to believe that she was normal and could grow up to do extraordinary things, but school bullies shattered her confidence. Her low point came at 17, when, while glancing at YouTube, she came across a video titled *The World’s Ugliest Woman*. She played

the video and was surprised to see her own face staring back at her. A commenter on the thread below the video suggested that she kill herself. Velasquez reported the video, only to receive threats from the original poster.

Velasquez rebounded from this deeply traumatizing experience by examining her life, her values, and what makes her special. For instance, she says, her medical condition does have its upsides — she could eat as much candy as she wanted while studying at Texas State University, when many of her classmates were worried about staying slim. Her self-examination went deeper, too, and led her to devote her life to motivational speaking and anti-bullying activism.

“What defines YOU?” she now asks her audiences. “Am I going to let the people who called me a monster define me? No!” she says. Instead, she lets her skills and qualities define her, much to the chagrin of those who belittle and bully others. “The best way I could get back at them is to make myself better,” she adds.

These days, Velasquez has risen above the bullying. The former communications student has three published books and was the subject of a 2015 documentary film. *A Brave Heart: The Lizzie Velasquez Story*, directed by Sara Hirsh Bordo, debuted this spring at Austin’s South by Southwest film festival. A reviewer for Austin360.com wrote, “I’ve never attended a festival film before where the audience was openly and frequently sobbing.”

“Our goal is for the film to be a movie that anyone of any age, male or female, no matter what religion or culture they come from, can relate to in one way or another,” Velasquez writes in response to email questions. “For the first time, people will be able to see my vulnerable side. It might be my face and my story on the screen but, at the same time, I will be representing everyone’s story.”

She’s also at the forefront of finding policy solutions for the problem of school bullying. “While doing research for my documentary, we were curious as to what is being done to protect kids in schools from bullying,” Velasquez says. “To our complete shock, there isn’t anything that federally protects kids.” She did identify one potential bill, the Safe Schools Improvement Act, which U.S. Representative Linda Sanchez, D-Calif., has been trying to get to the floor of the House of Representatives for years. Velasquez has traveled to Washington, D.C., to lend her voice to the effort. She has been fully involved in the legislative push, from meeting one-on-one with members of Congress to holding a briefing on Capitol Hill. “As a former student in public school, I know firsthand what it’s like to be bullied,” she says. “I know the awful gut feeling you wake up with every morning before school because you’re dreading walking through the school’s doors.”

“Unfortunately, bullying is something that will never end,” she acknowledges. “But my hope is that if action is taken in schools to federally protect kids from bullying, it could be the first baby step of progress from which so many students could benefit.”

More information



A Brave Heart: The Lizzie Velasquez Story

- Theatrical release: October 2015
- Directed and produced by Sara Hirsh Bordo
- On the web at abraveheartfilm.com
- Cinedigm acquired North American theatrical, digital and home entertainment distribution rights.



Taking the show on the road

Bus tour keeps Bobcat alumni linked to university

By Matt Flores

Sometimes, even homesick Bobcats have trouble finding their way back to their den. So this spring, Texas State came to them.

In a five-city bus tour spread over six weeks dubbed “Cats Caravan 15,” Texas State academic and athletic leaders joined Texas State cheerleaders and students in a series of luncheons aimed at updating the Bobcat faithful and spreading some school spirit.

The university entourage made some trips in a chartered bus fitted with vinyl window treatments bearing a “Cats Caravan” logo. The group visited Dallas, Fort Worth, Austin, San Antonio, and Houston — the cities that collectively account for roughly 119,000 Texas State alumni. A typical program featured a cheerleader-led Bobcat yell followed by the singing of the fight song; remarks from academic leaders, including President Denise Trauth in some cities; a rundown of the upcoming Bobcat

athletic seasons; and a series of short presentations by student ambassadors.

“They were quick, informative visits — but we packed a lot in,” says Dr. Barbara Breier, Texas State’s vice president for University Advancement and a key organizer of the tour. “Most importantly, our alumni and friends said they appreciated the opportunity to connect.”

Hundreds of Bobcats attended the events, some to gain insight on sports programs and others to learn more about the university or to connect with fellow alumni.

“Making time to bring us all together was a great idea,” says Eddie Perez, a 2014 graduate and former Student Government vice president who now is an account executive at a staffing firm in Dallas. “Hearing some of those students’ stories struck a chord with me, and it reminded me of when I was a freshman, just getting started.”

Digging for gold

Returned ring special gift for Bobcat’s son

By Julie Cooper

In the annals of stories about lost rings making their way back to their rightful owners, this one is a real doozy.

On Dec. 15, 2014, Buda resident Roy Gay was using his metal detector along a rural stretch beside the Lytton Springs Cemetery, about 10 miles northeast of Lockhart, when he zeroed in on an object buried about a half-foot below the surface.

It was a gold class ring. On it were the words “Southwest Texas Teachers College” — Texas State University’s name at the time — and the initials “RAF” were etched inside. At about the same time Gay was digging up the ring, he noticed a couple leaving the cemetery, but thought little of it.

A retired Austin police detective, who once worked in the fugitive division, Gay says he was determined to find the ring’s owner. Perhaps unsurprisingly, his sleuthing skills helped resolve the matter swiftly.

He contacted Texas State archivist, Kris Toma, who scoured the 1947 *Pedagog* yearbook and found one candidate with the initials “RAF.” The name: Rex Anderson Ferguson. It took the former detective a few minutes to find an online obituary and locate Carroll Ferguson, Rex’s son, living in Georgetown. When the two men spoke by phone, Carroll Ferguson said he and his wife



Photo courtesy of Roy Gay

were leaving flowers on his parents' graves at the cemetery that day in December and saw Gay with his metal detector.

Rex Ferguson died in 2008 at age 100. He was a longtime educator in Central Texas and held positions as teacher and principal in the Del Valle, Luling, Dowdy, Andice, and McMahan school districts. In 1932, he married Violet Benold, who graduated from Texas State in 1940 and taught school for many years.

Another coincidence: Gay says he attended school in Del Valle and may have been a student at Popham Elementary when Rex Ferguson was the principal.

Carroll Ferguson says he never knew that his father lost the ring, as he only wore it on special occasions or to church. He speculates that his father was a pallbearer at the cemetery when the ring slipped off. "He might have been embarrassed to tell us he lost it," he says. Carroll Ferguson admits that he lost his own Texas State ring in the early 1960s during a road trip in West Texas.

Two weeks after unearthing the ring, Gay met up with Carroll Ferguson at a Round Rock pancake house for breakfast. "He wouldn't take a reward, but I did get to pay for his breakfast," Carroll Ferguson says.

**"He wouldn't
take a reward,
but I did get
to pay for his
breakfast."**

— Carroll Ferguson
(B.S. '58)

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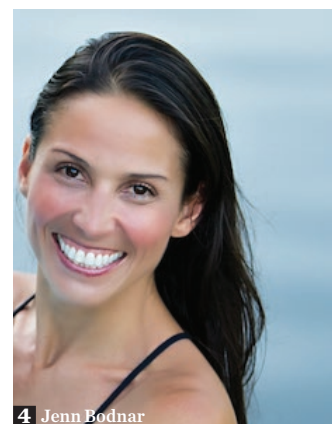
1 Evan Tierce



2 Melanie Gohn



3 Scott Blackwood



4 Jenn Bodnar

Josh Shepherd '11

Austin, has been named director of strategy for Social Distillery, which offers a range of services across the social media spectrum.

Ashley Wright '10

Wichita, Kansas, has been named chief of public affairs at McConnell AFB, Kansas.

Micah Lyons '10

Los Angeles, California, has co-starred in the film *How to Beat a Bully*.

Yvette Cantu '09 '11

San Marcos, has been named the winner of the 2014 TAGT State Rising Star Teacher of the Gifted Award by the Texas Association of the Gifted and Talented (TAGT). Cantu is the GT facilitator at Bowie and Travis elementary schools in San Marcos CISD. She was previously named TAGT Hill Country Rising Star Teacher of the Gifted for regions 6, 12, 13, and 20.

Sara Scher '08

San Francisco, is the new senior manager of the special events sales team at Levi's Stadium, home to the San Francisco 49ers. She previously worked for the Dallas Cowboys' Stadium where she generated over \$3 million in revenue in a 12-month period. Scher was recently featured in the "A List" in *Gentry* magazine.

Jordan Viator Slabaugh '08

Denver, has been named vice president of marketing at Wayin, a social marketing firm in Denver.

Dee Kapila '08

Austin, has become an associate implementation consultant for Box in Austin. Box, an online storage provider, is a Silicon Valley company with a growing Austin presence.

Jennifer McAndrew '07

Dublin, Ireland, is currently serving as the deputy public affairs officer at the U.S. Embassy in Dublin. Her previous assignments with the U.S. Department of State took her to Tel Aviv and Islamabad.

Ashley Richards '06

Port Aransas, is manager of the Drop Anchor restaurant in Port Aransas. She previously managed the original location on Dominica, which is owned by the Richards family.

1 Evan Tierce '04

Houston, has been named a partner in MiddletonRaines+Zapata LLP, certified public accountants. Before joining MiddletonRaines+Zapata as the director of practice growth, Tierce served as the human capital solutions manager at G&A Partners, spearheading the human capital technology division of the Professional Employer Organization. He was drafted by the New York Yankees in the 2004 Major League Baseball Amateur Draft and played three seasons in the franchise's minor league organization prior to retiring from baseball.

Justin Fletcher '04

San Antonio, is now a GIS analyst for the San Antonio Water System, a public utility owned by the City of San Antonio.

Anna Irion '03

Houston, was named one of the 'Super Lawyers - Rising Stars' by *Texas Monthly* magazine. She is one of 30 lawyers with Jackson Walker LLP to receive the designation.

Jennifer McInnis '03

San Antonio, has been named director of marketing and sales at Bending Branch Winery in Comfort. McInnis was previously the food and drink editor at the *San Antonio Express-News*.

William "Will" Conley '01

San Marcos, received the Texas Department of Transportation Road Hand award in December. This honor is a TxDOT tradition to acknowledge those who have made improvements to transportation in their communities. Conley is the Precinct 3 Hays County commissioner.

2 Melanie Gohn '00

Boerne, has earned national certification in early/middle childhood literacy. Gohn is a fourth-grade teacher at Fabra Elementary School and is in her 15th year of teaching.

3 Scott Blackwood '97

Evanston, Illinois, has written his third work of fiction, *See How Small* (Little Brown and Company, January 2015). Blackwood is an assistant professor at Southern Illinois University. *See How Small* was named an Editors' Choice in the *Sunday New York Times*. Blackwood was also nominated for a Grammy Award for Best Album Notes for a two-part set of American blues recordings and history, *The Rise & Fall of Paramount Records*, by White Stripes co-founder Jack White.

4 Jenn Bodnar '95

Dallas, has co-founded a national publication called *Yoga Digest Magazine*. The magazine emphasizes a healthy lifestyle and includes tips on happiness, proper nutrition, exercise and of course, yoga. She also teaches yoga for LifePower Yoga Studios and leads 200-hour trainings for those interested in pursuing a yoga certification.

Cindy Ramos '93

San Antonio, is teaching sixth-grade language arts at Leal Middle School in the Harlandale ISD. She previously worked as a reporter and copy editor for the *San Antonio Express-News*.

West Hansen '87

Austin, has produced a documentary about his 4,200-mile kayak expedition down the Amazon, from its source in Peru to the ocean. *Peeled Faces on the Amazon* had its world premiere at Austin's Paramount Theatre. [A story about the adventure was chronicled in the summer 2013 *Hillviews*.]

Jill Watson '86

Houston, was awarded the Trailblazer Award by the Houston Livestock Show and Rodeo, where she has been a show volunteer for almost 20 years. She previously held the position of vice chair and was made an honorary lifetime Starlette in 2012 before joining the Steer Auction Sales Team in 2014.

Donna Keller Schneider '80

San Antonio, has been promoted to vice president, associate general counsel-litigation & IP for iHeartMedia, which owns and

operates over 1,200 radio stations and is one of the world's largest outdoor advertising companies.

Stephen R. Schneider '78

San Antonio, has been appointed by Bexar County Commissioners Court to serve on the Bexar Metro 9-1-1 board. The board recently approved and started construction on a \$50 million regional communication center serving the 9-1-1 district of Bexar, Comal, and Guadalupe counties.

Donna Bergmann '69

Burnet, was recently featured in the *Liberty Hill Independent* weekly newspaper. An educator for 30+ years, Bergmann is in her third year at Bill Burden Elementary School where she teaches second grade.

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IN REMEMBRANCE

O.C. Haley was the ultimate Strutters fan and supporter

When describing the heart of a Bobcat, it doesn't get any stronger than "giant."

That was the word used by many when referring to beloved Texas State friend and alumnus O.C. Haley, who died April 4 following a brief illness. He was 74.

Haley and his wife, Johanna, herself a Texas State alumnus and a former Strutters captain, have been longtime supporters of campus organizations, and as a couple attended numerous Texas State events.

"O.C. Haley was the ultimate Strutter fan and supporter," reads a posting from Katie Hulett Smith of New York on an online memorial tribute to Haley. "He not only showed the team he cared by coming to all of the events and performances, but he showed each one of the girls on the team he cared by remembering our names and where we were from."

Born and reared in Poteet, Haley excelled at high school football. After graduating, he accepted a football scholarship to the University of Oklahoma. But distance from home and inhospitable weather combined to make Haley yearn for life back in Texas, so he transferred to Texas State in 1960.

Following an injury that ended his football playing days, Haley redirected his energy into another pursuit tied to the gridiron: the Strutters. Haley became manager of the iconic dance troupe, known for its precision routines performed at halftime shows and in parades and other events around the world. After college, he remained closely tied to the organization, and later established the O.C. Haley Endowed Strutters Scholarship.

Besides his efforts with the Strutters, Haley was devoted to his alma mater in other ways. He served terms as president of the Bexar County Chapter of the Texas State Alumni Association, Bobcat Club, San Antonio Quarterback Club, Texas State Alumni Association Board of Directors and the Development Foundation.

Haley also had a lengthy career as a teacher and administrator in San Antonio. Besides his wife, survivors include step-daughters, Tricia McNatt and Angie Krackenberger; Angie's husband Patrick, and their sons, Ashton and Jack; his sister, Nadine Powell; and his nephews.

Memorial contributions may be made in Haley's name to the Texas State Alumni Association or the O.C. Haley Strutters Scholarship Endowment.



LET THE PREGAMES BEGIN



By Julie Cooper

Get ready for some serious tailgating, Bobcats. In 2015, the fun extends to the road, too.

In addition to all the home games, the Texas State Alumni Association will sponsor tailgating events at five of the six away games, beginning with the September 5 Florida State contest in Tallahassee and ending on December 5 against Arkansas State in Jonesboro. No tailgate is planned for the November 28 game against Idaho, but watch parties are possible if the game is televised.

"That's part of bowl readiness. It is us being able to draw in the fans, not only to home games but on the road with us," says Kim Gannon, director of Alumni Relations.

San Antonians Lindsay and Chris Fry are frequent tailgaters at Bobcat home games, which they often travel to in their own maroon and gold party bus. "When the alumni are hosting a tailgate, you are totally welcome, just like when you are at home," says Lindsay.

More info at alumni.txstate.edu/tailgate

MAKE EVERY GAME COUNT

2015 FOOTBALL



											
9/5 ESPN2 @FLORIDA STATE Tallahassee, FL	9/12 PRAIRIE VIEW BOBCAT STADIUM	9/19 SOUTHERN MISS BOBCAT STADIUM	9/26 @HOUSTON Houston, TX	10/10 @UL LAFAYETTE Lafayette, LA	10/24 SOUTH ALABAMA BOBCAT STADIUM	10/29 @GA SOUTHERN Statesboro, GA	11/7 NEW MEXICO ST. BOBCAT STADIUM	11/14 GEORGIA ST. BOBCAT STADIUM	11/19 UL MONROE BOBCAT STADIUM	11/28 @IDAHO Moscow, ID	12/5 @ARKANSAS ST. Jonesboro, AR

Receive deep discounts off the single game price by purchasing 2015 Texas State Football season tickets. For as little as \$70, you could be watching the Bobcats play in a seat reserved just for you at Bobcat Stadium. New in 2015, reduced pricing options for TXST faculty & staff. For more information and ticket options visit our website or call the number listed below.

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The Bobcat Club is committed to providing current student-athletes with a first-class education and a chance to excel both in the classroom and on the playing field. Join the Bobcat Club today in support of the student-athlete scholarship fund and Pave the Way for the continued academic and athletic success of our student-athletes.



from the collections



Studio portrait of Santiago Tafolla, San Antonio, c. 1908.

AT THE WITTLIFF COLLECTIONS

The Santiago Tafolla Collection

Only known memoir of Mexican-American Civil War veteran

NOW AVAILABLE FOR RESEARCH

The Wittliff Collections at Texas State's Alkek Library now hold a fascinating handwritten memoir by Santiago Tafolla (1837–1911) — the only known first-hand account by a Mexican-American who served in the U.S. Civil War. Along with vintage photographs, maps, and other historically significant material, Tafolla's memoir offers a rare look at 19th-century Texas from the Tejano perspective.

In his narrative that he began writing at age 71, Tafolla chronicles many dramatic events of his life, including meeting Secretary of War Jefferson Davis who helped him enlist in the 2nd United States Cavalry where he served on the front lines of the Texas Indian Wars. Later, Tafolla joined the Confederate Army.

After the war, Tafolla became active in politics and in 1876 was elected justice of the peace in Bandera County. Converting to Methodism, the Rev. James Tafolla spent his last years as a circuit-riding preacher.

Long a treasured heirloom in Tafolla's family, in recent years, two of his great-granddaughters collaborated in publishing the memoir. One is Dr. Carmen Tafolla — an internationally renowned poet, author, and educator who is currently the poet laureate of Texas. Carmen Tafolla, along with her cousin, educator Laura Tafolla, transcribed and translated Santiago's memoir, which Arte Público Press published in 2009 as *A Life Crossing Borders: Memoir of a Mexican-American Civil War Soldier*.

Acquired with support from the Texas Historical Foundation, the Santiago Tafolla Collection, including the complete original manuscript, has been preserved and digitized by the Wittliff, and is now available for viewing and research. To learn more, visit exhibits.library.txstate.edu/thewittliffcollections.