

# hillviews

vol. 47 no. 2 | 2016 | MEMBER THE TEXAS STATE UNIVERSITY SYSTEM



ALUMNI



FACULTY



STARS  
— of —  
TEXAS  
STATE



STUDENTS





## Welcome Coach

Everett Withers is beginning his first season as the head coach for Texas State. He brings a wealth of experience to Bobcat football, having coached in the college and pro ranks for 28 years.

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Bobcat softball has twin power.

**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](mailto:Hillviews@txstate.edu); fax to (512) 245-3817; or mail to *Hillviews*, Texas State University, 601 University Drive, San Marcos, TX 78666-4613.

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## CORRECTION

In the previous issue of *Hillviews*, a student was misidentified. Zachary Vernon is a member of the TX<sub>2</sub>O team working at STAR Park in the story headlined: Graduate students get real-world experience.





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FEATURE

## Stars of Texas State

For this special issue, we sought out people who are stars. Is there a student at the top of the class? What about a faculty member who is a standout? Is there an alumnus whose success has outdistanced all others? The responses came flooding in. Here are just some of the people who make Texas State shine.

Alumni, faculty  
and students  
of Texas State  
University.



## hillviews

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Texas State University

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# (from the president's desk)

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Dear Friends,

There are many factors that have helped Texas State University evolve into a stronger, more vibrant institution over the last several years: new and refurbished buildings, more environmentally friendly spaces, expanded academic programming, enhanced student support services, and our growing research activity.

But what is so truly dynamic about this university is its people. They contribute to Texas State in a variety of ways, whether they are students, faculty, staff, or alumni.

They add to the cultural fabric of the university and help define Texas State as an outstanding institution of higher learning. Our excellence is revealed through the classes they teach, the innovative research they perform, the leadership they impart, and the community service they provide.

There are thousands of extraordinary people who make Texas State a unique community, and we've chosen this issue of *Hillviews* to illustrate a few of them as examples of how our university shines.

In the ensuing pages, you can read about Ms. Amanda Perez, who is beginning the M.B.A program at Texas State this fall after earning a marketing degree in three years with a perfect 4.0 GPA — while at the same time competing on a nationally ranked business sales team, working for a marketing firm, and performing as a member of the iconic Strutters dance troupe.

This issue also features the interesting work of Dr. Alexander McLeod, an assistant professor of health information management. After working with students and faculty from across the country on projects ranging from ethics to cybersecurity, McLeod has begun new research that examines how social interactions may impact exercise behavior as part of a larger effort to curb obesity in children.

Additionally, there is a story about Texas State Distinguished Alumnus Dr. Jill Pruetz, a rural South Texas native who, through her extensive research on primates, has become one of the world's foremost experts on chimpanzees.

Texas State has many more examples of exceptional people who are part of our university community, and we will continue to shine a spotlight on them.

Sincerely,

A handwritten signature in black ink that reads "Denise M. Trauth". The script is fluid and cursive.

Denise M. Trauth



# (wide)views



## Welcome coach

Withers always saw potential 'gold mine' in Texas State football program

*By David Flores*

New football coach Everett Withers drove past Texas State on recruiting trips many times when he was an assistant coach at The University of Texas at Austin from 1998 through 2000. All these years later, he recalls being intrigued by what he saw.

"I go back to those 15, 16 years ago when I was at Texas and making the trip down I-35 and seeing this campus and thought, 'this place could blow up and be a gold mine.' I've kind of kept up with its growth.

"Obviously, the last five or six years, with the FCS-FBS move, I felt like that

was the right path for this program. When I found out that Coach Fran was stepping down, it was a job that I really didn't seek, but I knew it was out there and knew it was one in which I'd be interested in," he says.

Texas State was also interested in Withers, who has coached in the college and pro ranks for 28 seasons, most recently as head coach at James Madison University in Harrisonburg, Virginia. Withers was introduced as Texas State's 16th head football coach on January 7. He succeeds Dennis Franchione, who

retired in December after going 26-34 in his second stint with the Bobcats. Franchione had helped usher in a new era for Texas State, leading the Bobcats as they moved from the Football Championship Subdivision (formerly Division I-AA) to the Football Bowl Subdivision (formerly Division I-A). His best season was in 2014 when Texas State went 7-5 overall and 5-3 in the Sun Belt Conference, finishing fourth. But the Bobcats took a step back last year, losing eight of their last 10 games after starting out 1-1.



## Everett Withers Stats

**28 years**

total coaching experience

Coached

**7 years**

in the NFL (New Orleans Saints, Tennessee Titans)

Amassed an

**18-7 record**

as head coach at James Madison, including a 14-game win streak and a conference championship

The first African-American head football coach in Texas State history, Withers, 53, is now one of the four black NCAA Division I FBS head coaches in Texas. There are 128 schools in the FBS, and 20 head coaches are members of an ethnic minority, according to the Advocates for Athletic Equity (formerly the Black Coaches & Administrators).

"I think there's a responsibility for anybody that takes a job as the so-called CEO of a program, or a business, or whatever it is," says Withers. "Being a minority, yeah, there is a little bit of extra incentive to do things the right way, to represent whatever background you are. I think it's important that's out there. I'm not hiding from that at all.

"I think that's very important, but I look at it like I am the CEO of our program and I'm trying to do the best job as anybody out there, whether they're pink, purple. I want to be the best head coach in the country, not necessarily be the best black head coach."

In his first season Texas State returns 43

lettermen, including four offensive starters, six defensive starters, and four specialists, from a team that finished 3-9 overall and 2-6 in the Sun Belt Conference last year.

"As a coach, you've got to own all that," Withers says. "I take a job, I'm part of the 3-9. I'm part of the 2-6. That's part of the history. What we all talk about is that if you don't study history, you're doomed to repeat it. How do you not repeat that history? You've got to do some things differently. You've got to change. You've got to hold people accountable for their job each and every day. That's what we try to do with our kids, coaches, everybody in this building."

Born and raised in Charlotte, North Carolina, Withers was a four-year letterman as a defensive back at Appalachian State before starting his coaching career at Austin Peay State University in Tennessee. He also has coached at Tulane, Southern Miss, Louisville, Minnesota, and The Ohio State University. Withers' resume includes seven seasons in the NFL, one with the New



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**“I GO BACK TO THOSE 15, 16 YEARS AGO WHEN I WAS AT TEXAS AND MAKING THE TRIP DOWN I-35 AND SEEING THIS CAMPUS AND THOUGHT, ‘THIS PLACE COULD BLOW UP AND BE A GOLD MINE.’ I’VE KIND OF KEPT UP WITH ITS GROWTH.”**

**— COACH EVERETT WITHERS**

Orleans Saints and six with the Tennessee Titans. Withers is 25-13 in three seasons as a head coach, one as interim head coach at North Carolina in 2011 (7-6), and two at James Madison in 2014 (9-4) and 2015 (9-3).

Given his vast experience, Withers has learned to adapt to new challenges quickly during his career. “It’s part of what you do and you have to come in and understand exactly how it’s going to be,” Withers says. “You have a lot of uncertainty at the beginning. But we use the term around here that change is good, so our kids are starting to understand that. Change is inevitable and change sometimes is hard. We’re all creatures of habit, so when things change, you have to learn to adapt and move forward.”

Withers played one season at

Appalachian State under Mack Brown, who later hired him as an assistant coach after becoming the Longhorns’ head coach in 1998. Withers was asked what he learned about coaching from Brown.

“Honesty, directness, being passionate about what you do, and having a plan,” Withers says. “I thought Coach Brown was the ultimate CEO of a program. He held all the assistants accountable for their position and their responsibility. I felt like I learned that more than anything else from him.

“He gave you a lot of ownership in the program. With that ownership comes responsibility. That’s what I learned. That’s what I take. I give a lot of ownership to our assistant coaches, but with that ownership comes responsibility.”





# DOUBLE DUTY BOBCATS

Rupp sisters bring twin power to softball team

By Alex Dominguez

As freshman softball players for Texas State University, Sara and Randi Rupp did not stand shyly on the sidelines and wait their turn. Their softball skills and work ethic quickly drew them into the Bobcat starting lineup and the eye-popping stats they had built by the end of the season validated their positions.

Pitcher Randi Rupp finished her season with 335 strikeouts, 11 shutouts, a 30-14 overall record, and 265.0 innings pitched. Catcher Sara Rupp finished the season playing in 51 games for the Bobcats with a .995 fielding percentage. The twin sisters from Barbers Hill High School in Mont Belvieu readily admit the confidence they brought with them from their high school playing days was put to the test when they began to experience their first year of college softball.

“High school softball and college softball are totally different,” Randi Rupp says. “I faced some great hitters in high school, but I got away with a lot of stuff just by throwing the ball hard. That’s not the case in college. I’ve learned a tremendous amount of skills (my first year) through Coach — how not to give up so many home

runs, keep the ball in the ballpark and in the low zone.”

Sara Rupp reiterates the difficult transitional year. “It’s a lot quicker, a lot faster, you have to know what is coming up, how to react — in high school it wasn’t so fast,” she says. “We had to learn to move on and not dwell on things; college is all about the way you react. It was hard at first. The reason I got through it was because I had Randi there by my side. I could not have made it without her.”

Texas State softball head coach Ricci Woodard knew when she first saw the Rupp sisters playing in a tournament that they would be instrumental in continuing the team’s growth. “The coach of their team also had a daughter playing for me and he said I needed to watch (Sara and Randi) because Texas State was pretty high on their list,” Woodard says. “I started to develop that relationship with them and luckily talked them into being Bobcats.

“Because they are so good, it was not a difficult decision to start them. They work hard, they love the game, and they want to win,” she says. “The difference in them in September of their sophomore year and the



September of their freshman year is evident.”

And the difference in Sara and Randi Rupp from the time they first stepped onto a softball field to the present is also measurable. “My mom was very athletic and Sara and I were very shy,” Randi Rupp says. Their parents wanted the twins to get out and play. “But when we first started, umpires would send us into tears; we were terrified of (strange) men,” says Randi Rupp.

At the age of 7 or 8, their mom, Linda, took them both for pitching lessons. Sara Rupp says she quickly knew it wasn’t a



position she wanted to stick with. “When Sara said no, she didn’t want to, my mom told her, ‘Then get down there and catch your sister,’ ” says Randy Rupp.

Sara Rupp did and the result is they have only caught and pitched for one another throughout their softball careers. “I get bored easily,” Sara Rupp says. “I think if I were in any other position, I would not have stayed with this sport as long as I have.”

The Rupp sisters are each other’s strongest supporter and critic, and each

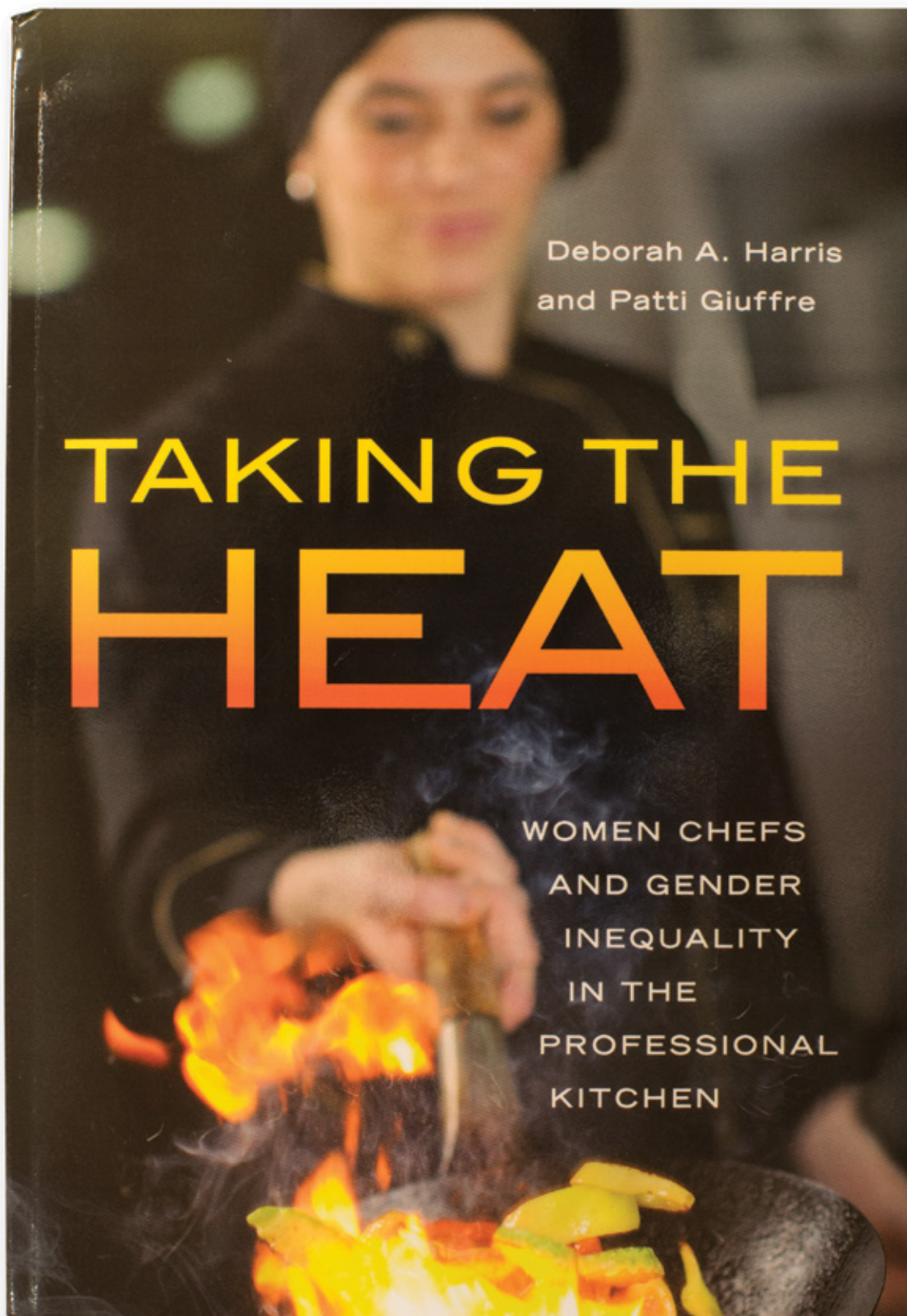
understands that it takes more than two players to make a team. On April 15, 2015, Randy Rupp produced one of the top moments for the 2014-2015 Texas State athletic program by throwing the first perfect game since 2008 to lead the Bobcats to a victory over Houston Baptist. Texas State won 12-0. Sara Rupp celebrated having been there for her sister, behind the plate. For her part, Randy Rupp applauded the team’s offense, defense, and outfield in making all the plays that counted toward the perfect ending.

When the Rupp sisters committed to

Texas State, where they are both business majors, they decided to forgo offers from other universities such as Sam Houston State and Florida International. They wanted to be part of a team and make sure they could contribute beyond their first year.

“We were ready to play as soon as they wanted us to,” Sara Rupp says. “The upperclassmen welcomed us and we wanted to play young so that we could be stronger when we got to our junior and senior years.”







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By Jacque Crouse

**Dr.** Deborah A. Harris and Dr. Patti Giuffre knew there was gender inequality in the professional kitchen. What they didn't expect to learn was that it is tougher to float through the culinary cloud than to shatter the corporate glass ceiling.

"We found that while 25 percent of corporate CEOs are women, U.S. Bureau of Labor statistics show that only 20 percent of head chefs are female," Harris says. An associate professor of sociology, Harris joined forces with Giuffre, professor of sociology and the director of graduate studies, to research the world of executive chefs.

The duo conducted more than seven years of research that culminated in their book, *Taking the Heat: Women Chefs and Gender Inequality in the Professional Kitchen* (Rutgers University Press, 2015). The authors were recently recognized with the Texas State University Center for Diversity and Gender Studies Outstanding Faculty Scholar Award.

It was a weekly television show featuring chefs in a culinary competition that first inspired Harris. "About seven years ago, I had a very busy schedule, and after a week of teaching and other work, I made it a habit to relax while watching the show 'Top Chef,'" she says.

In one episode, the contestants were rewarded with a night at a Miami hot spot. "When they got to the nightclub, they were told it was not a fun evening but another challenge, and they would have to design a menu and cook in a food truck parked in front of the place," she says. "They had to shop, run around gathering things, and cook in their dressy clothes. Some of the women were upset that they had to do all this in high heels, makeup, and dresses."

One female chef noted that she did not let her male counterparts see her dressed up and feminine. "I began to realize that this career is dominated by males, and women may not want to appear feminine because it could be seen as a detriment," Harris says.

The professor says she began to mull the idea and do some research, then approached Giuffre to collaborate on the book. Harris has worked on social



**Dr. Deborah A. Harris**

stratification and inequality issues as well as gender inequality. She gravitated toward women's issues with one study on low-income rural women and another on how women are depicted in wilderness recreation advertising. Giuffre, who specializes in gender inequality, became interested in the topic while working for years in restaurants as a hostess, waitress, and bartender.

Over time, the professors found that chefs in the male-dominated professional culinary world actively sought to enhance their status as cooks, and, in the process, distance themselves from the notion of being a "home cook," a position dominated by females. Men's cooking, in effect, came to be deemed as "better," Harris says.

This led to today's male-dominated professional kitchen. The media also plays a part, as cooking shows still depict professional chefs as preparing better tasting and more appealing food than home cooks. Harris says media commentaries tend to focus on the art and enlightenment of the male chef, where female chefs or female TV food celebrities more often are described as making dishes that "taste just like grandma used to make."

A career in the culinary world requires long hours and challenging demands, and family-oriented women are often viewed



**Dr. Patti Giuffre**

as unable to fulfill the required duties, the professors say. "One female chef told a younger (female) chef who cried in the kitchen that she had set her career back five years by crying," Harris says.

More women are interested in entering the culinary field, Harris says. In 2014, the *New York Times* reported that the percentage of female graduates at the Culinary Institute of America rose to 36 percent in 2012, up from 21 percent in 1992. The same article noted that about 100 of the graduates at the International Culinary Center were women in 2012, up from 41 in 1992.

Harris says that as leadership changes to emphasize a more professional demeanor in the professional kitchen, gender equality will improve. "For instance, there were retention issues with women chefs and life-work balance," she says. "The most successful women chefs had children in their mid- to late 30s, and they had great support in place."

The research and book have led to a new course at Texas State, Food and Society, which examine gender differences in how people talk about food and eating. Giuffre says it is exciting to be able to discuss the topic in class because the outcomes are somewhat unexpected, leading to a lot of interest and a lot of discussion.

# NanoTRA

National accolades  
for infusing ethics  
into engineering



**Dr. Jitendra Tate**

Associate professor  
in the Ingram School  
of Engineering

**Dr. Bob McLean**

Regents' professor  
Department of Biology

**Dr. Craig Hanks**

Professor and Chair of the  
Department of Philosophy

**Dr. Michael Blanda**

Assistant vice president  
for research and  
federal relations



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*By Jayme Blaschke*

Innovation in higher education is a popular talking point these days, but one that's easier said than done. At Texas State University, innovation is more than talk — illustrated by the fact the NanoTRA program is one of 25 nationally that is recognized for its approach to infusing ethics into the development of engineering students.

That designation was made by the National Academy of Engineering Center for Engineering Ethics and Society, putting Texas State in such heady company as the Massachusetts Institute of Technology, Pennsylvania State University, Purdue University, Stanford University, and the University of Cincinnati. Texas State is the only university from Texas to make the list.

NanoTRA — the Texas Regional Alliance to Foster Nanotechnology Environment, Health, and Safety Awareness in Tomorrow's Engineering and Technology Leaders — is a collaboration between academia and industry that encourages multidisciplinary and multi-institutional faculty collaboration. The integration of ethics content in both technical and nontechnical courses is inherent to the program. Faculty members from the Ingram School of Engineering, along with the Departments of Biology and Philosophy, collaborated to bring NanoTRA to fruition.

"I wish I could take credit for originating this," says Dr. Craig Hanks, chair of the Department of Philosophy, who has spent the past four years developing the NanoTRA concept. "It actually originated with faculty in the Ingram School of Engineering concerned about ethical health environmental safety implications of this promising — but also potentially quite risky — new technology. Their real concern was that students graduating from universities in Texas, and hopefully elsewhere, would be more aware of both the upside and possible consequences to be wary of in nanotechnology. Those can involve risks to workers, and to possible environmental consequences downstream."

Ethics might seem an odd topic to include in the Ingram School of Engineering's rapidly growing nanotechnology program, but that's exactly the type of multidisciplinary curriculum-building that ensures Texas State graduates will be competitive in the 21st century.

"This is a way to infuse ethics into the curricula and into the training for students in different areas," says Dr. Gene Bourgeois, provost and vice president for Academic Affairs. "Already, there are many multidisciplinary approaches to these degrees or minors or concentrations to meet actual workplace and life demands."

Developed with the help of a National Science Foundation (NSF) grant, the NanoTRA program

features modular courses that include societal, ethical, environmental, health, and safety issues related to nanotechnology for undergraduates in engineering and engineering technology. The modular approach allows the ethical issues to be taught as stand-alone courses or inserted into existing curricula. Students who have participated in the program report the modules have helped them understand the important ethical, sustainability, and social dimensions of emerging technologies, especially nanotechnology. Dr. Jitendra Tate, associate professor in the Ingram School of Engineering, served as the principal investigator (PI) for the NSF grant. The program was a collaboration across disciplines — biology, industrial technology, and philosophy — at Texas State. Other members of the team at Texas State in addition to Hanks include Dr. Bob McLean, biology; Satyajit Dutta, co-PI, technology; and Dr. Walt Trybula, engineering.

"Too often things like ethics or safety of environmental implications are taught as add-ons, like 'Oh yeah, you should also be worried about this,'" Hanks says. "But the goal here was to show these concerns are just part of developing a technology, working with the technology, putting products into the marketplace. It is not a kind of added-on thing, but part of what engineers would do and would think about."

And it's not just ethics that NanoTRA seeks to improve upon. The program has been designed from the ground up to recruit, engage, prepare, and encourage students from traditionally underrepresented groups into careers in science and engineering. The integration of research with teaching is another major aspect. Along the way, both The University of Texas at Tyler and Western Michigan University have partnered with Texas State to help flesh out aspects of the program.

"The recognition of Texas State's innovative methods of infusing ethics training in the development of engineers showcases our interdisciplinary approach to research and instruction," says Dr. Michael Blanda, assistant vice president for research and federal relations. "Ultimately, this model program may serve as the basis for the inclusion of ethical training in other disciplines."

The faculty collaboration across disciplines has proved fruitful in its own right. In addition to the curricular modules, involved faculty have produced roughly a dozen conference presentations, several book chapters, and four academic journal articles. The possibility of a book has been discussed, one that would be useful not just in academic settings but in industry settings for thinking about ethical issues.

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**ON THE WEB:** The Infusing Ethics into the Development of Engineers report may be found at [nap.edu/catalog/21889/infusing-ethics-into-the-development-of-engineers-exemplary-education-activities](http://nap.edu/catalog/21889/infusing-ethics-into-the-development-of-engineers-exemplary-education-activities)



# Texas-Sized Reunion

*Lonesome Dove* events raise funds for the Wittliff Collections

When the cast and crew of the most popular western miniseries of all time got together for a once-in-a-lifetime reunion, it had to be a grand celebration.

And grand it was.

Celebrities and other Hollywood types associated with the epic western reunited in Fort Worth last March for the Lonesome Dove Reunion and Trail, a celebration of the classic television miniseries, based on Larry McMurtry's Pulitzer Prize-winning novel.

From January to July, Fort Worth and Albany played host to the Lonesome Dove Trail, a fascinating series of museum exhibitions, screenings, panel discussions, and more. The culmination was the

Reunion Gala, where more than 800 guests gathered on March 31 in the city's famed Stockyards. The event, emceed by Barry Tubb, featured readings from cast members Diane Lane, Danny Glover, and Robert Duvall; a touching memorial honoring deceased cast and crew; music by Jerry Jeff Walker, James McMurtry, Curtis McMurtry, and Diana Burgess; and a toast to Larry McMurtry.

In all, the gala raised more than \$1 million to benefit Texas State's Wittliff Collections, which aim to preserve and share the cultural history of Texas and the Southwest. Duvall, clearly the night's most anticipated star, best summed up the evening in his gala-closing remarks: "It's been a helluva party!"



*Suzanne de Passe (co-executive producer), Robert Duvall (Gus McCrae), Ricky Schroder (Newt Dobbs), Chris Cooper (July Johnson), and Glover (Joshua Deets) discuss filming the miniseries and Lonesome Dove's legacy with a packed crowd at Texas Christian University. "When you share an experience like that with so many people, it's indelible," says de Passe, who moderated the panel.*



*CLOCKWISE FROM TOP:*

*Duvall enters the reunion gala.*

*Bill Wittliff leads the audience in applause at the gala.*

*Texas State University President Denise Trauth at the gala.*

*Lane (Lorena Wood), de Passe, and Margo Martindale (Buffalo Heiffer) share thoughts at the Women of Lonesome Dove panel discussion. '[Lonesome Dove] has become the fabric of my life,' Lane says.*

*Photos by Stephanie Schulz*



Lonesome Dove  
Reunion numbers  
roundup

12

events including:

Two screenings of  
*Lonesome Dove*,  
“Remembering *Lonesome  
Dove*” discussion  
and dinner at Amon  
Carter Museum,  
four panels followed  
by the gala

More than  
\$1 million

raised to benefit  
Texas State’s Wittliff  
Collections

840

people seated  
at the gala

40

members of the  
cast and crew attended  
gala and reunion  
activities







*OPPOSITE PAGE, CLOCKWISE FROM TOP:*

*James McMurtry's band provides music at the gala.*

*Lane and Cooper enjoy the gala festivities.*

*Cast members Sonny Davis and Bradley Gregg, of the Hat Creek Outfit, talk about the making of the miniseries.*

*Gala guests look over the silent auction items.*

*THIS PAGE, CLOCKWISE FROM TOP:*

*Ricky Schroder takes time to speak with a guest at the Reunion Gala.*

*Charles 'Chalupe' Haynie was one of the actual cowboys cast in Lonesome Dove.*

*Lane recalls her role during a panel discussion.*





*By Matt Flores*

Texas State can lay claim to an impressive cadre of high achievers.

There is an amazing level of talent among the members of our university community, many of whom have become outstanding successes in business, leadership, the community or in other areas.

# ALUMNI FACULTY STUDENTS



Some Bobcats move to other countries to help children or disadvantaged families; some work in a research lab — on a life-saving drug or on a technological marvel that can improve how we live. Others become accomplished artists, dancers or writers; still others enter the world of entrepreneurship or go into public service.

Our people are known for their extraordinary research, classroom excellence, noble scholarship, community service, and collaborations with contemporaries from around the world.

They are known for their academic prowess,

competitive spirit, propensity for helping others and leadership.

It is important to note that Texas State produces more than 7,500 graduates in a given year, and any one of them may one day have some profound impact in our world.

Some of our graduates already have.

In this section, *Hillviews* features several profiles of Texas State students, faculty, and alumni who have attained outstanding success, accomplished remarkable achievement, or set themselves apart in a unique, positive way.

They make us proud. ✨

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TEXAS STATE'S 173,000-PLUS **ALUMNI** ARE A POWERFUL FORCE THROUGHOUT THE WORLD, CONNECTING TO SERVE, STRENGTHEN, AND CELEBRATE THE UNIVERSITY. THE CULTIVATION OF CHARACTER AND THE MODELING OF HONESTY, INTEGRITY, COMPASSION, FAIRNESS, RESPECT, AND ETHICAL BEHAVIOR, BOTH IN THE CLASSROOM AND BEYOND.

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FROM THE BEGINNING, AS A PLACE TO EDUCATE TEACHERS, TEXAS STATE HAS PLACED GREAT IMPORTANCE ON **FACULTY**, A COMMITMENT TO PUBLIC SERVICE AS A RESOURCE FOR PERSONAL, EDUCATIONAL, CULTURAL, AND ECONOMIC DEVELOPMENT.

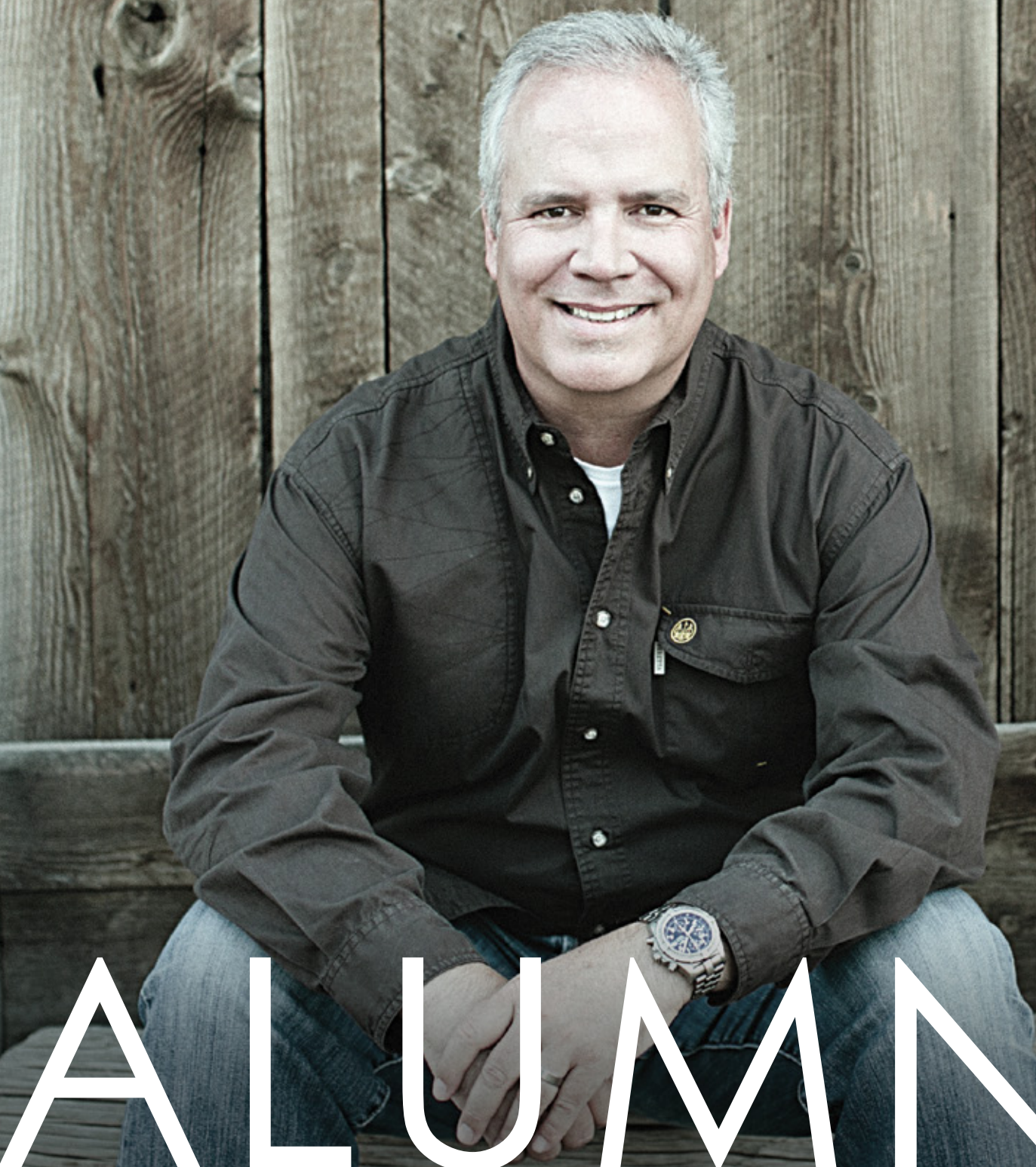
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TEXAS STATE'S 38,006 **STUDENTS** CHOOSE FROM 97 BACHELOR'S, 88 MASTER'S, AND 12 DOCTORAL DEGREE PROGRAMS. A DIVERSITY OF PEOPLE AND IDEAS, A SPIRIT OF INCLUSIVENESS, A GLOBAL PERSPECTIVE, AND A SENSE OF COMMUNITY AS ESSENTIAL CONDITIONS FOR CAMPUS LIFE.

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TONY DIESTE





# IT STARTED WITH SHAVED ICE

Business skills put innovative Dieste at top of marketing field

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By Dave Moore

Texas State University graduate Tony Dieste:

- a. started a company that helped invent the colorized sweat in Gatorade commercials;
- b. supports and invests in tech and biotech, given his wife's bout with cancer;
- c. won early fame for bringing shaved ice confections to San Marcos;
- d. sold his Dallas ad agency to global media giant Omnicom in 2005;
- e. has done all of the above.

That multiple-choice question might rankle Dieste, who defies description via a No. 2 pencil.

Even before Dieste graduated from Texas State in 1988, he was already tapping into his entrepreneurial spirit and mapping his future. He deejayed and waited tables at a local bar to earn spending money. As many of his Bobcat brethren sought respite from the sweltering Central Texas heat in the San Marcos River, he drew business inspiration from it. As an 18-year-old, Dieste connected sticky Central Texas heat to something unique outside of Texas — Hawaiian shaved ice.

Then Dieste executed a plan with business precision. He identified a need, relief from the heat. He perfected a unique product, sweet and tasty shaved ice. He branded a concept, trademarking a surfing penguin in board shorts with a memorable, cursive “Hawaiian Freeze” logo. And he created a product that was scalable and profitable, water, sugar, dye and flavoring — all of which were relatively accessible and inexpensive in Central Texas.

It was a textbook model for success, which Dieste intuitively built while still a sophomore. It would serve as a template for invention, innovation and self-determination — and it's a formula Dieste still follows today.

The first Hawaiian Freeze opened in front of a San Marcos student bookstore in 1983. Soon, Hawaiian Freeze locations were cropping up across town. Portable Hawaiian Freeze trailers rolled into remote parts of Texas, appearing at events such as Featherfest in Nixon.

Although he demonstrated extraordinary business acumen as a

student, Dieste recalls the challenge in keeping up with school and running a business. “Then, one of my professors asked me if I wanted to sell ice cream the rest of my life,” Dieste says. “It was an excellent question. I felt I had more to offer.” Dieste cashed out in 1986.

Two years later, he completed his degree in advertising and mass communications, then started his advertising career at TracyLocke in Dallas.

In 1995, he opened Dieste & Partners. The firm's clients included AT&T, The Hershey Company, and MillerCoors. *Ad Age* magazine named Dieste Inc. the Multicultural Agency of the Year in 2002, 2004, and 2008. The agency also joined the magazine's coveted “A-List.” The firm has been described as the biggest Hispanic and multicultural firm in the United States.

“Every now and then, you come across one of those students who have it all and you know they're going to be successful in their career,” says Dr. Mary A. Stutts, who retired in 2014 after teaching marketing at Texas State for more than 30 years. Today, Dieste is a member of the Advisory Council for the School of Journalism and Mass Communication.

In 2003, the same year Dieste was named a Distinguished Alumnus at Texas State, his wife, Stephanie, was diagnosed with cancer. Facing the prospect of raising their children, Alex and Ashley, alone, he sold his interest in Dieste Inc. to New York-based Omnicom Group Inc. Dieste became not only an investor in tech and health tech, but also a manager of tech firms. After two years of chemotherapy and other advanced medical care, Stephanie's cancer remains in remission.

Though he reveled in the challenges and rewards that tech startups offer, Dieste again felt a desire to return to the advertising and marketing world. As fate would have it, one of his good friends, Greg Knipp, had become CEO of Dieste Inc. In 2012, Dieste accepted Knipp's request to return to the firm, and he now serves as chairman of the company.

“I felt that we could create a great team to grow the agency and innovate the advertising industry again,” he says. 🌟

“EVERY NOW AND THEN, YOU COME ACROSS ONE OF THOSE STUDENTS WHO HAVE IT ALL AND YOU KNOW THEY'RE GOING TO BE SUCCESSFUL IN THEIR CAREER.”

— DR. MARY A. STUTTS, RETIRED PROFESSOR OF MARKETING





JOHANNA HANSEN



ALUMNI



# COOL IDEAS TAKE ROOT

## Researcher explores ocean depths to reach new highs in robotics

By Benjamin Gleisser

Growing up on a Texas farm, Johanna Hansen fell in love with the countryside and was fascinated by how weather patterns affected crops and animals. She joined a 4-H club and, as a science-savvy 9-year-old from Wharton, traveled with a school group to San Marcos on a project to study the environment. That's when she realized she wanted to make science and research her life's work.

"I had all these cool ideas about resources and environmental geography," Hansen remembers. "In high school, I realized research was important, because learning new things is how we move forward. It's what we need to do to improve people's lives."

Today, Hansen is doing just that. She is a graduate research assistant at McGill University in Montreal, Canada, working in the Mobile Robotics Lab in the Centre for Intelligent Machines. She's also pursuing a Ph.D. in computer science, with a focus on robotics.

"We're researching ways to make sensor-based robotic systems more intelligent, so they can make decisions based on the data they collect," she says.

Hansen refined her research skills at Texas State University, where she was a Terry Scholar. The prestigious scholarship, awarded by the Terry Foundation, supports high-achieving high school students from across Texas. Hansen earned bachelor's degrees in resource and environmental geography and electrical engineering, and a master's degree in electrical engineering.

Dr. Stan McClellan, professor of engineering and director of Texas State's Ingram School of Engineering, was Hansen's advisor on her yearlong senior project, which studied efficient energy usage at the Student Recreation Center. McClellan calls her, "one of my top students. She was inquisitive, very driven, and an excellent researcher who was always eager to find answers after analyzing the data."

Hansen interned in the telecommunications department of the Lower Colorado River Authority in Austin, where she helped engineers design systems for irrigation control and microwave radio communications. At Southwest Research Institute (SwRI) in San Antonio, she was part of a team that developed a foot-long robotic sensor that could be used to gather data in areas too dangerous for humans to explore.

As a software engineer at Woods Hole Oceanographic Institution in Massachusetts, Hansen helped create robotic sensors for underwater exploration. One project involved mapping overfished zones on the ocean floor between Hawaii and Japan.

"Fishermen had trawled nets and damaged coral and other

### MORE INFORMATION

#### ON THE WEB:

##### Southwest Research Institute

[swri.org/4org/d10/applied-sensing/default.htm](http://swri.org/4org/d10/applied-sensing/default.htm)

[swri.org/4org/d10/applied-sensing/special-sensing-tech.htm](http://swri.org/4org/d10/applied-sensing/special-sensing-tech.htm)

##### Woods Hole Oceanographic

[www.whoi.edu/main/sentry](http://www.whoi.edu/main/sentry)

##### McGill University Mobile Robotics Lab

[cim.mcgill.ca/~mrl/](http://cim.mcgill.ca/~mrl/)

marine life, which fish depend on. The robotic sensor descended 2,000 meters and gave us pictures and data on how quickly the area was recovering after it had been closed to fishing," Hansen recalls.

In another project, the Woods Hole group studied sections of the Gulf of Mexico to determine the impact of oil leaks on that ecosystem. "There's natural oil seepage from the Gulf floor, as well as man-made oil leaks," she notes. "We were surprised to find that deep sea corals were thriving around the leaks. They liked to live near those acidic environments. So, if we can better understand how corals can survive in that seemingly harsh environment, maybe we can learn how to help shallower corals deal with an ever-increasing acidic ocean."

Since graduating in 2011, Hansen has kept in contact with several Texas State professors. "Dr. McClellan has been instrumental in connecting me with his colleagues and has helped expand my network. We worked together to add one of my mentors at SwRI to Texas State's Industrial Advisory Board. I also continue to search for internship opportunities for Texas State students. The [engineering] department is filling a great role in engineering education and I look forward to continuing to collaborate with them in the future."

Asked where she sees herself in 10 years, Hansen thinks a moment, then says, "I'd like to work in a big research lab and also teach at a university. I'm really interested in the technology behind autonomous cars, and I'd like to look into how we can improve agriculture through smarter sensors that track sunlight and agrochemicals' effect on soil.

"And if I was able to look back and saw that I'd done something to improve people's lives, then I'd feel that I'd accomplished what I set out to do. That would be a great feeling to have." ✨





ERIC WEAVER



ALUMNI



# PRIMARY CARE TRANSFORMER

Firm partners with clients to simplify, reduce expenses, optimize care

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By Natalie Chandler

Some people might wonder how the United States' advanced healthcare system could take cues from an island nation such as Cuba. Eric Weaver, whose bachelor's and master's degrees from Texas State University helped him launch a successful career in healthcare administration, was one of those people.

On a 2014 research delegation with other population health executives and physicians, he observed a community-based medical home model that emphasizes primary care very similar to what the United States is attempting to accomplish with patient-centered medical homes (PCMH) and accountable care organizations (ACOs). A PCMH is a team-based model of care led by a personal physician who provides continuous and coordinated care throughout a patient's lifetime to maximize health outcomes. ACOs are groups of doctors, hospitals, and other healthcare providers, who come together voluntarily to give coordinated high-quality care to their Medicare patients.

"Here in the U.S., 80 percent of doctors are specialists and 20 percent are primary care," Weaver says. "In Cuba, it's the exact opposite. Having such a strong foundation of primary care (in any country) can prevent the onset of chronic disease within a society."

Weaver has become nationally recognized for his work in primary care transformation. As president of the Central Texas market for Innovista Health Solutions, he is leading the performance of physician ACOs throughout Texas. "I work with networks of doctors that don't make any money unless patients are effectively managed," says Weaver. "In the old way of doing things, if something went wrong, you would get paid for the readmission to the hospital — even if it was due to the fault of the care delivery system," he says. "The new way is managing for outcomes and getting paid for how well your patients actually do."

Weaver saw the value of ACOs early on as a way to incentivize medical providers to provide more patient-centered care. At Integrated ACO he helped reduce medical expenditures by 4.5 percent in its first year, and by more than 8 percent the following year. That equated to more than \$6 million in gain-sharing profits at a time when few ACOs were seeing profit.

ACOs use data from patient demographics and other key indicators to reach segments of the Medicare population who are more prone to becoming ill, says Dr. Cristian Lieneck, an assistant professor in Texas State's School of Health Administration. "The primary goal of health information has moved dramatically from

the simple legal requirement of medical documentation in the form of a recorded paper medical record, to an electronic source of information," he says.

Weaver, a native of Temple, graduated magna cum laude with a bachelor's degree in clinical laboratory science in 2000 and received the Lyndon Baines Johnson Outstanding Senior Award. This year, he will receive a Young Alumni Rising Star Award.

After graduation, Weaver's goal was to attend medical school, but hit a roadblock when he didn't get accepted. "After personal reflection over several months, I began to think of the challenges and opportunities that a career in healthcare administration would bring. The healthcare administration program at Texas State University was my true calling, and I never looked back."

In 2005, he earned a master's degree in healthcare administration, followed by a certificate of advanced studies in health information management.

At Texas State, the health professions field is growing as the university dedicates more resources at the Round Rock Campus, where the St. David's School of Nursing is located and where programs within the College of Health Professions eventually will be based. The U.S. Bureau of Labor Statistics forecasts the number of health information management professionals will grow 15 percent through 2024, much faster than other occupations that average a 7 percent growth rate.

Weaver, who is now working on his doctorate of health administration, says students planning on a career in the industry should realize that the learning never ends. "Health and medicine in the future could look totally different if we could just figure out how to pay everyone on value, establish secure connectivity between systems so we can share data to better care for patients, and create pathways for new medical innovations that can foster improved health and prevention." 🌟

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THIS YEAR, WEAVER WILL RECEIVE A YOUNG ALUMNI RISING STAR AWARD AND WILL BE AMONG THE HONOREES DURING HOMECOMING WEEKEND, OCTOBER 21-22.





DR. JILL PRUETZ

Photo by ©Frans Lanting / www.lanting.com

ALUMNI



# ANIMAL BEHAVIOR

## Bobcat's groundbreaking chimpanzee research leads to Senegal

By Natalie Chandler

Growing up in the rural, South Texas community of Yoakum, most folks might've pegged animal lover Jill Pruetz for a career as a rancher or possibly a veterinarian. But, as fate would have it, she seized on other options that took her across the world and led her to a career as a biological anthropologist specializing in primatology.

"I never thought that I could do something like [famed chimpanzee advocate] Jane Goodall," Pruetz says.

A 1989 graduate of Texas State University, Pruetz draws comparisons to the British anthropologist considered to be the world's foremost expert on chimpanzees. When she's not teaching anthropology at Iowa State University, Pruetz studies the behavior of chimps at the Fongoli Savanna Chimpanzee Project in southeastern Senegal, where she was first to report in 2007 that the animals use tools to hunt prey. Pruetz and her research team discovered that female chimps hunt with tools more than males, just one example of the diversity that she continues to find in the animals' behavior. It is just some of the groundbreaking research that she has conducted with funding support from *National Geographic*.

Pruetz never imagined her current career when she chose to attend Texas State over The University of Texas or Texas A&M University. "It was more economical to go [to Texas State], and then I got there and I loved it. And I had no desire to change schools whatsoever," says Pruetz, who also ran track during her undergraduate years. "Texas State really was key. I never would have found my way where I am without it."

She began her college career as an elementary education major, but she decided to change fields after an elective class in anthropology. "From there, I became interested in archaeology and did fieldwork," she says. "But I always loved animals and I did really well in a primate course that my advisor recommended. I really fell in love with primatology."

She majored in anthropology and sociology, but had doubts about furthering her education. "I didn't think I could go on to graduate school," she recalls. "I just didn't really think that was feasible."

A few of her professors, including one whom she describes as "actually almost kind of annoyed that I hadn't thought about grad school," convinced her otherwise. That was the late Dr. Norman Whalen, whose pioneering fieldwork in anthropology laid a strong foundation for work studying the Paleolithic era in the Arabian Peninsula. Pruetz went on to receive her doctorate at the University of Illinois, where she benefited from a professor who allowed

students to accompany him in his fieldwork.

"That started the project that I'm still running today," Pruetz says. "So I was still influenced by my professors at Texas State."

Along the way, she encountered various challenges, including a lack of funding. With help from *National Geographic* on her first project, Pruetz founded her own research site in 2001 instead of opting to reopen her advisor's site. In 2008, *National Geographic* selected Pruetz as one of nine "Emerging Explorers." In 2012, the anthropologist was honored as a Texas State Distinguished Alumnus.

"I set out with certain questions and I'm still investigating those questions," she says. "The chimps in that environment have so many different behaviors, so I'm constantly adjusting my thinking. It pushes me into these subjects that I was never interested in."

The biggest surprise, she says, was discovering the primates' use of tools while hunting for food. "We thought humans were the only ones that hunted with tools, but in fact chimps hunt with tools regularly," she adds. "It's a different way they have of getting access to meat. That was something that I knew there would be differences [between the genders], but I couldn't have predicted that."

Pruetz is now studying how chimps learn the behavior by observing females that hunt and trying to determine if their offspring mimic them. So far, she has discovered that the females are more assertive, while the males are more tolerant in food sharing. She's also studying how chimps deal with wildfires.

"They're really good at predicting brush fires and how they move," notes Pruetz, who has also rescued a baby chimp from a poacher. "Chimps live so long [50+ years], so I haven't studied them for an entire generation. I plan to continue the project indefinitely."

Pruetz, whose work has also been published in various scientific publications, makes sure to take students with her into the field in other areas of the world. In the classroom, she teaches them about primate-related behavior and urges them to pursue internships or fieldwork.

"One of the most important things is to get experience, whether it leads to that career or just tells them about their choices," she says. 🍌

### MORE INFORMATION

ON THE WEB: [nationalgeographic.com/explorers/bios/jill-pruetz/](https://nationalgeographic.com/explorers/bios/jill-pruetz/)



MARK ADAMS AND PATRICK STOLLE



ALUMNI



# OPPORTUNITY KNOCKS

## Entrepreneurs Adams, Stolle answer the call

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By Amanda Beck

Mark Adams and Patrick Stolle are such close friends you might expect them to finish each other's sentences. Both 1985 graduates of the McCoy College of Business Administration, their lives have paralleled one another since they first met on campus more than 30 years ago.

Both attended high school in the Houston area and accompanied groups of friends to San Marcos to attend Texas State University. Their circles first overlapped when they were each elected to the Student Senate. Then, in 1984 Adams and Stolle were two of seven founding members of the Texas State chapter of Sigma Chi, one of the country's oldest fraternities.

As graduation approached, their lives continued to crisscross. In the mid-1980s Xerox was the company to work for, and the corporation often interviewed hundreds of people to fill a single position. "Mark and I had applied and we both kept making the cut," recalls Stolle. "Down from 100 to 50, then to 20, then to five. They ended up hiring both of us." It was at Xerox that the two realized how successful they could be working together as a team. They were so good at closing deals together that they made it a common practice. After three years at Xerox, about two weeks apart, they both left to work at competing surgical stapling device companies. But "it wasn't a competition for us. We're more like brothers and really good friends," Adams says.

Business ideas can appear at any time, and entrepreneurs take advantage of them. For Adams and Stolle, one opportunity came when they were living in the same apartment complex in Austin. The apartments came with wood-burning fireplaces, but no grate to hold the firewood. By happenstance, Stolle saw an ad in the newspaper for grates, and brought it to Adams' attention. The pair quickly recognized a window of opportunity. On Adams' suggestion, the two bought all the grates they could. "After working all day, we'd come home at night and have dozens of messages on our answering machine for fireplace grates," Adams says. "We spent our nights driving around the complex delivering grates."

As far back as each can remember, business has been a part of their lives. Stolle remembers buying candy in bulk over the weekend

to sell to kids on the bus each Monday — when they had pockets full of lunch money for the week. Adams recalls doing almost the exact same thing as a child. "When I was 10, I would buy packs of gum and sell each stick for five cents," he quips.

To Stolle, entrepreneurship is about freedom and independence, but it's also about hard work, tenacity, and dedication. The force that pushed a 12-year-old kid to knock on doors looking for odd jobs to do is the same that compels him to seek and seize opportunities as an adult.

"As an entrepreneur, you create your own value," Adams says. "And it's infinitely more rewarding. Once you see an opportunity succeed once, you start to see opportunities everywhere."

Dr. Denise Smart, the McCoy College's dean, calls the duo "serial entrepreneurs." She wants all the students to learn theory and also how to apply it to their careers. Students often participate in business competitions to hone their skills. The Entrepreneurial Studies Speaker Series gives students a realistic picture of what it takes to become an entrepreneur — both successes and failures. Adams was one of the speakers in 2011.

Adams and Stolle are no longer selling fireplace grates out of the trunks of their cars. In the early 1990s, Stolle founded Exsyst Inc., a petrochemical product export company. Adams co-founded the popular restaurant chain Mama Fu's and is currently the CEO of SoZo Global, a nutritional product company that sells in 10 countries worldwide. The two continue to bounce business ideas off each other and remain very close to Texas State. In 2007, Smart invited them to join the McCoy College Advisory Board. Besides imparting wisdom and sharing their business acumen, Stolle and Adams also act as ambassadors for their respective communities outside of San Marcos. "They bring enthusiasm to the board, and their friendship and business relationship is inspiring," Smart says.

"I am honored to go back to help any way that I can," says Stolle. "I have always been proud of Texas State." Adams adds: "What I love about Texas State is that by giving practical hands-on education, students can push fear aside and feel more confident." 🍀

“IT WASN'T A COMPETITION FOR US. WE'RE MORE LIKE BROTHERS AND REALLY GOOD FRIENDS.”

— MARK ADAMS





DR. TODD HUDNALL



FACULTY



# BETTER LIVING THROUGH CHEMISTRY

## Hudnall's work could revolutionize cellphone industry

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By Mark Wangrin

That cellphone you're holding. Imagine it lighter. Cheaper. Able to hold a charge longer.

Imagine all that springing from the work of a Texas State University chemistry professor who's doing landmark research into synthesizing organic light-emitting diodes (OLEDs) and organic radical batteries, ideas that could one day replace traditional lithium and nickel cadmium technology — and revolutionize the cellphone industry.

"You have to pay for what makes (electronics) work," says researcher Dr. Todd Hudnall. "Most of the LEDs are made from metals, which are often pretty expensive. This (change in price point) would be like going from gold to ash."

The National Science Foundation was sold on the theory, awarding him a five-year, \$420,000 Faculty Early Career Development Program grant that will fund Hudnall's research project, "CAREER: Correlating Organic Radical Structure to Electrochemical and Photophysical Properties: Evolving Energy Storage and Light-Emitting Materials."

Traditional batteries use transition metals such as lithium and nickel cadmium, which Hudnall says are toxic, reactive and heavy; organic radicals are lighter, nontoxic and less dangerous. His research centers around using carbenes to build an organic radical for OLEDs that could withstand inserting and withdrawing electrons without degrading the molecule.

"In layman's terms, that's how a battery works," Hudnall says. "If your cellphone dies, you can apply voltage and charge it back up. That's putting the electrons back in. After two hours, we can take the electrons out without degrading the material. That got us to thinking that maybe we could use these for batteries that don't have any transition metals."

From his office, the assistant professor of chemistry and biochemistry has a sweeping Hill Country view, providing a thousand reasons not to focus on isolating organic radicals.

"That's why I have my desk facing this way," says Hudnall, his back to the view. It's a desk you'd expect from a chemistry professor. A clear glass coffee mug adorned with the molecule Caffeine. A Scrabble tile holder spelling his name using elements. A small clay figurine of a man hunched over a book, another book at his feet.

Yet the 36-year-old New Braunfels native doesn't look like a geek. Neatly dressed in a pressed light purple shirt and khakis, dark blond hair showing traces of product, and two hoops piercing his left eyebrow, he almost looks like the anti-geek.

IN 2014, HUDNALL WON A THREE-YEAR NATIONAL SCIENCE FOUNDATION INDIVIDUAL INVESTIGATOR PROGRAM GRANT FOR RESEARCH INTO CARBENES, MAKING HIM THE RARE SIMULTANEOUS HOLDER OF TWO NSF GRANTS.

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"Trust me, I am," he chuckles. "I just try to hide it."

Now he's considered one of the best in his field. In 2014, Hudnall won a three-year National Science Foundation Individual Investigator Program grant for research into carbenes, making him the rare simultaneous holder of two NSF grants.

Hudnall loved chemistry in high school, but didn't see a future in it. After enrolling at Texas State without declaring a major, he began doing research and got hooked. He got his bachelor's degree at Texas State University in 2004, followed by his Ph.D. in 2008 at Texas A&M. He likes knowing that if he tries enough times, he'll find something worthwhile. "With research comes a lot of failure," Hudnall says. "Thomas Edison said, 'I haven't failed — I've just found 10,000 ways that won't work.' But it only took one way that did work."

While the research is immensely satisfying to Hudnall, the real prize comes in finding those exceptional students who have the intellect, imagination, and dedication to carry on. That's his motivation to stay in teaching. When he first majored in architecture, it came from wanting to build something with staying power.

"I didn't want to be famous, but I wanted to do something where I left my mark on the world, even if it was a small mark and not many people knew about it," he says. "I could design a house and then be able to walk past it and say, 'Yeah, I did that.'"

Now, when he goes to recruit students to the Texas State chemistry program, he always starts out with that story. "I tell them I'm still an architect," he says. "Only I don't design buildings, I design molecules. I do it on a much smaller level. But it's still what I do." ★



DR. ALEXANDER MCLEOD



FACULTY



# TEAMWORK

## McLeod: Good work can't be done on your own

By Anastasia Cisneros-Lunsford

After heading up studies in research methodology, cybersecurity, and how institutions are combating academic ghostwriting, Dr. Alexander McLeod joined Texas State University with plans to bolster the graduate program in the Department of Health Information Management (HIM) by developing new courses and organizing new explorations.

He became a faculty member last fall, after teaching at The University of Texas at San Antonio and most recently Trinity University. Expanding research opportunities and adding high-quality faculty members like McLeod are among the most critical needs for the university as it pushes toward achieving a higher national research profile.

"There's a wide variety of topics in my research," McLeod says. "They may be in business, healthcare, the security-related stream, and system-related development at higher level strategies or interorganizational effects of systems."

The creation of new research partnerships was high on a to-do list. McLeod joined assistant professor Dr. Barbara Hewitt on a new study that tracks Fitbit users and data. "The government has numerous grants looking at obesity in children," he explains. "So we're going to study Fitbit activity trackers and on the theoretical side, we're looking at social facilitation theory. If I go running, I'll run at a certain speed. But if you go with me, there will be a little competition, and we'll both run faster than we would normally alone. That's what we call social facilitation theory. My idea is that this could be a substitute for an exercise partner."

The method, made possible by a Research Enhancement Program grant, involves monitoring 100 incoming freshmen and their activities for three months. "We're going to connect them socially so they can do challenges. We can be friends on Fitbit and I can send you a challenge for the day, who can make the most steps today or who can climb the most floors or burn the most calories. We can find out what things affect their activity levels or increase their activity levels."

McLeod, Hewitt, and Dr. David Gibbs are applying for a capacity

building grant to study the idea of "gamification" of electronic health care records to create a simulation game for health profession students.

"They will learn while they're playing and they won't even know it," McLeod says. "We want to look at gender and ethnic differences about gaming. What motivates a female when playing a game? And what about a male? They're not the same. Their brains work differently. Do we need to include in games those things that motivate women? There are some fields like nursing that are predominantly female. So if we're going to do a simulation game for nurses, we need to take that into consideration. What motivates them? What can we create that works for them?"

McLeod also has teamed up with Dr. Lola Adepoju and Dr. Mike Mileski, both in the School of Health Administration, to study health literacy. "I have a lot of good colleagues," he says. "Good work can't be done on your own." He also applauds the efforts of the offices of Research and Federal Relations, Sponsored Programs and Research Development, which help faculty with research tools for their projects.

Among those he is working with is graduate assistant Caitlin Kristoff, who is in the graduate health administration program. Kristoff says when she began working for McLeod, her knowledge of research was limited to her classroom experiences. "Under Dr. McLeod, I am learning firsthand how to conduct serious research for a variety of topics in the field of health care," she says. "The work is challenging and very rewarding because we have had to learn how to use new software programs and apply organizational concepts. He has taught me the importance of meticulous detail in every step of the research process and how to facilitate group communication and output."

McLeod says he wants to expose students to the evolving world of science and scientific discovery. "When they graduate, they can walk into the door, exposed to research, and know how to create surveys," he says. "They will have the skills organizations want. Those kind of experiences will make our students more valuable." ★

“THERE'S A WIDE VARIETY OF TOPICS IN MY RESEARCH. THEY MAY BE IN BUSINESS, HEALTHCARE, THE SECURITY-RELATED STREAM, AND SYSTEM-RELATED DEVELOPMENT AT HIGHER LEVEL STRATEGIES OR INTERORGANIZATIONAL EFFECTS OF SYSTEMS.”

— DR. ALEXANDER MCLEOD



CHRIS WERNECKE AND DR. SEAN HORAN

# STUDENT & FACULTY



# A BOBCAT BOND

## Beyond the regular ties of teacher-student

By Anastasia Cisneros-Lunsford

Van Gogh channeled art through Gauguin. And Oprah says she could never be who she is without Barbara Walters. Sometimes the camaraderie and conversation between mentor and mentee is so fluid and effortless, it deserves to be experienced in its pure state.

Dr. Sean Horan, assistant professor in Communication Studies, and Chris Wernecke, a promising graduate student whom he first mentored and taught at DePaul University, spoke with *Hillviews* in a joint interview. Horan, an alumnus who contributes regularly to *Psychology Today* and various other publications, suggested Wernecke attend graduate school at Texas State University.

The relationship between Horan and Wernecke is just one example of how some professors and students at Texas State enhance the teaching and learning process. Many faculty members are known to encourage and help students connect to success with a steady support system of professional counseling. The professional and personal friendship between Horan and Wernecke developed naturally over the past few years into a solid Bobcat bond.

**Horan:** “I was at DePaul University as an assistant professor, teaching the Introduction to Communication course. In a class of 150 students, Chris, a sophomore, would make a lot of comments. He made very smart comments, so I nicknamed him C-Span because I didn’t know his name.”

**Wernecke:** “My first semester of my senior year, I had Sean for Nonverbal Communication, which was a smaller class and he remembered me. I took his class intentionally because I really liked the intro class.”

**Horan:** “Chris was a great student with great contributions in class. He was a critical thinker, all the things a professor looks for when thinking about whether someone should go to grad school. I thought Chris should go to grad school, and I thought Chris would be a great fit here at Texas State.”

**Wernecke:** “I never had a professor take this much special interest in me. It was flattering and profound for me because I just didn’t think I had it in me, and Sean really brought that out for me. He changed my life. My first thought when he said, ‘Go to Texas State,’ was — as a lifelong Democrat and very liberal — why would I go to Texas? Then he starts telling me about the campus, about LBJ, and the program. So I got in (to graduate school). I loaded the car up and here I am two years later.”

**Horan:** “The San Marcos Campus was such a radical change. You have to picture where DePaul is. DePaul is in downtown Chicago. Our classes were in high-rises. My office was on the 18th

floor of a high-rise in the middle of the city, down from Millennium Park. So for Chris, coming from four years on an urban campus in the middle of a city, this was a total mind shift. Texas State is a sprawling college campus ...”

**Wernecke:** “... on a hill. This is a very conservative state but (San Marcos) is very open-minded, very liberal, and that really spoke to me. It’s a very easy-going campus and culture here, and I like that a lot.”

**Wernecke:** “I consider Sean my second father.”

**Horan:** “Even though I’m just 10 years older than you.”

**Wernecke:** “But I haven’t taken Sean as a professor because our interests are a little different, and he has urged me to seek these legends in the Communication Studies Department.”

**Horan:** “My research generally centers around two areas: the implications of workplace romance – how individuals view others who date at work as well as motives for workplace romance and workplace romance confessions and disclosures. The other part of my research is how we lie about affection in the form of sexual histories and sexual safety and risk. I want to know how we talk about our sex lives for our own safety.”

**Wernecke:** “I’m not as credentialed as Sean. My area of research is political communication. I’m interested in how a governmental institution’s campaign communicates their message to the average voter. I’m also interested in how we communicate history. There are interesting cultural communication factors that need to be explored and how that perpetuates certain myths or how it perpetuates certain ideologies. I also look at how media influences politics and how agendas are set and frame things.”

**Horan:** “I think Chris is destined for success. Since Chris has been here, his life has changed in great ways and hard ways. Chris was my teaching assistant last summer when I taught the Comm 1310 [Fundamentals of Human Communication] class.”

**Wernecke:** “I was diagnosed with chromophobe renal cell carcinoma, a rare form of kidney cancer. I was 23. It was found randomly, just by a fluke. Two weeks before the summer session I had the surgery to get the kidney removed in its entirety. I’m cancer free now. But it was a hard semester. Sean was here for me.”

Wernecke recently graduated with a master of arts in Communication Studies. Although he does not currently have plans to pursue a Ph.D., Wernecke says teaching is his passion. Horan, a newly tenured associate professor, continues to push his mentee in the right direction. 🍀





DR. JEFF TODD



FACULTY



# BUSINESS LAW

Experienced attorney puts focus on research, environmental justice, teaching

By Tracy Hobson Lehmann

In travel, the scenic route might take longer, but it usually makes the journey more gratifying. That can be true on the career path, too, as evidenced by the journey that one business law professor followed to Texas State University.

Dr. Jeff Todd wandered through diverse terrain before pulling into the McCoy College of Business Administration in 2014.

The starting point: bachelor's and master's degrees in English/creative writing and a master's in humanities. From there, the path merged into technical writing and a Ph.D. in English rhetoric. It eventually led to a cross-country journey for a position as an attorney with a transnational law firm. There were stops along the way, too, for law school at The University of Texas at Austin; at the Supreme Court of Texas, where he worked as a law clerk; at Georgia Southern University and West Texas A&M University teaching writing and English; and as an assistant professor at the Florida Coastal School of Law.

At each stop, Todd accumulated tools that helped him forge his path to destinations that lay ahead. Now an assistant professor of business law, he reaches into that chest full of tools to shape his teaching.

Writing muscle he built in rhetoric and creative writing studies — through cranking out hundreds of pages of text and everything from poetry to short stories — together with expertise gained in practicing law, enabled him to hammer out two papers last year about the economics of World Cup soccer. His department chair, Dr. Todd Jewell, was the co-author.

Both papers, written for law journals, center on the U.S. Soccer Federation (USSF) falling short of the Qatar Football Association in bidding for the 2022 FIFA World Cup. Controversy and corruption allegations have swirled since FIFA (Fédération Internationale de Football Association) awarded the mega-event to Qatar in 2010. In one paper, Todd welded together Jewell's economic analysis of the games with a strategy applying unfair competition laws so the USSF could host the 2022 World Cup. The other combines their specialties to look at how Major League Soccer could sue for money damages relating to losing the World Cup.

For Jewell, the papers illustrate not only Todd's writing proficiency but also flexibility and insight in finding overlap between fields. "It's the interdisciplinary aspect of his research and his experience and his training that makes him so unique (in academia)," Jewell says. "I never imagined I would be working with

“ I REALIZED PRETTY QUICKLY I COULD WRITE MY BEST FICTION AND IT'S DIFFICULT TO PLACE IT ANYWHERE. BUT THEN I COULD WRITE THESE CRITICAL PIECES, AND I WOULD HAVE MORE SUCCESS WITH THAT.”

— DR. JEFF TODD

a law professor and I would be publishing in law reviews.”

Todd still finds ample creativity in scholarly research and writing, and he uses his imagination even more at home with his 6-year-old son, Jack. “I realized pretty quickly I could write my best fiction and it's difficult to place it anywhere. But then I could write these critical pieces, and I would have more success with that,” he says. Practicality led him from writing fiction — short stories and poetry — to a more comfortable niche on the technical side.

The background in rhetoric and writing laid the path to law school, and was the training that Todd felt would be a steppingstone to academic administration, not a law office. But once there, his career turned in a different direction. “I realized that the bar exam and practice complete the education by moving one from learning ‘black-letter’ law and how to think like a lawyer, to having to solve the real problems of real clients,” he says. So, off he went with Lindsay, the attorney-wife he met in law school, to Southern California and a transnational law firm that represents corporate clients. “The sense of responsibility to other attorneys and staff on my team — and ultimately to the client — gave me a greater appreciation for the challenges and issues that my current business students might encounter after they graduate.”

In the classroom, he prefers question-and-answer discussions in class over lectures, a takeaway from attending and teaching law school. In upper-level and graduate classes, he also expects students to write, not so he can dissect grammar and punctuation but to emphasize clarity. “If they're giving me an argument with details in a clear way, then I think that's good writing,” Todd says.

In the end, students give Todd glowing reviews. “His student evaluations are just stellar,” Jewell says, adding with a laugh, “He makes the rest of us look bad.” 🌟



AMANDA PEREZ



STUDENT



# PASSION OF PURPOSE

## McCoy Scholar Amanda Perez jumps head first into marketing

By Julie Cooper

You would never know it to look at her, but Amanda Perez says she was always nervous on the first day of school.

She graduated with a 4.0 GPA. She frequently wears a serious power suit. And to hear the business graduate student talk about balancing school, work, and extracurricular activities, she already sounds ready to take on the world. This fall, she begins work on an M.B.A. at Texas State University. Her sights are set on a career in marketing or brand management.

Since enrolling as an undergraduate in 2013, Perez's calendar has been a busy one. She was a member of the Strutters, the university's renowned dance team; held a job with a small business solutions marketing firm; and was an officer with the McCoy College of Business Administration's student-led organization, Enactus, which is devoted to advancing entrepreneurship. As a commuter student, she drives about 25 miles from Schertz, where she lives with her parents, Pablo and Thelma Perez. Her mantra seems to be jump in headfirst. "I feel like I do that with everything at Texas State," Perez says.

Perez graduated in spring with a bachelor's degree after only three years because she began her freshman year with 29 credit hours, the result of a heavy dose of Advanced Placement and dual-credit courses while attending Samuel Clemens High School.

"I applied to Texas State as a business major without any real career in mind," she says. "It was through the McCoy Scholarship that I became more involved in the business school."

In addition to the McCoy Scholarship of Excellence, Perez received Texas State Achievement, National Hispanic, and University Scholars scholarships. She was named Outstanding Undergraduate Marketing Student for 2015-2016 by the marketing faculty. She considered majoring in fashion merchandising, but says she fell in love with the business school, and with marketing in particular. "Through that I realized the things I loved about fashion merchandising was what —with a marketing degree— I could do for any business."

Perez says that getting a slot in the Principles of Marketing honors class under Dr. Raymond Fisk, the chair of marketing, was one of the best decisions she ever made. Of Perez, Fisk says: "It was clear she had a passion of purpose that some students take until they are seniors to find, and sometimes later."

Fisk says that Perez was the youngest student in the class, and praised her for her willingness to help others. "She is used to working in groups and helping groups succeed, which is exactly what I saw her do." He still shows his students the video presentation of the personal marketing pitch that Perez prepared in the honors class.

"I don't think Amanda knows what too much work is. She seems to have the ability to cope with a lot of activities. Her ability to do multiple things, and do them well, is really quite impressive," Fisk says.

In her last academic year as an undergraduate, Perez was an officer with the Enactus group, held a part-time job with San Marcos-based ROW, a marketing firm founded by Ali Ijaz, a former Enactus president and Texas State M.B.A. graduate. Additionally, Perez was vice president of sales for Wholesome Habits, which was showcased in May at a national business competition. Enactus members partnered with retired management professor Dr. Beverly Chiodo, who grows wheatgrass on her 14-acre Hill Country ranch. The team finished among the top eight out of more than 500 for the second year in a row.

The challenges as an undergraduate, Perez says, came down to time commitments and preparation. "I like to be everywhere 15 minutes early, which is what I learned from being a Strutter," she says. "If you are not 15 minutes early, you are late."

Fisk, who has been chair of marketing since 2007, says that anyone as eager to work with people as Perez is, is very likely to excel. "I am firmly convinced she will succeed in whatever she wants to do," Fisk says. He sees her one day becoming a CEO, running a nonprofit agency, or even becoming a business professor.

With Perez at the helm, business may never be better. 🍷

“ I DON'T THINK AMANDA KNOWS WHAT TOO MUCH WORK IS. SHE SEEMS TO HAVE THE ABILITY TO COPE WITH A LOT OF ACTIVITIES. HER ABILITY TO DO MULTIPLE THINGS, AND DO THEM WELL, IS REALLY QUITE IMPRESSIVE. ”

— DR. RAYMOND FISK





ANDREW MACLAREN



STUDENT



# TAKING THE PLUNGE

## Biology student wins Outstanding Master's Thesis Award

By Mark Wangrin

When asked to put together an abstract on his master's thesis in biology and a current CV, Andrew MacLaren nodded. When the boss asks, you jump. And when you're done jumping, you plunge back into your research.

When they told the 26-year-old Houstonian his thesis — Automated Detection of Rare and Endangered Anurans Using Robust and Reliable Detection Software — was chosen for the Graduate College's Outstanding Master's Thesis Award in the Life Sciences, he smiled and thought of the prize money that would help the cash-starved doctoral student. And then he plunged back into his research.

When he was told in January that the thesis won the Conference of Southern Graduate School's (CSGS) Outstanding Master's Thesis Award, he had to pause. "That moment was the first time I was taken aback by it," MacLaren says. "That was the first time I realized how much work went into it, and that something I did got recognized. This made me realize they were paying attention to me."

MacLaren isn't a conventionalist, a safe, by-the-numbers plodder. He's a human rocket, fueled by a yearning for validation, with his sights set on becoming one of the quickest Texas State students to go from undergraduate degree to Ph.D.

Fast forward to the end of his undergraduate career at Texas State, and biology professor Dr. Michael Forstner asking him to consider enrolling in the master's program. From the moment he started the program, he was operating on an accelerated timetable. Fourteen months later, he had his master's. And a clear idea of what came next.

"When I entered the Ph.D. program I said, 'Whew, I can finally breathe. I have four years to knock this out,'" MacLaren says. "It was early on that I realized Dr. Forstner had other plans."

That's because Forstner recognized in MacLaren the background, work ethic, and ability to succeed in a zero-fault tolerance world. "I seek people who are skilled in a variety of fields, those who have excelled across disciplines and can do things that cannot be done by normal people," Forstner says. "Andrew created something novel out of something that is available to everyone."

Two semesters in, MacLaren has total buy-in. "I think it will only take three years," he says. "I hate that I am saying that on any kind of recording device, because I will be held to that."

"I've learned my place is in academia, and getting your Ph.D. is your ticket in the door. I've sort of fallen in love with research, and it's like a drug. You don't want to quit. You really don't."

“ I'VE LEARNED MY PLACE IS IN ACADEMIA, AND GETTING YOUR PH.D. IS YOUR TICKET IN THE DOOR. I'VE SORT OF FALLEN IN LOVE WITH RESEARCH, AND IT'S LIKE A DRUG. YOU DON'T WANT TO QUIT. YOU REALLY DON'T.”

— ANDREW MACLAREN

MacLaren's drug of choice is the Houston toad. It's an amphibian, not amphetamine, and he is devoted to tracking it, recording its call, and using the data to protect what was the first amphibian listed by the Endangered Species Act of 1973. His research requires long days and nights spent prowling the toad's habitat in the Lost Pines area of Bastrop, measuring weather conditions and searching for its call. MacLaren is equipped with an arsenal of more than 80 recording devices specifically designed for this work, which allows him to isolate the toad's call.

"It's amazing to have discovered something about the life history of an animal," he says. "This new technology has benefits that are borderline immeasurable. It's going to change the paradigm in which we monitor these endangered species. At least that's my hope."

MacLaren's got some experience at changing paradigms. As he studies biology by day, he lived the life of a punk rock guitarist at night. He fronted a band called Fingers Crossed, whose music dealt with themes of evolution and atheism.

"I like to think I bring a little punk rock to the lab," says MacLaren, who still finds time most every day to play. "Punk rock is all about frontiers and being the first to do something and challenging the status quo. No one can tell you what to do. That is like the fundamental underpinning of punk rock. I like to think that I've tested some kind of status quo at Texas State and I think I've proved my point."

Point proved, there was only one thing left to do. The interview was over. He plunged back into his research. ☆



ALYSSA OJEDA



STUDENT



# DIFFERENT BY DESIGN

## Psychology student excels in academics, research

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By Mariah Medina

Alyssa Ojeda has always had a desire to do something not many could say they have done.

What began as a high school desire to enlist in the military has evolved into a three-year journey that has taken the Texas State University psychology senior through a prestigious neurology internship, early graduation opportunities, a 4.0 overall GPA, and a research position at The University of Texas at Austin.

Still, this is just the beginning for Ojeda.

“In high school I wanted to be in the military,” Ojeda recalls. “I had a full ride Army scholarship to A&M or TCU, and then I lost the scholarship. I have really bad knees, so I was disqualified. Then I came here.”

That’s when she immersed herself in studies and rerouted her career path with the same personal tenet in mind: to be different.

Her work ethic quickly caught the attention of her mentor, Dr. Sarah Angulo. “Alyssa has a very rare blend of confidence in her abilities, excellence in her academics and certainty that she would do whatever it took to get ahead,” Angulo says. “I could immediately tell she was a future member of the field and deserved all of the help I could give her in getting there.”

Ojeda says she sought Angulo out for advice on internships, early graduation and career plans. It wasn’t long before their relationship transformed from mentor-

mentee to professor-teaching assistant. Angulo noted Ojeda quickly demonstrated her adeptness after she led Angulo’s class in an engaging discussion following a film.

It was Ojeda’s propensity for leadership and excelling that prompted Angulo to recommend Ojeda for a prestigious 10-week internship at the University of Wisconsin-Madison in 2015. To Angulo’s delight, Ojeda was awarded a position with PREP (Psychology Research Experience Program) and participated in a summer research trial on a memory-blocking hormone that involved studying neurotransmitters and receptors in rats.

While Ojeda says the internship was an exciting and intellectually stimulating experience — and that it could influence her ultimate career path — she hasn’t entirely abandoned her initial aspiration of enlisting in the military.

“I’d love to work at a Veterans Affairs clinic and specialize in post-traumatic stress disorder,” Ojeda says. “It’s definitely the ideal job because I would get to work with veterans. I feel like veterans do so much for us that we don’t really even realize, or maybe appreciate, and they don’t have enough people taking care of them.”

For now, she looks forward to her next research experience, working with one of the nation’s top anxiety experts, UT Austin’s Dr. Mark Powers, and she hopes to eventually pursue a doctoral degree in clinical psychology. ✨

“ I FEEL LIKE VETERANS DO SO MUCH FOR US THAT WE DON'T REALLY EVEN REALIZE, OR MAYBE APPRECIATE, AND THEY DON'T HAVE ENOUGH PEOPLE TAKING CARE OF THEM.”

— ALYSSA OJEDA



# JENNIFER TREVINO



# STUDENT



# A SPIN ON NURSING

Students break down cultural barriers to success

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By Michael Agresta

Jennifer Trevino knows what it's like to be an uncertain new student at St. David's School of Nursing at the Texas State Round Rock Campus — she went through the experience just a few years back.

“I remember going to the new student orientation and just being super nervous,” she says. “It's one of the first times you're actually in the nursing building, the first time you see a lot of your classmates.”

For nontraditional students and those from diverse backgrounds experiencing culture shock on a university campus, acclimation can be that much more of a struggle. That's why Trevino — herself a nontraditional student who returned to college to earn her degree in her late 20s — wants to make sure that other students find help and community early in the process. At each year's new student orientation, the student group SPIN (Student-Promoted Integration in Nursing) is there with a booth, recruiting new friends and members from among the incoming class. Trevino is the outgoing president of SPIN.

For new arrivals on campus, SPIN's main priority is to help them feel at home in a diverse and welcoming college community. SPIN's first event each year is the “cultural potluck.” Seniors host the event and prepare dishes from their culture of origin. Older students mix and mingle with new students to check in and make sure they're doing OK.

Founded in 2014, SPIN is a relatively new student organization which “started with a bunch of friends getting together during lunch

time,” Trevino explains. Now it includes 100 members. Students found an enthusiastic faculty sponsor in Dr. Lyda Arévalo-Flechas, who encouraged them to write bylaws and become an official student organization.

These days, SPIN's mission goes well beyond helping new students. “As nursing students, we feel it's our duty to give culturally competent care,” Trevino says. “We have a dual purpose. One is the social aspect, giving that camaraderie and support to our classmates. The other element is cultural competency.” Programming along the latter lines includes presentations about the norms and taboos of different cultures that students may encounter in the nursing context. The diverse backgrounds of SPIN student members become resources for successful strategies of care, lessons that students will carry with them into the nursing profession.

Another key element of SPIN's mission is community service. In the past year, the group has partnered with the nonprofit Round Rock Area Serving Center on a winter coat drive and a spring canned food drive. Last Christmas, SPIN visited a local nursing home and organized caroling and cookie-decorating activities.

Trevino, who began a job in the intensive care unit of St. David's Hospital in Round Rock this summer, looks back on SPIN as one of the defining experiences of her nursing school life. “It gave me the chance to know a lot of people — not just cultural background but what they're going through,” she says. 🍪

“AS NURSING STUDENTS, WE FEEL IT'S OUR DUTY TO GIVE CULTURALLY COMPETENT CARE. WE HAVE A DUAL PURPOSE. ONE IS THE SOCIAL ASPECT, GIVING THAT CAMARADERIE AND SUPPORT TO OUR CLASSMATES. THE OTHER ELEMENT IS CULTURAL COMPETENCY.”

— JENNIFER TREVINO



**1** Morris "Steve" Edmondson

**1 Morris "Steve" Edmondson '63**

Alvin, received the 2015 American Chemical Society Heroes of Chemistry Award for work completed at the Dow Chemical Company. He earned his M.A. and Ph.D. degrees from The University of Texas at Austin. Dr. Edmondson is the owner and chief technology officer of E3Enterprise LLC.

**Kelly Frels '66**

Houston, was honored with the Eugene H. Vaughan Civic Leadership Award in March by the Center for Houston's Future. The award recognizes those who, through their civic leadership, have made significant long-term contributions in the Houston region in the areas of human capital development and diversity, quality of place, and/or 21st-century economies. A graduate of The University of Texas School of Law, Frels has been an attorney for public and private schools, community colleges, universities, and other public bodies for more than 40 years.

**2 Susan Angell-Gonzalez '80**

San Marcos, was named to the Texas Dance Educators Association's Hall of Fame and received a Lifetime Achievement Award at its 2016 convention in Houston. She is the president and CEO of Susan Angell Enterprises Inc. She was the director and choreographer of the Strutters for 16 years.



**2** Susan Angell-Gonzalez

**Stephanie Duff '89**

Pensacola, Florida, was named Teacher of the Year for the Santa Rosa County School District. She has taught math for 20 years at Gulf Breeze High School.

**Ivar "Skip" Gjolberg '90**

Buckhannon, West Virginia, was named administrator for St. Joseph's Hospital. Gjolberg was previously CEO/administrator of Cuero Community Hospital. He is a Fellow of the American College of Healthcare Executives; and a member of the American Physical Therapy Association; and the National Rural Health Association.

**Kimberly Taylor '94**

Austin, has been named the chief financial officer of the Austin Striders Track Club (ASTC), the oldest track and field club in Austin. She was previously a member of its board of trustees in addition to holding an administrative role. The nonprofit ASTC promotes health and scholarship in young people.

**Justin Morley '02**

New Braunfels, is heading up the New Braunfels offices of Langley and Banack Inc., a San Antonio law firm. Morley graduated from St. Mary's University School of Law in 2006.



**3** Sarah Dodds

**3 Sarah Dodds '04**

Austin, received a Grammy award for Best Recording Package for the CD *Still the King: Celebrating the Music of Bob Wills and his Texas Playboys*. Sarah and her sister, Shauna Dodds, joined forces in 2004 to open Backstage Design Studio. They had previously received a Grammy for Best Recording Package for Reckless Kelly's *Long Night Moon*. On the web at [www.backstagedesigns.com](http://www.backstagedesigns.com).

**4 Revathi Balakrishnan '05**

Round Rock, was named 2016 Texas Elementary Teacher of the Year. Balakrishnan teaches at Patsy Sommer Elementary School in the Round Rock ISD. She is also the school's Gifted and Talented (TAG) specialist. Balakrishnan is the founder of the Shakespeare Support Group for TAG teachers and the Round Rock ISD Shakespeare Festival, and she is a member of the National Council of Teachers of Mathematics and the Texas Association for Gifted and Talented. A former systems analyst, Balakrishnan received her teaching certification after completing the Teacher Recruitment Program through the Department of Curriculum and Instruction.

**Johnathon Boyd '08**

San Antonio, has joined the adjunct faculty at Northwest Vista College where he is teaching theatre.



**4** Revathi Balakrishnan

**Christopher Hanson '12**

San Marcos, has received the 2015 Outstanding Teaching of the Humanities Award. He is the orchestra director and teacher of both Pre-AP Music Theory and AP Music Theory at San Marcos High School. In 2013, he was a semifinalist for the Grammy Foundation's Grammy in Music Education.

**5 Katherine Whitfield '12**

Seattle, has joined Amazon as a senior technical recruiter. She previously worked as an online channel specialist at Google in Austin.

**Shawn Fernandez '13**

Madison, Wisconsin, is the project manager for the Latin American Region at Electronic Theatre Controls.

**Brandon Rosen '14**

San Diego, completed a yearlong Allen Hughes Fellowship in Lighting Design at the Arena Stage in Washington, D.C., and is beginning an M.F.A. in lighting design at the University of California, San Diego.

**Isamar Terrazas '14**

McAllen, was nominated for a Lone Star Emmy Award for her work at KTLN Telemundo 40 where she is the assignments editor and field producer.





5 Katherine Whitfield

#### **Christopher Henry '14**

New York, recently joined the Edelman public relations firm. Henry is a part of the public affairs team and works with clients such as Microsoft, McGraw Hill Financial, and the Ontario Ministry of Economic Development.

#### **Patrick Gosnell '15**

Clarksville, Tennessee, is now a tenure-track assistant professor of graphic design at Austin Peay State University.

#### **James Brownlee '15**

Weatherford, has been named a full-time instructor of speech and drama at Weatherford College.

#### **Ayat Kamel '15**

Washington, D.C., is a refugee resettlement intern at Syria Relief and Development, a nonprofit organization providing humanitarian aid to Syrians affected by violence, hunger, poverty, injury and displacement. Kamel is responsible for developing a coordinated structure for resettled Syrian refugees in the Maryland and Virginia area.



Rosalba Merchant

### **TEACHERS OF THE YEAR**

San Marcos CISD announced its 2016 Teachers of the Year. Six of the 11 teachers honored in SMCISD are Texas State graduates.

The Elementary Teacher of the Year is **Rosalba Merchant**, De Zavala Elementary. In addition to Merchant, who graduated in 1991, the others include:

**Norma Ventura '85**  
Crockett Elementary

**Terry Estes '87**  
Rebound alternative school

**Wendy Reyna '09**  
Mendez Elementary

**Hayden Dooley '13**  
Miller Middle School

**Nathali Lopez '15**  
Bowie Elementary



Photo courtesy Fiesta San Antonio Commission/  
© Photography by Liz Warburton Photography

#### **Darren Casey '81**

San Antonio, was crowned Rey Feo LXVIII for Fiesta San Antonio. Since its inception in 1947, El Rey Feo has raised more than \$4 million in scholarships. Casey, president and founder of Casey Development LTD, raised \$505,000 in scholarships. In 2009 he was honored with the Distinguished Alumni award, the Texas State Alumni Association's most prestigious honor.

### **IN REMEMBRANCE**

**Mannon 'Al' Johnson Jr., (B.S. '53)**, brigadier general USMC (retired), died August 15, 2015, in Fallbrook, California. He joined the Marines while a Texas State student in 1950. He began his career as an artillery officer serving with the 3rd Marine Division in Japan and the 1st Division, Camp Pendleton, California. He won numerous awards throughout his military career, including the Defense Department Distinguished Service Award. Johnson is survived by his wife, Mae Frances, four children, grandchildren, and great-grandchildren. A full detail military memorial was held May 20 at Fort Sam Houston.

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

# Scott Metzger turns passion for craft beer into business





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*By Travis E. Poling*

In the midst of countless meetings, expansion planning, managing finances, and hiring, entrepreneur Scott Metzger says there are times it would “be nice to be a corporate worker bee.” Then he has a beer from the taproom just outside his office door and realizes he is right where he belongs.

At 36, Metzger is in his eighth year as the owner of Freetail Brewing Company, San Antonio’s second-oldest brewpub. He oversees a fast-growing brewery, helped change state beer laws, and has gained a reputation on the national beer scene.

The 2001 Texas State University finance and economics graduate went from six years with the federal government and Fortune 500 companies to going all in to follow his passion in the burgeoning craft beer movement.

He still marvels at the fact that when Freetail opened the day after Thanksgiving in 2008, there were about 1,100 breweries in the United States, and now there are more than 4,000. There were only 36 breweries in Texas at the time, a figure that has grown to about 170.

“Back then, I knew everyone who worked at every (Texas) brewery. Now there are breweries I’ve never heard of and brewers who have never heard of me,” Metzger says.

In the early days, he split his time between a small office tucked behind the brewpub’s kitchen and The University of Texas at San Antonio, where he taught economics. He now spends most of his time at the production brewery outside downtown San Antonio or visiting places where Freetail beer is sold as the circle of distribution grows across the state.

But Metzger and Freetail’s reputation in some circles was outsized compared to its relatively small original brewpub on San Antonio’s north side. The annual bottle release of Freetail’s signature imperial stout La Muerta each November draws hundreds of people from all over the state.

In 2015, Metzger was invited to participate in a beer tasting for national press in Washington, D.C., alongside Gary Fish, CEO of Oregon brewery Deschutes, and Boston Beer Company founder Jim Koch, who is internationally known for his line of more than 60 styles of Samuel Adams beers. Metzger considered the company he was in “and I thought ‘why am I even here?’”

It is a question he has asked himself several times throughout his life. Metzger changed his major numerous times at Texas State and said he admits he didn’t apply himself for the first two semesters. Then he discovered economics and finance and aced a course called Money and Banking that was known for its particularly challenging rigor.

After graduation, he went to work as a bank examiner for the U.S. Treasury Department’s Office of Thrift Supervision. Following his first assignment to a

troubled bank in Oklahoma, Metzger began to rethink a career in government.

In 2003, he joined the market analysis division of Valero Energy, a San Antonio-based oil and gas refining company. It was on a ski trip to New Mexico when Metzger, after drinking locally made beer, first had the idea to launch his own brewery. The skills he mastered at a Fortune 500 company have certainly come in handy.

Since it began, it has been a fast ride in a mercurial industry. Metzger was appointed by his peers as an at-large member of the board for the national Brewers Association.

“He’s a sharp guy,” says Rob Tod, founder of Allagash Brewing Company in Maine and Chairman of the Brewers Association board of directors. “I don’t think Scott’s too afraid to ruffle feathers, and we need people like that in the industry.”

Metzger, representing the Texas Craft Brewers Guild, was often the public face in the battle to change state brewery laws that had been in place since the repeal of Prohibition in 1933. Laws once meant to encourage competition and keep closer regulation on the sale of alcohol decades later became burdensome to the new crop of small breweries that were popping up in Texas. In the 2011 legislative session, Metzger and his brewing compatriots were pitted against the beer wholesalers and the major brewing companies, but decades of lobbying and campaign contributions from those groups proved too much to overcome.

Two years later, Metzger and the guild worked out a consensus deal with parties on all sides of the issue and managed to get a slate of bills passed that were signed by the governor. Under the new laws, breweries with brewpub licenses are permitted to distribute beer to bars, restaurants, and stores in addition to selling the beer in the brewery itself.

It was this law that ushered in the next phase for Metzger’s Freetail, which opened a large production brewery in 2014 to bottle and can beer for consumption all over the state. “Our original business plan had this line in it that said ‘go out and change the law,’” Metzger recalls. As the brewery stretches its way to taps and store shelves throughout the state, there have been new rewards of being in the beer business. The best reward, however, came during a visit to the grocery store, where his beer previously wasn’t allowed on shelves under the laws he fought to change. “A high point has to be walking into the store with our 4-year-old Zoe and her saying ‘Daddy, there’s your beer!’”

## More information

**ON THE WEB:** [freetailbrewing.com](http://freetailbrewing.com), [Brewersassociation.org](http://Brewersassociation.org)

# The (last) view

*This is the view from the LBJ Student Center staircase. In a spring referendum, students voted to support an expansion of the student center. Construction could start in January 2018 with completion by October 2019.*

*Photo by Stephanie Schulz.*





# TEXAS STATE FOOTBALL 2016



Houston  
September 24th  
Bobcat Stadium



Incarnate Word  
October 1st  
Bobcat Stadium



UL Lafayette  
October 22nd  
Bobcat Stadium



Idaho  
November 12th  
Bobcat Stadium



Troy  
November 26th  
Bobcat Stadium



Arkansas State  
December 3rd  
Bobcat Stadium

## PARTY IN THE END ZONE

TICKETS: [TXSTATEBOBCATS.COM](http://TXSTATEBOBCATS.COM)  
[GAMETICKETS@TXSTATE.EDU](mailto:GAMETICKETS@TXSTATE.EDU)  
512.245.2272



[Full Schedule  
available at  
[TxStatebobcats.com](http://TxStatebobcats.com)]

## PAVE THE WAY

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

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



*Geronimo, part of Marc Simmons: Southwestern Treasures from the Maverick Historian.*

## AT THE WITTLIFF COLLECTIONS

**Marc Simmons: Southwestern Treasures from the Maverick Historian**  
AUGUST 15 THROUGH DECEMBER 16, 2016

Marc Simmons is the celebrated author of nearly 50 books and was knighted by the king of Spain for his contributions to Spanish colonial history. Simmons also spent 60 years building one of the great private collections of the Southwest — now housed at the Wittliff Collections.

This new exhibition showcases key treasures from the Simmons archive donated to Texas State: vintage pottery from Southwestern Indian tribes, a surviving Spanish curry comb from the conquistador era, and a private tintype album of Gen. George Armstrong Custer that includes locks of the general's reddish-gold hair. Also featured are religious santos, artifacts from the Santa Fe Trail, original art from leading artists, and this cabinet card featuring a little-known photograph of Apache leader Geronimo.

Rare items from Simmons' extraordinary research library, estimated at some 12,000 volumes, help round out the display. This new exhibition is the perfect introduction to the Wittliff's major new acquisition that significantly strengthens its position as a leading research center of the borderlands.

On September 17 the Wittliff Collections will host a free exhibition reception and public conversation celebrating Simmons' life and legacy. For more information, visit [www.thewittliffcollections.txstate.edu](http://www.thewittliffcollections.txstate.edu).