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ST. MARY'S

Gold & Blue



10 YEARS OF SERVICE
1994 - 2004



SERVICE LEARNING CENTER

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ST. MARY'S UNIVERSITY



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**Personal Attention.
Powerful Programs.**

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Class Notes

On the Covers

On the front cover, myriad photos give a glimpse of the extensive reach of students, faculty and staff involved in projects developed through the Service Learning Center, which celebrates its 10th anniversary this year.

On the back cover, students make their political preferences known at a rally held on campus when the Kerry-Edwards *Nueva Esperanza* bus stopped at St. Mary's in September.

From the Editor

A new academic year brings excitement and change. The front entry to St. Mary's has changed dramatically as the first phase of the Gateway to Historic St. Mary's University project is almost complete. Our new "front door" to the University incorporates the ambience of a peaceful garden with that of an aesthetically pleasing, safe and functional gateway to the campus interior. If you live in San Antonio, drop by soon; if you're an out-of-towner, check out our Web site, www.stmarytx.edu/gateway. You'll read and see more about this beautiful transformation in the next issue.

The campus changes to meet the needs of our students, faculty and staff. The Gold & Blue changes, too, in order to better communicate St. Mary's story to our readers. There is so much to tell—much more than can fit into a publication printed three times a year—so we are making some modifications.

The most obvious change you'll find is in the Class Notes section of Gold & Blue. Consistently the most popular part of the magazine, Class Notes grows every year. With close to 1,000 new graduates annually, news shared by alumni takes up an increasingly larger part of the magazine.

So, you'll find the section looks a bit different. Type size, font style and design have been altered to allow for more Class Notes in less space and, subsequently, more room for features, profiles and campus news. Marriages, births and deaths have been incorporated into each class year and are no longer stand-alone subsections.

Also, in the next issue we'll include four Class Notables instead of two in Class Notes, allowing us to showcase current students—along with alumni—and the exciting things they are doing.

Readers who love the Japanese art of origami will be disappointed to find we've eliminated the cut-fold-tape-pull out your hair "We'd love to hear from you!" update form. Instead, the re-designed form—still found in Class Notes, by the way—can be completed and simply dropped into any old envelope.

And, finally, due to space limitations, news sent to us by alumni that is two or more years old will not be included in Class Notes. We appreciate your understanding.

This issue of Gold & Blue is one of celebration—of the Service Learning Center's 10 success-filled years, of the introduction of an exciting alumni-geared travel program, of the addition of a new and socially relevant chair in the business school—and we're proud to share the news of these and much more with you.

—Candace Kuebker

The Fight for Funding Scholarships, Grants and Gifts Support our Vision

by Charles L. Cotrell, Ph.D., President

Since the Tuition Equalization Grant (TEG) program was introduced in 1971, many graduates of St. Mary's who received the TEG have gone on to leadership positions in business, education, medicine, and the State Legislature.

Students' Futures Linked to TEG

TEG is a grant program for Texas residents with demonstrated financial need that helps close the tuition gap between state-supported schools and private institutions like St. Mary's. For many families, the TEG program is the most practical solution to affording a private education; however, recent state government cuts have limited their opportunities.

Annually there are 30,000 beneficiaries of TEG funding among low- and middle-income families in Texas, and nearly 45 percent of them are minority students. At St. Mary's, a

St. Mary's is doing a good job and has one of the highest graduation rates in the region among the general student body and student athletes.

majority of TEG recipients also are minority students whose futures are linked directly to having sufficient financial resources to pay for college. But current state appropriations meet less than 50 percent of student need.

The TEG program is an investment in education for our students and the future. It allows students to choose the



schools that best fit their needs and provides them with access to quality education programs at private schools. TEG also is good public policy, saving the state money since the grant, which is used at an independent school, amounts to less than one-third the cost of supporting a student at a state school.

Investment in Grant Program Pays Off

In fall 2003, the 40 independent colleges and universities in Texas enrolled more than 115,000 students or some 11 percent of all the state's college students. However, these privately supported institutions awarded more than 28 percent of all bachelor's degrees and 31 percent of all graduate and professional degrees in Texas. The situation is even more pronounced in Bexar County, where private schools award 44 percent of bachelor's degrees and 46 percent of all degrees, including bachelor's or higher degrees.

We are doing our share toward closing the gaps in Texas higher education. The goal of the Closing the Gaps initiative is to add 500,000 students to the college rolls by 2015. Independent institutions like St. Mary's are fulfilling a significant

part in the initiative through higher student retention and graduation rates. St. Mary's is doing a good job and has one of the highest graduation rates in the region among the general student body (63 percent) and student athletes (60 percent).

Alumni Can Help

We need to protect Texas' investment in higher education. Many of you may have received the TEG and benefited from the funding program. The St. Mary's Alumni Association has agreed to help lead a special advocacy effort for the TEG program. I urge all of you to contact your state representatives and senators. Tell them about the value of the TEG program and how it may have helped change your life by providing you with educational opportunities while attending St. Mary's.

Our strategic plan, Vision 2006, is guiding us, and your generous support is the link to our significant successes. Last year was a record year in gifts made to St. Mary's University, and your dollars help us ensure that a 21st century education remains affordable and accessible to future generations.

Honor Roll

Academic reputation remains a chief reason why students choose to enroll at St. Mary's. Thanks to your loyal support, scholarship opportunities are helping students fulfill their life goals.

I invite all of our readers to visit the Honor Roll Web page at www.stmarytx.edu/honor_roll. It is a special tribute to our alumni and friends whose generosity helps St. Mary's University carry out its mission and sustain its legacy of success.

Our work for a better future—yours and mine—continues. ■

NEWS

FROM AROUND THE GROVE

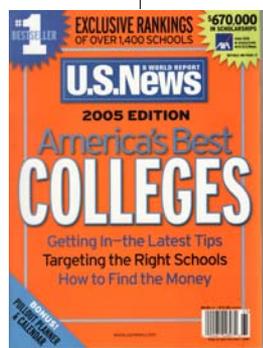


■ Short Subjects

University Listed as College of Distinction

St. Mary's has been selected for inclusion in the Colleges of Distinction college guide.

The guide identifies campuses across the country that focus on engaged students, great teaching, vibrant communities and successful outcomes, and provides prospective students with profiles and admission information about schools that are nationally recognized for academic excellence and innovative learning experiences.



St. Mary's Makes "Best" List for 11th Year

For the 11th consecutive year, St. Mary's is ranked in the U.S. News & World Report's "America's Best Colleges" guide among the first-tier of best colleges and universities in the West, placing 14th academically in the 2005

edition. And, St. Mary's again has been ranked as a "best value" in the guide, which recognizes schools that offer high quality academic programs for a low cost.

Engineering Programs Gain Re-Accreditation

St. Mary's critically acclaimed undergraduate electrical and industrial engineering programs have been awarded continued accreditation by the Engineering Accreditation Commission (EAC) of the Accreditation Board for Engineering and Technology (ABET).

In its report, the EAC cited the electrical engineering program for its well-qualified faculty whose wide range of expertise and experience is found both in teaching and research, and "for delivering to the students what it has promised."

The industrial engineering program also was recognized for offering a balanced engineering curriculum and a very rich general education experience to students.

ABET, a federation of 31 professional engineering and technical societies, has provided quality assurance of education through accreditation since 1932. The St. Mary's programs have been ABET-accredited for more than two decades.

Speaker Series Set

"The State of Knowledge in a Post-Modern World" is the theme of this year's Lin Great Speaker Series.

Jeremy Rifkin, president of the Foundation on Economic Trends in Washington, D.C., and author of books on the impact of scientific and technological changes on the economy, the workforce, society and the environment, speaks on Tuesday, Feb. 1, 2005.

Cynthia Cooper, WorldCom whistle blower and Time magazine 2002 Person of the Year who revealed unethical accounting practices at WorldCom that led to the downfall of its CEO and other high-ranking officials, will lecture on Tuesday, March 22, 2005.

Lectures begin at 7 p.m. in Conference Room A of the St. Mary's University Center, and are free and open to the public.

CareerTools®

The Career Services Center and the Office of Alumni Relations have partnered to

provide *CareerTools*, the most comprehensive job search and career management site available for alumni. Log on to www.stmarytx.edu/careerzone, click on Alumni and then the *CareerTools* URL, to access information.

On *CareerTools*, alumni can explore online resources which include job leads, résumé templates, an index of industry specific job sites, assessment tools, networking connections and more. The Career Services Center offers support to St. Mary's students and alumni at no cost, helping to minimize the anxiety and stress of searching for a new job, changing careers or managing your current career.

Alumni can arrange individual appointments with a professional career adviser by calling (210) 436-3102 or sending an e-mail to career@stmarytx.edu.

Biology Students Bring Home National Awards

The St. Mary's Delta Pi chapter of the Beta Beta Beta National Biological Honor Society won the Chapter Achievement Award at the South Central Region District Convention in April.

Biology students also received the Frank G. Brooks Award for undergraduate research presented in an oral session and the John C. Johnson Award for undergraduate research presented in a poster session.

Peace Commission to Discuss Civic Engagement

The fall 2004 President's Peace Commission focuses on civic engagement, which is fast becoming an integral part of college curricula throughout the United States. The symposium topic is "As We Shape Our Destiny: Where is *Your* Voice?"

The three-day program will discuss responsible citizenship and provide tangible opportunities for University members to engage the larger community.

For a full schedule, visit the Web site at www.stmarytx.edu/ppc.

University Honored

Administrators and students accepted the Education Institution of the Year Award from INROADS/Central Texas Inc., an internship organization that honored St. Mary's for its outstanding success in placing talented minority youth in business and industry while preparing them for corporate and community leadership.

Law School Shares State Bar Pro Bono Award

The School of Law and the Community Justice Program of the San Antonio Bar Association received the 2004 Texas State Bar Pro Bono Award for their collaborative effort of serving the legal needs of the poor.

The Bar cited the program's innovative joint effort of collaboration possible between law schools and practicing attorneys in providing much needed legal services to low-income clients.

The Community Justice Program pairs Texas licensed attorneys with people in need of legal assistance and is held twice a month, alternating between the School of Law's Center for Legal and Social Justice and the Carver Center.



Ana Novoa, from left, director of the clinical program at the School of Law's Center for Legal and Social Justice, and Jane Fritz, executive director of the Community Justice Program for the San Antonio Bar Association, with Becky Wilkerson, past president of the State Bar of Texas.

Business School Seeks Nominations

Nominations for the 2005 Kohnen and Goelz leadership awards are being accepted on the School of Business and Administration's Web page. Nominees must be graduates of the business school.

The George B. Kohnen award is presented to an alumnus who has distinguished himself/herself in the administration of a corporation, institution or organization. The Paul C. Goelz award is presented to an alumnus who has distinguished himself/herself by establishing substantial growth of a venture, either profit or nonprofit. Award winners will be honored at a special reception on March 18, 2005.

For further details, a list of previous recipients and a nomination form, please visit www.stmarytx.edu/business/kohnen-goelz, call the dean's office at (210) 436-3712 or e-mail Gina Monreal, gmonreal@stmarytx.edu. Nominations will be accepted until Dec. 1.

Hispanic Business Magazine: School of Law One of the Best

The School of Law was named among the top law schools in the country for Hispanics by Hispanic Business magazine for the sixth consecutive year. St. Mary's was ranked fourth among all law schools, the same position it held in 2003.

Fifty-six of the 179 J.D. degrees—31 percent—conferred last year at St. Mary's were earned by Hispanics, which was greater than any other school in the top 10.

In compiling the rankings, the magazine takes into account a school's academic excellence and looks at enrollment, faculty, student services and retention rate.



■ Newsmakers



Ronald D. Merrell, Ph.D., accepts congratulations and thanks from St. Mary's President Charles L. Cotrell, Ph.D., at a reception in April honoring Merrell's 20 years of service as dean of the Graduate School. After taking a well-earned sabbatical this fall, Merrell will return to the School of Business and Administration where he will teach management.

Leies Awarded President Emeritus Status

The Board of Trustees on Sept. 10 honored the Rev. John A. Leies, S.M., for his faithful and continuous service to St. Mary's by giving him the title President Emeritus of St. Mary's University.

Leies joined St. Mary's in 1974 as director of Campus Ministry and has taught in the Department of Theology for 30 years.

In 1981, he became vice president for Academic Affairs, followed in 1985 by his three-year appointment to the presidency.

Leies founded the St. Mary's Center for Professional Ethics, which he directs today. He continues to teach and also writes for Today's Catholic, co-hosts a weekly program on Catholic Television of San Antonio, and serves as fellow and consultant to the Pope John Medical-Moral Research Center in Massachusetts.

Cotrell Selected for Leadership Group

The U.S. Department of Education has teamed with the Hispanic Association of Colleges and Universities to address higher education issues affecting Hispanics and expand partnerships for research, education and outreach directly benefiting Hispanic Serving Institutions.

St. Mary's President Charles L. Cotrell, Ph.D., has been selected to help with these efforts as a member of the U.S. Department of Education/HACU Leadership Group. The group will advise the U.S. Secretary of Education on these issues during HACU's Capitol Forum on Hispanic Higher Education in

Washington, D.C.



Political Scientist Named Graduate Dean

Henry Flores, Ph.D., a political

science professor at St. Mary's since 1983, has been appointed dean of the Graduate School, effective June 1, 2004. Formerly, Flores was the director of the graduate programs in political science and public administration.

He received his bachelor's degree from St. Mary's, and his master's degree and doctorate from the University of California at Santa Barbara. Before joining St. Mary's, Flores taught at Occidental College in Los Angeles, Delta College in Bay City, Mich., and in the Los Angeles Unified School District.

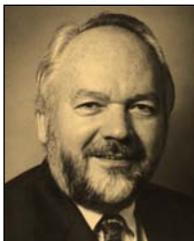
In addition, Flores was a U.S. Army officer for seven years, including service with the First Cavalry Division in Vietnam.

An expert on voting rights and elections, Flores writes a weekly column for La Prensa newspaper. He is the author of numerous scholarly articles on urban politics, elections, Latino politics and voting rights.

Flores is past chair of the Department of Political Science, served as president of the Faculty Senate, and received the Distinguished Faculty award in 2001. He was awarded a Fulbright Lectureship to La

Universidad Catolica de Buenos Aires, La Fundacion del Congreso de la Universidad de Mendoza, and La Universidad de Empresas de Argentina.

New Dean Picked for Business School



Keith A. Russell, Ph.D., CMA, has been appointed dean of the School of Business and Administration, effective Jan. 3, 2005.

Russell is currently a tenured professor in the Department of Accounting and Management Information Systems at Southeast Missouri State University where he has worked since 1985. He received his bachelor's and master's degrees from Auburn University and his doctorate from the University of Arkansas.

While at Southeast Missouri State University, he has served as Distinguished Professor-in-Residence at the Institute of Management Accounts and chairperson for the accounting and finance department.

Russell's scholarly contributions include some 100 peer-reviewed publications and professional presentations of national and international scope. The Cape Girardeau Chamber of Commerce named him University Educator-of-the-Year in 1997 and he received the Faculty-of-the-Year award in 1996 from the university.

Three New Trustees Join Board

James W. Callaway, group president at SBC Communications Inc.; Joseph Casseb (J.D. '77), a San Antonio attorney with Goode Casseb Jones Riklin Choate & Watson; and Steven D. Jansma (B.B.A. '89), a partner at the San Antonio law offices of Fulbright & Jaworski LLP, have been elected to the St. Mary's University Board of Trustees.

Callaway is responsible for SBC's international operations and directory operations. Previously he served as group president-SBC Services responsible for special markets, procurement, all FCC merger compliance agreements, and

implementation of long distance performance measures for SBC Communications. He will serve a two-year term on the board.

Casseb, the Law Alumni Association representative to the Board, will serve a one-year term. His experience includes stints as coordinator for Judge H.F. Garcia's 144th Court, Bexar County assistant district attorney, and assistant U.S. attorney for the Western District of Texas. He is past president of the St. Mary's Law Alumni Association.

Steven D. Jansma, past president of the St. Mary's University Alumni Association and that organization's representative to the board, specializes in national and regional representation of manufacturers of such products as passenger, light truck, and medium duty tires. He was named to the Texas Monthly "Texas Rising Stars Under 40" 2004 list. His two-year term begins November 2004.



James W. Callaway



Joseph Casseb



Steven D. Jansma

Students Attend Political Participation Conference

Six students attended a national conference in Washington, D.C., that explored ways in which young people who volunteer for community service can translate that interest into political activism.

Representing St. Mary's at the "Pathways to Participation: Volunteering and Voting" conference were Fabian Anaya, Irene Muniz, Matt Jones, German Lopez, Greg Pardo and Christopher Villa.

The conference involved some 110 young people for an intensive program focused on the nature of political campaigns, the art of political deliberation and how to bridge the gap between community activism and political involvement.

Good Deeds

S.A.L.E. Supports Scholarships

For a third consecutive year, the San Antonio Livestock Exposition Inc., has awarded \$100,000 in support of scholarships for students majoring in the biological sciences.

Scholarships are awarded to

Calendar

freshmen who demonstrate a commitment to academic excellence and a high propensity for scholarly success. S.A.L.E. scholarships help St. Mary's recruit highly qualified students who plan to pursue careers in medicine, dentistry or related fields.

Since 2001, the \$300,000 given to St. Mary's by the San Antonio Livestock Exposition, has resulted in 30 four-year scholarships for students.

Annual Fund Final Numbers Beat Goal

The 2004 fundraising year was a record-breaking one for the annual St. Mary's Fund. Alumni and friends overwhelmingly supported the annual fund by donating more than \$417,500, which surpassed the goal set for the year and is the largest unrestricted dollar amount in the history of the fund.

A strong annual fund is the foundation for the University's fundraising program, and donors have a direct and immediate effect on the educational quality at St. Mary's. The impact can be seen in capital projects, technological updates in classrooms, student scholarship assistance and academic programs support.

Log on to www.stmarytx.edu to make your gift today to the 2005 St. Mary's Fund.

■ Sports Corner

Sounds From The Snake Pit Debuts

Live audio broadcasts of Rattler sporting events are now available on "Sounds from the Snake Pit" Web radio at www.rattlerathletics.com.

Home games will be broadcast for men's and women's soccer, volleyball, men's and women's basketball, baseball and softball. See www.rattlerathletics.com for schedules and broadcast information.

Baseball

The Rattlers advanced to the NCAA Division II South Central Regional in Cleveland, Miss., last May.

After a three-day rain delay, the tournament progressed and St. Mary's fell to Southern Arkansas and fellow Heartland Conference member Incarnate Word.

Host Delta State University went on

Nov. 20 Reception for Los Angeles alumni, 7 to 9 p.m., Bel Air Bar & Grill; guest speaker President Charles L. Cotrell; call Alumni Relations at (800) 699-9932 for details.

Nov. 26 and 27 St. Mary's Thanksgiving Classic featuring Rattler men's basketball; see www.rattlerathletics.com for complete tournament schedule.

Dec. 2 Reception for San Antonio alumni, 6 to 9 p.m., Omni Hotel; guest speaker President Charles L. Cotrell; call Alumni Relations at (210) 436-3324 for details.

Dec. 10 Get-together for engineering alumni, 6 p.m., Stonewerks at the Quarry in San Antonio; contact Bahman Rezaie at (210) 436-3305 or brezaie@stmarytx.edu for details.

Jan. 13 Reception for Austin alumni, 7 to 9 p.m., Iron Cactus Mexican Grill; guest speaker President Charles L. Cotrell; call Alumni Relations at (800) 699-9932 for details.

Feb. 1 Lin Great Speaker Series featuring Jeremy Rifkin, 7 p.m., St. Mary's University Center; call University Communications at (210) 436-3327 for details.

Feb. 19 Reception for Dallas/Fort Worth alumni; place and time to be determined; call Alumni Relations at (800) 699-9932 for details.

Feb. 26 Reception for Houston alumni, 7 to 9 p.m., The Brownstone; guest speaker President Charles L. Cotrell; call Alumni Relations at (800) 699-9932 for details.

to win the national championship.

The Houston Astros drafted senior pitcher Jeff Wigdahl in the 23rd round of the Major League Baseball draft. Wigdahl garnered third-team All-America honors.

Softball

The Rattler softball team finished third in the South Central regional tournament, which was hosted by St. Mary's. Angelo State knocked the Rattlers out of the regional tournament and went on to win the national championship.

Men's Golf

Sophomore Luke Antonelli, the Heartland Conference golfer of the year, finished 10th in the nation at the NCAA Division II National Championship Tournament in Orlando, Fla.

Volleyball

The 2004 St. Mary's volleyball team was picked to finish third in the Heartland Conference in a poll taken of conference coaches and sports information directors, but were tied for first place as of Oct. 1. Seven freshmen and one junior make up a young team for Head Coach Todd Caughlin.

The 2003 Rattler volleyball squad garnered a tremendous academic award from the American Volleyball Coaches Association. The team scored a 3.55 GPA for the year, which put it in contention for the AVCA award. Only six other schools in Texas, at any collegiate level, received recognition for volleyball academic standing.



Log On for Updates

Visit www.rattlerathletics.com for complete information on men's and women's soccer, volleyball and cross country. All St. Mary's sports are featured on the site, with regular features, player bios, media guides and photos posted regularly. Scores are updated as soon as games end, so Rattler fans can see exactly where their teams stand. ■

A Change of Plans: Profile of an Archbishop

by the Rev. Norbert Brockman, S.M., Ph.D., Professor of Political Science

The Most Rev. Raymond O. Roussin, S.M., was installed as the first archbishop in the history of the Society of Mary in February 2004, a remarkable accomplishment for a man whose plans started out quite differently.

When Brother Ray Roussin (B.A. '60) graduated from St. Mary's with an English degree, he anticipated a typical Marianist career teaching high school and perhaps becoming a Marianist priest. For quite some time that's exactly how things played out.

A native of Canada's prairie province of Manitoba, Roussin attended high school in St. Boniface, a suburb of Winnipeg, where the Marianists had been since 1880.

Deeply influenced by his teachers, Brother Ray made novitiate in Quebec, and because the Canadian Marianists were part of the St. Louis Province—which directed St. Mary's—he joined the student brothers in San Antonio after making first vows.

After earning his degree, Roussin taught in St. Louis and Quebec for several years, and then in 1964, Canada was made an independent Marianist province and he was chosen to prepare for the priesthood. He traveled to Fribourg, Switzerland, where the Marianists had an international seminary and was ordained there in 1970.

For the next 10 years Father Ray worked in high schools, then as provincial superior of the Canadian Marianists. For a time, he was president of St. Paul's College. A year's sabbatical in India followed; it was a life-changing experience during which he entered into a world of poverty and simplicity. Father Ray's next move was to the University of Manitoba, where he served as chaplain to its wide array of ethnic groups.

When a call came in 1995 to meet with the Papal Nuncio, the Pope's representative in Canada, it seemed a normal-enough request since Father Ray was the liaison to the bishops for campus ministry. At that meeting his

plans were forever altered.

To his surprise, the Papal Nuncio informed Father Ray the Vatican was appointing him bishop of Gravelbourg, Saskatchewan, a small rural, French-speaking diocese. His appointment was all the more unusual because only twice before had Marianists become bishops.

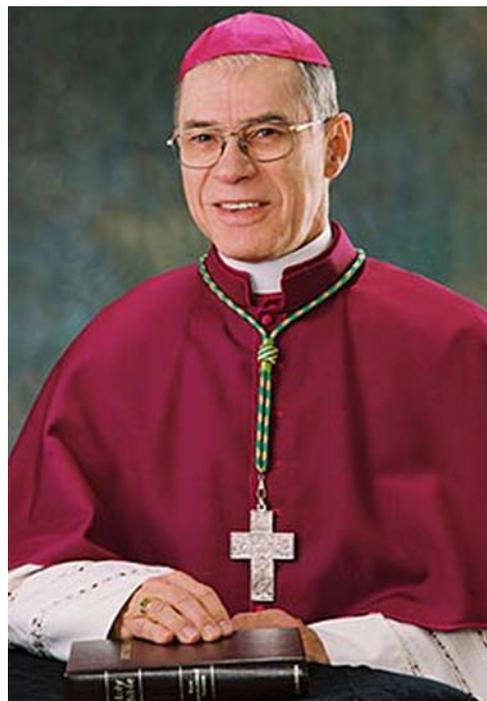
Although it was the last thing he'd ever thought of doing, Roussin accepted the appointment. His first charge was to dissolve the declining diocese within three years, which he did with tact, sensitivity to cultural feelings and endless long drives across the plains.

Rome called again and this time Bishop Ray was sent to Victoria, British Columbia, where he succeeded a popular bishop. What he found there was a series of questionable investments that had left the diocese in financial straits. Reorganizing finances and selling off unused property brought the situation under control, and again Bishop Ray was called on to use his talents of conciliation with those who felt betrayed and angered by the crisis. By reaching out to the diverse members of the diocese, he became well-known and liked—even among non-Catholics—and restored trust in the Church.

Bishop Ray—as he prefers to be called—was then transferred to Vancouver as archbishop to succeed an old friend who was retiring, and he was installed in his new post with his relatives, religious and lay Marianists, and many well-wishers in attendance.

Vancouver is a long way from the rural French-speaking community where Archbishop Ray was born, attended school and later taught. The city holds 400,000 Catholics—19 percent of the population—in 90 parishes. The first language of more than half is either Mandarin or Cantonese, and the Catholic seminarians, except one, are Chinese, Korean, Filipino and Vietnamese.

On a recent visit to Vancouver, as Archbishop Ray and I walked through



the prosperous center city, he pointed out new challenges he faces, pastoral this time. Homeless panhandlers abound, in stark contrast to an affluent business environment and modern waterfront developments. Ethnic gangs undermine family values and threaten civility. As one of the world's major ports, Vancouver is a prime target for drug smuggling. There exists a litany of new tests for any Christian leader.

While perhaps not the quiet, traditional plan of service the first Marianist archbishop expected when he entered religious life, Archbishop Raymond Roussin, S.M., has served the Vatican nobly. A favorite text from St. Paul that has stayed with him since his seminary days gives him strength, and he meditates on it often: "Whatever gain I had, I counted as loss for the sake of Christ... For his sake, I have suffered the loss of all things... in order that I may gain Christ and be found in him." (Phil 3:7-8, RSV). ■



The Rev. Norbert Brockman, S.M., Ph.D., who has taught at St. Mary's since 1990, earned his bachelor's degree at the University of Dayton, and his master's and doctorate at the Catholic University of America.

A professor in the Department of Political Science, Brockman also teaches courses in the international relations program. His interests include Southeast Asia, Africa and Third World politics.

The Service Learning Center Celebrates Its 10-Year Anniversary

by the Rev. Cris Janson, S.M., Project Coordinator, Service Learning Center

Community service is a core tenet of the mission of St. Mary's University, and this year we celebrate the 10th anniversary of the Service Learning Center, which helps fulfill this aspect of the mission by engaging students in direct service work with the larger community. Now a decade old, it is a thriving, vibrant center of activity, where faculty, staff and students come together to help others.

Early Marianists Shape Service Outreach

For years, this spirit of community engagement has been directed in general by the Catholic Social Thought of the Church, and shaped in particular by the priests and brothers of the Society of Mary.

Among the major, early contributors to the development of this tradition was the Rev. William Ferree, S.M., Ph.D., a Marianist professor and scholar whose book, "The Act of Social Justice," is considered by moral philosophers worldwide as a classic in its field. The man who took up that academic challenge and breathed life into it at St. Mary's was Brother Herbert F. Leies, S.M., who spent 38 years at the University teaching sociology (1936-1974), working with many organizations whose aim was

social justice, and personally serving the poor of San Antonio.

During the 1970s and 1980s, St. Mary's launched many service-related programs, especially through the Office of Campus Ministry. This active spirit, which was personified by the work of Brother Albert J. Sutkus, S.M., helped lay the groundwork for the creation of the Service Learning Center in the 1990s.

Social Justice Tradition Thrives

In 1994, the University established an Advisory Board on Community Service and Service Learning, which created the organizational model for the center and chose Judy Geelhoed as the person to bring this proposal into reality. She served as director for seven years, and gave the Service Learning Center a solid foundation.

The new center began by building an extensive community service program, one in keeping with the heritage of social justice tradition that had been handed down by the Marianist brothers.

On a parallel track, the center also began helping faculty members incorporate community service into their classes as part of a "service learning" program. In service learning, professors such as Stephen Calogero, Ph.D., of the Philosophy Department use community service to reinforce classroom objectives, because participation in supervised, community service activities can increase student learning.

Today, more than ever before in our history, the University has embraced

service learning as an effective teaching pedagogy, and has incorporated this instructional method into the curriculum in small, but growing numbers.

Students Choose Service Careers

The results of these efforts can be seen in the classroom, the community, and the world. One student who helped with service programs such as the annual Blood Drive and the Hunger Awareness Day was Jennifer Kohnke (B.A. '01), who joined the Peace Corps upon graduation.



Stephen Calogero, Ph.D., of the Philosophy Department was instrumental in helping the Service Learning Center develop its service learning component, and has been one of its strongest supporters.

Calogero earned his doctorate in philosophy from Loyola University of Chicago. While working on his bachelor's and master's degrees at Boston College, he was awarded a Lonergan fellowship and was a member of the college's Service Learning Program.

Calogero's research interests focus on ethics. In 1999, he received the St. Mary's University Distinguished Service Award due in large part to his commitment to integrating community service projects into his curriculum for the course Foundational Ethics. And, in 2004, he offered Special Issues in Philosophy, a course he designed on the meaning of service.



Brother Herbert F. Leies, S.M., was one of the pillars of the Marianist tradition of social justice as lived at St. Mary's University. On March 24, 2000, in recognition of his work as a professor and servant-leader, the University named a residence hall after Brother Herbert and Rev. John G. Leies, S.M. (Brother Herbert's blood-brother and long time teacher of theology at St. Mary's).

About Brother Herbert, the declaration read at the opening of the Hebert and John G. Leies Hall said "a special friend of the poor, whose work in the barrios in the St. Mary's neighborhood became legendary and inspirational for students and others concerned for the underprivileged."

Another outstanding recent graduate, Matthew Mangum (B.A. '01), was moved by his work with the Homelessness Immersion Weekends and the Spring Break Service Immersions—outreach programs designed by the Service Learning Center—and went on to study public policy at law school at Texas Tech University.

As we look to the future, the Service Learning Center continues to be open to new opportunities and to evolve as a center. This summer, Migdalia Garcia (B.A. '04) became a part of the center's staff as an AmeriCorps/VISTA volunteer, and she now works helping to promote the knowledge and skills needed for our students to become engaged public citizens.

The University's efforts are being recognized: In 1999, St. Mary's was selected for inclusion in the national guidebook, *The Templeton Guide: Colleges that Encourage Character Development*. St. Mary's was praised for leadership in character development and for its Service Learning Center that today facilitates some 2,200 students to perform more than 30,000 hours of service annually in the local and extended community. And this year, the National Campus Compact has selected St. Mary's University as one of the "Top 100 Colleges with a Conscience," specifically citing our service learning and civic engagement efforts.

Much challenging work is ahead, but we have a strong base on which to build. ■

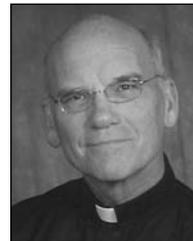


Brother Albert J. Sutkus, S.M., graduated from St. Mary's University in 1954, and in the mid-1960s served as manager of the Student Union Building and the University Bookstore. He lived in the Marianist Residence Community from then until his death Feb. 8, 2004, in the 53rd year of his religious profession.

In 1997, the St. Vincent De Paul Society and the Archdiocesan newspaper, *Today's Catholic*, recognized the service of Brother Albert when they gave him the "Guardian Angel Award." Some of his services singled out for the award were a religious goods enterprise that generated \$40,000 annually for the poor; seven years of continuous service at Holy Rosary Parish; and 15 years working on various service endeavors with Brother Herbert Leies. A specific service that was of special importance to Brother Albert was the corporal work of mercy of visiting those in jail.



Nicole Canales has been an integral part of the Service Learning Center since enrolling at St. Mary's two years ago. As a sophomore, Canales attended the Texas Campus Compact Raise Your Voice training in Austin, after which she returned to campus and organized civic engagement activities. She also proved herself as a leader during a Spring Break Immersion Trip to Santa Maria, Mexico, where Canales helped the people of this rural town to build a community center. She has participated in the University's Summer Service Program, volunteering 15 hours a week with National Student Partnership (NSP) to help bridge the gap between the campus and the surrounding community. She worked one-on-one with clients to help them find sustainable employment, social services and educational opportunities. Canales also found time last summer to attend the Oxfam training in Boston where she learned about world hunger and poverty. A junior, Nicole has many ambitious goals about volunteering and motivating her fellow students to do so as well.



The Rev. Cris Janson, S.M. (B.A. '63), like many Catholics, was challenged by the Second Vatican Council to live a more socially just life. His journey included five years of seminary studies for the priesthood—he was ordained in 1973—and a long stretch in Mexico that can

be described as a 16-year service immersion.

Janson joined the St. Mary's community in 1997 to work in the Service Learning Center and to coordinate the service immersion experiences. To celebrate the first 10 years of the center, Janson was asked by current director Andy Hill to write a history of its achievements. This article includes excerpts from that work, "Service Learning Center 1994-2004."



Jennifer Kohnke (B.A. '01), was very active in the Service Learning Center as a student, and joined the Peace Corps upon graduation. She often sends the staff of the Service Learning Center news about her life in Ngaoundal, Adamaous in the country of Cameroon.

In a recent letter, she details some of her medical work experience: "I usually arrive around 9:30 a.m. at the hospital and . . . sit in on consultations. . . .

The whole concept of medical confidentiality does not exist . . . that is a shame because I really think that prevents some patients from coming to the hospital for help. . . . Doctors often only speak French and some English . . . and the patients only the native language, Fulbe. The whole translation process takes a long time. . . I went with Dr. Ngobba to do vaccinations in the bush. I felt like I was working for National Geographic."

You may purchase a copy of "Service Learning Center 1994-2004," by visiting the St. Mary's University Bookstore Web site at www.rattlerbooks.com, or writing to Rev. Cris Janson, S.M., St. Mary University, Service Learning Center, One Camino Santa Maria, San Antonio, TX 78228, or by calling the center at (210) 431-2108. Cost is \$6.

“A Lifelong Passion for Empowering Women”

by Gwendolyn Diaz, Ph.D., English Professor and Graduate Program Director

In the midst of chaos, we are often amazed by the emergence of order. When I reflect on the path my own life has taken I am pleasantly surprised by how my professional and personal quests have come together to take a clearly defined shape.

This has taken time though. I like to tell my students that writing is a process that must be repeated over and over again before it is accomplished. Like writing, molding a career also takes time and focus. As for myself, my own focus has been on empowering women.

Empowerment Begins with Education

I grew up in Buenos Aires, Argentina, in a traditional patriarchal and religious family which nevertheless offered me a lot of support and encouragement, particularly when it came to education. I learned quickly that to be free I must be educated. That was my first step toward empowerment.

When pursuing my doctorate at the University of Texas at Austin I thought long and hard about my choice of dissertation topic. A good topic is one that leads to new discoveries and at the same time is something about which you are passionate. So I chose to write about the novels of Argentine women writers of various social classes. The idea was to see if women from divergent social classes, as portrayed in the novels, shared common bonds

and barriers to success. This piece eventually led to a series of books and articles about women authors and their work, which culminates with my current endeavor, an ambitious piece titled “Women and Power: A Critical Anthology on Contemporary Argentine Women Authors.”

Looking back, I recall that when I began my research in the 1980s, the Latin American authors and scholars I interviewed were grateful and amazed that I would focus my writing on women authors. Women’s studies were thriving in Europe and the United States, but still quite suspect in a land where machismo was the norm. Thanks to the work of a growing number of scholars in the field who bring note to the literature by writing about it, this is no longer the case.

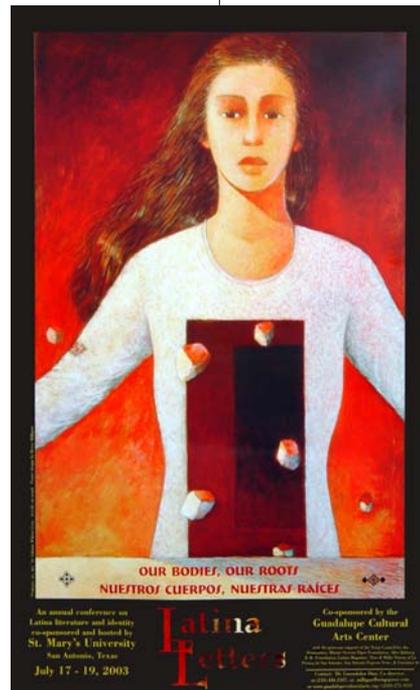
Why Women Write

When I began my career at St. Mary’s University later that decade, I expanded my interests to the theoretical areas of why women write, what they write about and what writing does for the status of women in

society. Like men, women write about whatever pains them or whatever turns them on. It takes a great deal of courage to write our truth, because writing is like an open wound that exposes our insides; it’s a window to the soul and a mirror of the heart.

If I had to pick one shared aspect of fiction written by women it would be the desire for self-knowledge and validation. Writing itself is a

way to access power. To have a voice, to be published and to be read is both a privilege and a responsibility. Perhaps that is why so many women authors



It takes a great deal of **courage** to write our **truth**, because writing is like an open wound that exposes our insides; it’s a window to the **soul** and a mirror of the **heart**.



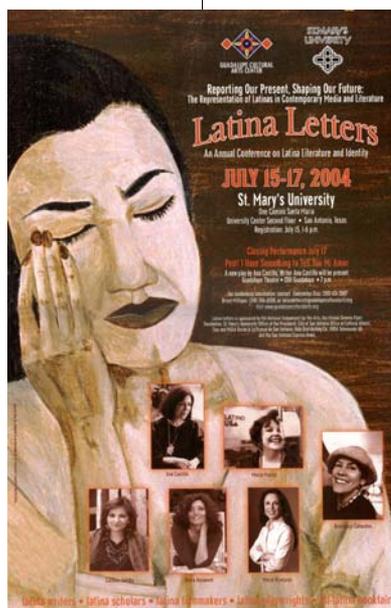
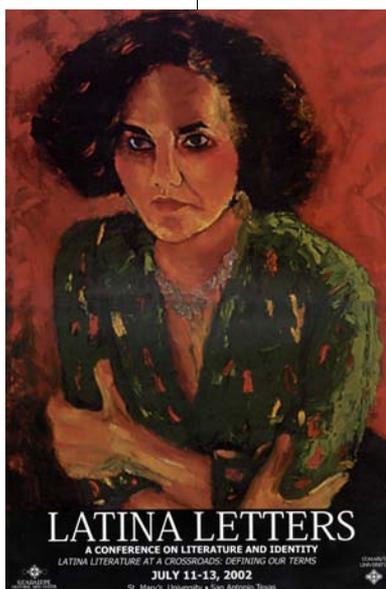
Maria Hinojosa, right, a correspondent with CNN, spoke to participants during this year's Latina Letters Conference. Organized by Gwendolyn Diaz, Ph.D., left, the 2004 conference focused on "Latinas in Literature and the Media."

write about the challenges of being a woman in a male dominated world. To them I am grateful. Those are the role models I hope will serve as inspiration to my daughter and my students.

And this is where my work on the "Latina Letters Conference" began. One thing led to another: from research, to teaching, to sharing with my students a passion for what literature teaches us about being men and women in a diverse world. Then, in 1995 we founded here at St. Mary's University the "Latina Letters Conference on Literature and Identity," co-sponsored by the Guadalupe Cultural Arts Center. This partnership has allowed us to bring distinguished Latina authors not only to our campus, but also to the community at large.

Conference Connects Authors and Students

The conference is now recognized as one of the most important gatherings of Latina women writers in the country. Some of the many distinguished guest authors who have participated are Sandra Cisneros, Denise Chavez, Ana Castillo, Rosario Ferre, Julia Alvarez, Cristina Garcia, Marjorie Agosin, Gloria Anzaldua and others. We offer panel opportunities for scholars who hail from as far away as Egypt, France and Canada, as well as writing workshops and sessions on law, health and politics as they relate to the Latina experience in the United States. This year our topic was "Latinas in Literature and the Media" and we were privileged to have CNN correspondent Maria Hinojosa to participate.



But what I love the most about the "Latina Letters Conference" is the student involvement. Not only do our students have the opportunity to be on a panel where they can present their papers, but they also get to mingle with the writers, pick them up at the airport or share a cup of coffee with someone who just days ago was a remote idol, a name on the cover of a novel they read.

This summer, when I was back in Buenos Aires, I was invited to give a talk in an American Studies class at the University of Buenos Aires. The topic was the poetry of Sandra Cisneros. I read her poem "You Bring Out the Mexican in Me" to an audience of cosmopolitan Argentine students wondering how they would relate to the experience of this Mexican-American poet from Texas. Yet, I was not surprised to see the excitement with which they listened to Cisneros' poem.

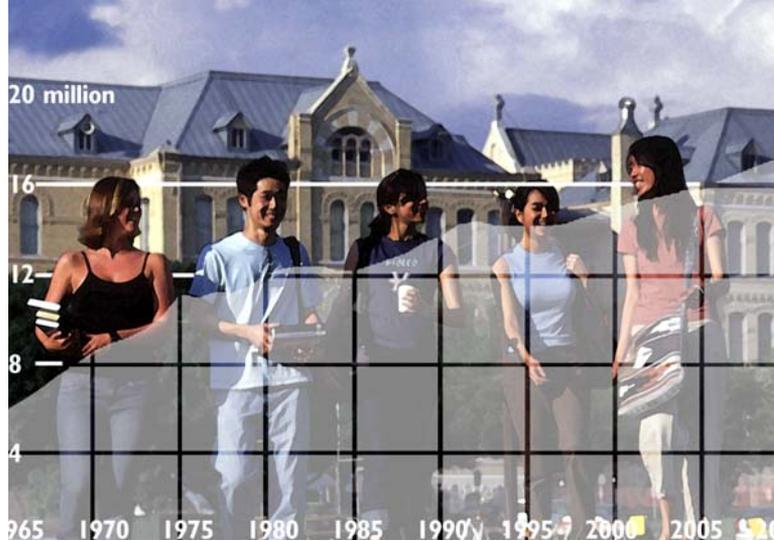
Art knows no borders. The voice of this poet from the North reached the hearts and minds of the Argentine youth as clearly as the whistle of the Southern Winds. And this is what it said: Words are life. Listen well; use them well and you will hold the world in your hand, like a grain of sand. ■



Gwendolyn Diaz, Ph.D., professor of English and director of Graduate Program in English Literature and Language, specializes in Latin American and Comparative Literature and has taught international literature at

St. Mary's since 1985. She has published three books on Argentine women novelists and is working on a fourth, "Women and Power: A Critical Anthology of Contemporary Argentine Authors."

Diaz is a Fulbright Scholar and also was named a Carnegie Mellon Fellow in 1990. She has won the St. Mary's Alumni Association's Distinguished Faculty Award twice, for both graduate and undergraduate teaching. In 1995 she helped found at St. Mary's University the "Latina Letters Conference on Literature and Identity," co-sponsored by the Guadalupe Cultural Arts Center.



Enrollment Management Makes Marketing Moves

by Suzanne M. Petrusch, Vice President for Enrollment Management

How long ago did you graduate from high school? If it has been more than 20 years, think back to your senior year, and to how you approached the college selection process. How did you learn about colleges and universities? What criteria did you use to compare the schools you were interested in, and to how many did you apply? What distinguishing characteristic helped you choose St. Mary's, and when did you know you had made the right choice?

Marketing Approach Debuts in 1980s

The process students use to determine where they will attend college and how institutions of higher education have marketed to them has changed dramatically over the past two decades. The selection process—once a simplistic routine—has become a

complex dance choreographed by school officials, prospective students and their parents.

For much of the 20th century, college and university admission focused primarily on screening applications. In the 1980s, institutions began to reshape their thinking around a marketing approach which became known as enrollment management.

The enrollment management process, by definition, influences the size, shape and characteristics of a student body by directing the school's efforts in marketing, recruitment and admission, as well as pricing and financial aid.

At the most basic level, today's enrollment manager must understand shifts in population and demographics.

According to the National Center for Education Statistics, the number of high school graduates is expected to rise an average of 11 percent from 2000 to 2013. The largest increases will occur in the West, with Nevada (72 percent), and Arizona and Florida (both 30 percent), leading the nation. Texas is expected to have a 19 percent increase in high school graduates.

Projections Anticipate Enrollment Growth

The center provides low, middle and high sets of predictions for enrollment in degree-granting institutions. Using the middle alternative prediction, a 19 percent rise in total college enrollment is projected from 2000 to 2013, along with a 22 percent enrollment increase among traditional college-age students, 18 to 24 years of age. Also, enrollment growth is projected to be higher among females, which raises the question as to how St. Mary's will manage the desired gender ratio of its student population.

These "enrollment projections do not take into account such factors as the cost of a college education, the economic value of an education and the impact of distance learning due to technological changes," the center cautions. A private university must, however, consider pricing and financial aid strategies as well as relative market position. Therefore, an institution like St. Mary's cannot assume that projected growth in high school graduates and in enrollment at degree-granting institutions implies an automatic upturn.

Campuses of the Future Are Changing

At the same time, public institutions now engage in strategies previously the stronghold of private institutions. In the past few years, public

The selection process—once a simplistic routine—has become a complex dance choreographed by school officials, prospective students and their parents.

institutions have hired enrollment consultants, purchased predictive modeling software, explored discounting, launched telecounseling programs designed to build relationships between current and prospective students, hosted intimate on-location events for high school seniors, and expanded alumni involvement in the recruitment process.

That means St. Mary's University must use every opportunity—including a vibrant volunteer alumni admission program—to communicate its unique characteristics to prospective students, their parents and guidance counselors. Understanding our primary audience is critical to shaping the messages that define the value of the investment in a St. Mary's education in relationship to their ideals.

In their book "Millennials Rising," Neil Howe and William Strauss describe the Millennial Generation as "entirely recasting the image of youth from downbeat and alienated, to upbeat and engaged—with potentially seismic consequences for America."

Predictions for the Future

- Colleges will buzz with activity, change, new pressures and new arguments.
- Elite schools will become even more selective.
- SAT scores at most colleges will rise.
- College and entry-level jobs, more than ever, will act as societal sorting mechanisms, through which young adults will learn where they stand in relation to their peers.
- Grades, honor codes, Internet behavior and cheating on exams will all become major issues.
- Women will win rising shares of (campus) leadership positions, academic honors and graduate admission. At the same time, men will feel less at home on campus, male dropout rates will rise, and gender-studies programs will come under student attack.
- Class (and money) will rise above gender or race as a flashpoint for student political argument. Dating across racial and ethnic lines will be more common, while dating across class lines will become less so.

-from "Millennials Rising"

They predict, among other things, that this generation will change the face of college campuses in many ways.

Astute university leaders must be aware of these shifts and possess agility in building a marketing plan that will resonate with the intended audience.

St. Mary's Designing Long-Term Plan

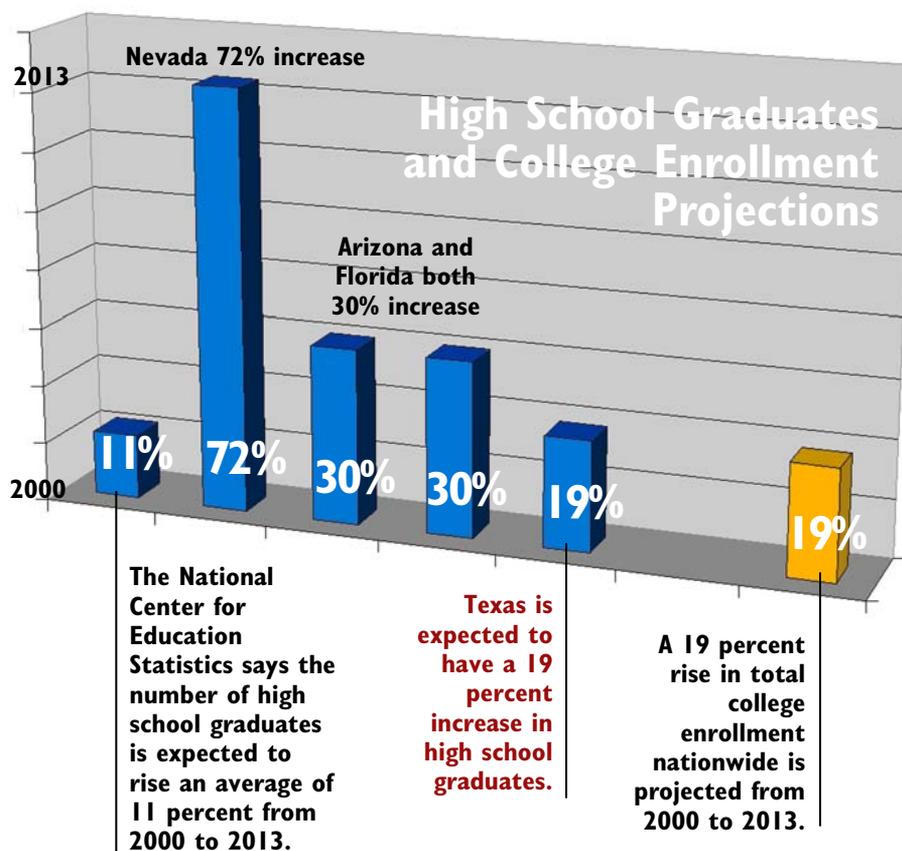
A comprehensive communication plan that addresses St. Mary's value is a critical component of a strategic enrollment plan. Messages must take into account the macro and micro perspectives of the characteristics of the target markets.

The enrollment management team is building that communication plan. It includes a new series of printed materials and an enhancement of the undergraduate admission Web site, which will result in a content-rich site, easily navigable for the user. Long-term plans call for more online services for prospective students

ranging from dynamic to-do lists and application status check capability to online enrollment confirmation and e-commerce resources.

To respond to the realities of the prospective students' environment, we will better use technology to offer and to gather information, thereby gaining more operational efficiency in the Offices of Undergraduate Admission and Financial Assistance. Internal and external market forces demand greater accountability for how resources are used. By embracing technology, the enrollment management team will streamline certain processes which will allow more time for the core tenets of recruitment.

Building relationships remains central to enrollment management. Campus visits, including personal interaction with faculty and current students, will remain the single most influential source of information for students making a college choice. Every message will reinforce an invitation to visit St. Mary's so we can share the power of personal attention and tell the stories that reveal the



St. Mary's University must use every opportunity—including a vibrant volunteer alumni admission program—to communicate its unique characteristics to prospective students, their parents and guidance counselors.

features and benefits of this learning community.

To succeed, we will continue to build a strong alumni volunteer base to increase the number of meaningful contacts prospective students have with representatives of St. Mary's. We are committed to the development of an alumni admission program that provides yet another means of demonstrating the power of a St. Mary's education.

As we move toward formalizing an alumni admission program, we encourage you to consider how you might contribute to continuing the enduring legacy of St. Mary's University by your involvement. ■



Suzanne M. Petrusch was appointed vice president for Enrollment Management in June 2004. She is responsible for the areas of undergraduate admission, financial assistance and enrollment marketing. Before joining the St. Mary's community, Petrusch served

as assistant vice president for enrollment management at another Marianist institution, the University of Dayton. While there, the applicant pool increased by more than 50 percent and net revenue by 67 percent. She also led Dayton's promotion of the adult degree advancement program and academic enrichment studies.

Getting Involved

Alumni can help the admission effort because you've experienced St. Mary's firsthand. When you talk about the University to your children or other young people, don't forget some of St. Mary's best bragging points, or what we call Points of Pride.

- Community-oriented, caring learning environment
- Ranked one of region's best by U.S. News & World Report, Kaplan/Newsweek College Guide, Hispanic Business and Templeton Foundation
- One of highest graduation rates in region (63% all students, 60% student athletes)
- Personal attention with 13-to-1 student-faculty ratio
- Powerful programs with 45 majors, numerous minors, interdisciplinary and pre-professional options
- All freshmen get Dell notebook computers included in tuition
- Faculty includes more than 20 Fulbright Scholars and Minnie Stevens Piper Professors
- Business and engineering programs accredited by nation's most prestigious accrediting agencies
- More than 50% of students who apply are accepted to medical and dental school (national average 35%)
- Study abroad programs in England, Austria, Spain, Brazil and Chile
- Local, national and international internship opportunities
- Students, faculty and staff volunteer more than 32,000 hours to service agencies annually
- Picked by National Campus Compact as one of the "Top 100 Colleges with a Conscience," specifically citing service learning and civic engagement efforts
- 21st Century Leadership Center gives students opportunities to develop as leaders
- 12 varsity sports for men and women, NCAA Division II, four national championships (baseball, men's basketball, two softball)
- Comfortable size with 4,110 students (2,531 undergraduates)
- Regularly admitted freshmen average 1096 on SAT and 23 on ACT
- \$8,628 full-time tuition per semester, much lower than national average for private schools
- Almost 80% of students receive financial aid

To find out more about helping the St. Mary's recruitment effort, please contact Bridget O'Connor in the Office of Undergraduate Admission at (800) 367-7868 or (210) 436-3126.

The Gift That Keeps On Giving

Valero Employees Honor Greehey with Endowed Chair

In early 2003, Valero Energy Corp.'s executive management team wanted to come up with an appropriate way to commemorate Bill Greehey's 40th anniversary with the company. Greehey (B.B.A. '60) is chairman and CEO of Valero, and his four decades of leadership warranted a fitting tribute.

They were looking for a way to honor a man who took over a company that was destined for failure and turned it into one of the nation's most successful and respected companies. And, he did so with a fierce commitment to his employees that made it one of the best employers in the nation, and with a true passion for serving others that made it one of America's most generous companies.

Chair Receives Overwhelming Support

Because of the lasting impact Greehey has had on the lives of so many, it was decided the appropriate gift would also need to be lasting, and something that would commemorate his high business standards and tremendous spirit of service. Fortunately for St. Mary's and future generations of students, the decision was made to establish the "Bill Greehey Chair for Business Ethics and Corporate Responsibility" at the University.

The executive management team got the word out to Valero employees, retirees and board members. All gifts would be made anonymously so no one would feel obligated to participate and all were given a blank postcard on which they could write a personal note

to Greehey regardless of financial participation.

The response was overwhelming as pledges and cards poured in by the thousands. In a two-month period, contributions from store clerks to refinery workers to executives to board members, with gifts ranging from \$5 to \$10,000, reached the goal needed to establish the endowed chair.

It took three giant scrapbooks to hold the thousands of cards received, and virtually every card went far beyond congratulations as employees thanked and praised Greehey for his vision and leadership and his commitment to employees and communities. As one employee put it, "If this were a Marvel comic book, you would be our super hero."

Greehey was told of the honor and presented with the scrapbooks during Valero's United Way campaign kickoff, at which all of the company's San Antonio employees were present. Greehey was surprised but honored by the tribute.

"It's a great honor to have an endowed chair in my name at St. Mary's, and it's especially meaningful since it was created by Valero's employees," said Greehey. "During the last 40 years, I've had the opportunity to work on many exciting initiatives, but the thing I am most proud of is the special 'caring and sharing' culture of Valero. Hopefully, the business students who are exposed to the programs developed by this chair will be inspired to encourage a similar culture in their places of business in the coming years."

St. Mary's officials also expressed gratitude for Greehey's leadership and excitement about the endowed chair.

"What an amazing tribute to a man who has meant so much to so many people," said Charles L. Cotrell, Ph.D., president of St. Mary's. "This will not only educate future business leaders on the importance of business ethics and



corporate community service, but will also elevate the importance of these principles through community outreach programs and through the publication of relevant research papers."

Setting an Example for the Future

Greehey's life and career would be a tremendous case study for a course at any university. Growing up in the humblest of beginnings in a poor, working-class family in Fort Dodge, Iowa, Greehey dreamed of a college education. After four years in the Air

"What an amazing tribute to a man who has meant so much to so many people."

Charles L. Cotrell, Ph.D., St. Mary's president

Force he put himself through St. Mary's in just two-and-a-half years, achieving numerous academic honors while working nights and weekends parking cars at a hospital.

After college, Greehey landed prestigious accounting positions with Price Waterhouse and then Exxon before joining Coastal States Gas Corp. He rose quickly through the

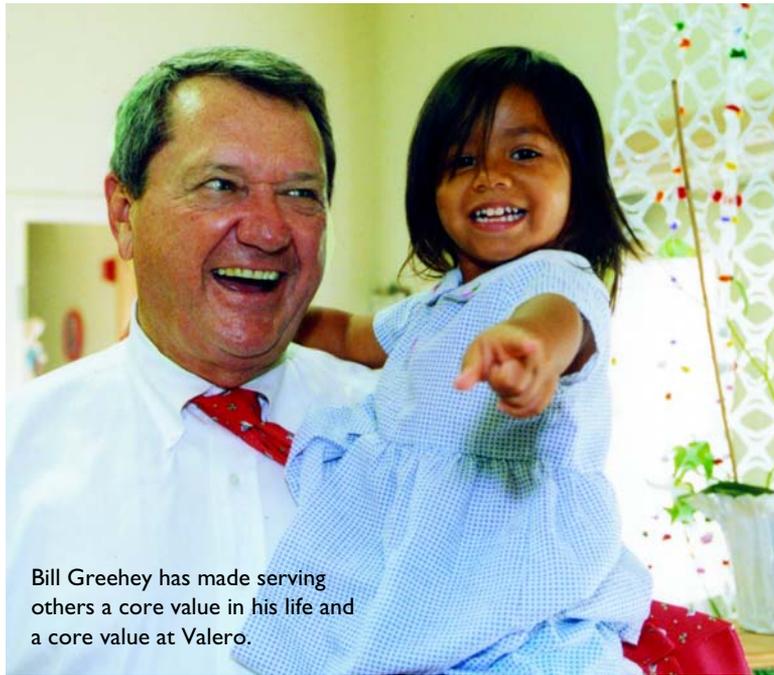
ranks and in just five years was named vice president and controller at the age of 32.

At the time, Coastal had contracts to supply natural gas to utilities throughout Texas through its subsidiary, LoVaca Gathering Co. But because of a severe natural gas shortage in 1973, LoVaca was unable to honor its contracts and customers sued for billions of dollars.

The courts appointed Greehey as LoVaca's CEO to direct a settlement, something that most considered an impossible task.

After six long years of litigation, Greehey reached a \$1.6 billion settlement that resulted in the creation of Valero on Jan. 1, 1980, as a new company – separate from Coastal. At the time, it was the largest corporate spin-off in U.S. history.

Under Greehey's direction, Valero grew from a regional natural gas company into one of the nation's top



Bill Greehey has made serving others a core value in his life and a core value at Valero.

That's why he encourages employees to volunteer in their communities. Valero employees across the United States and Canada recorded 160,000 volunteer hours in 2003. And the CEO is right there beside the legion of Valero Volunteers as they work in their communities.

Greehey continues to be a steadfast supporter of St. Mary's. He serves on the University's

Board of Trustees and is its former vice chairman. In 1986, he was named Distinguished Alumnus, and in 1998 the University granted him an honorary doctorate of philosophy. He also served as campaign chairman of St. Mary's \$22 million Alumni Athletics & Convocation Center, to which he gave a major personal gift. In recognition of his tireless contributions to St. Mary's, the University named the arena in his honor.

Greehey's success and commitment to serving others has earned him prestigious honors. In 2001, he was one of just 10 Americans to receive the Horatio Alger Award, which honors individuals who have achieved great success in the face of adversity. In 2000, he was presented with the "Golden Plate Award" from the American Academy of Achievement and was inducted into the Museum of the American Dream. He also was inducted into the Texas Business Hall of Fame in 2002.

CEO Champions Workers' Service Outreach

The Bill Greehey Chair for Business Ethics and Corporate Responsibility at St. Mary's can now further the goals to which Bill Greehey has dedicated his life and career. A fitting tribute for his 40 years of service and truly a gift that keeps on giving. ■

Under Greehey's direction, Valero is a leading supporter of the United Way and each year has successful campaigns that are among the very best in the nation. Last year 95 percent of Valero's employees supported the United Way, by far the highest participation rate in the nation. Valero also raises and distributes tens-of-millions of dollars each year to hundreds of other charitable and civic causes in the communities where it has operations.

But Greehey also says, "Money doesn't solve problems, people do."

The Bill Greehey Chair for Business Ethics and Corporate Responsibility at St. Mary's can now further the goals to which Bill Greehey has dedicated his life and career.

refining and marketing companies that today has more than 20,000 employees, 15 refineries from coast to coast, 4,500 retail outlets, an extensive pipeline and terminal business, and sales of \$50 billion – placing Valero 34th among today's Fortune 500 companies.

The company has \$17 billion in assets, but Greehey considers Valero's

Roamin Rattlers Set to Explore the World

Through the St. Mary's University Travel Service

Travel the Mississippi River through the heartland, experience the emotion and pageantry of Holy Week in Sevilla, Spain, visit sites of biblical and archaeological significance in Greece and Turkey . . . you can explore the world—and learn much more than the average traveler—with the Roamin' Rattlers.

St. Mary's has instituted a new travel service offering guided educational and spiritual tours to various parts of the world that go well beyond run-of-the-mill travel itineraries.

Headed by the Rev. Charles Miller, S.M., longtime faculty member and former dean of the School of Humanities and Social Sciences, the St. Mary's University Travel Service sponsors its first tour next spring. So far, tours to more than 10 countries have been arranged or are under consideration.

The service is available to alumni and their friends and family, as well as the general public, Miller says.

"These are mainly geared to people interested in the learning process, but they are open to everyone. We hope that all the tours will be led by one of our faculty members, who will be able to supplement what the tour guide has to say and give a different perspective to the historical and cultural aspects of the areas they will visit," Miller says, adding that faculty members were chosen because of their knowledge and expertise of the particular region.

In addition to acting as a representative of the University and the contact person for the group, some faculty members will give informal lectures during the tour to help put historical events in context. On occasion, Miller says, attendees will receive recommended readings before the tour to help prepare for the lectures

that give added information and insight.

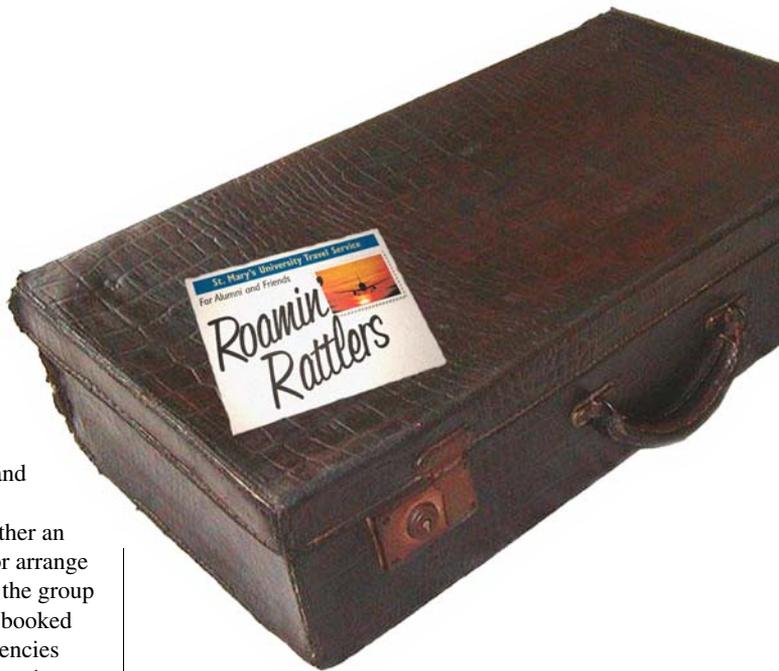
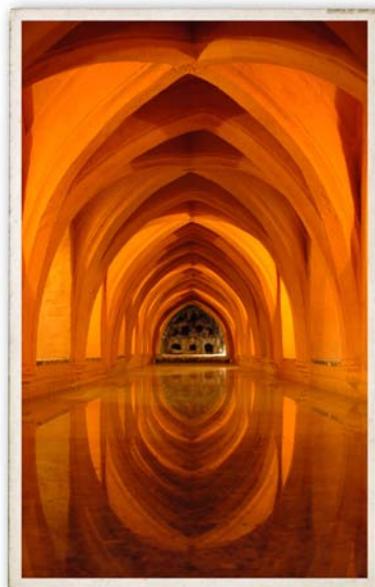
Participants can choose either an all-inclusive travel package or arrange their own air travel and meet the group in-country. The tours will be booked through a variety of travel agencies which have worked with university tour programs over the years and offer competitive prices, sometimes discounted as much as 45 percent off the original price.

For participation and pricing information on the Roamin' Rattlers tours, contact the Rev. Charles H. Miller, S.M., director of St. Mary's University Travel Service, at (210) 436-3918, or e-mail at cmiller2@stmarytx.edu.

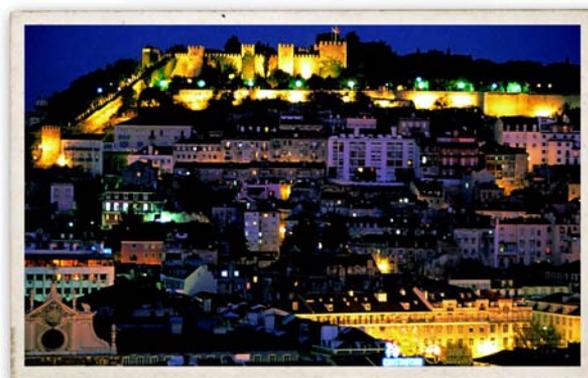
The following is a list of tours and their scheduled dates. Additional educational tours to Portugal, India and Provence, France, are in the planning stages.

Pilgrimage to Medjugorije and Rome

The Rev. Charles Miller, S.M., and Sister Mary K. Milne, O.S.U., of St. Mary's Department of Theology, have conducted some 50 pilgrimages,

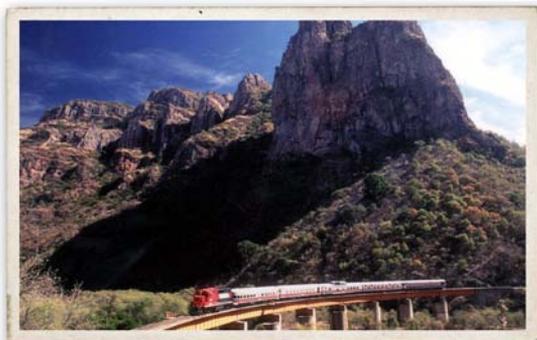


biblical/archaeological study tours and chartered cruises to Mediterranean countries over the past 30 years. Apparitions of the Virgin Mary have drawn millions of pilgrims to the small village of Medjugorije in Bosnia and Herzegovina near the Adriatic Sea. The visit to Rome includes a papal audience and tour of excavations of first century mausoleums under St. Peter's Basilica. **(March 2-11)**



Semana Santa (Holy Week) Pilgrimage to Sevilla, Spain

The Rev. Rudy Vela, S.M., D.Min., professor of theology and pastoral ministry who formerly taught in St. Mary's Semester Abroad Program in Spain, guides the tour which offers an educationally and spiritually enriching experience of sharing in the world-renowned celebrations and processions in Sevilla. Participants will witness the spiritual and aesthetic beauty of the pageantry that recalls the last week of the life of Jesus. **(March 18-28)**



(May 19-30)

The land tour is followed by an optional five-day cruise through the Aegean Islands, including stops at Mykonos, Crete, Santorini, Rhodes and Ephesus.

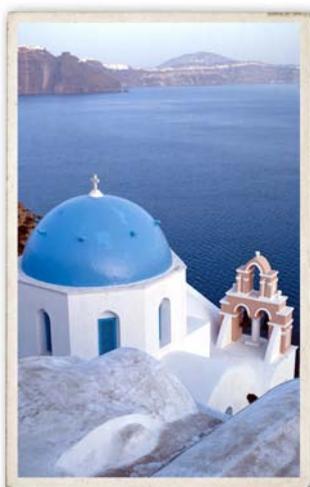
(May 30-June 3)

Mississippi Riverboat Cruise on the Delta Queen

Mary Lynne Hill, Ph.D., anthropologist and specialist in plantation life and a member of the St. Mary's English and Communication Studies Department, leads the tour down the Mississippi and offers historical and cultural insights about America's heartland. The educational excursion revisits the Civil War era through visits to plantations along the Mississippi River. **(April 14-21)**

Mexico: Copper Canyon on the Sierra Madre Express

Minita Santizo, director of International Education Programs at St. Mary's, grew up in the area and knows its history and people. The tour group travels by train and bus through natural wonders whose beauty exceeds even the Grand Canyon in Arizona. Travelers will visit the Tarahumara Indians who live much as they did before the arrival of the Spaniards and are considered a



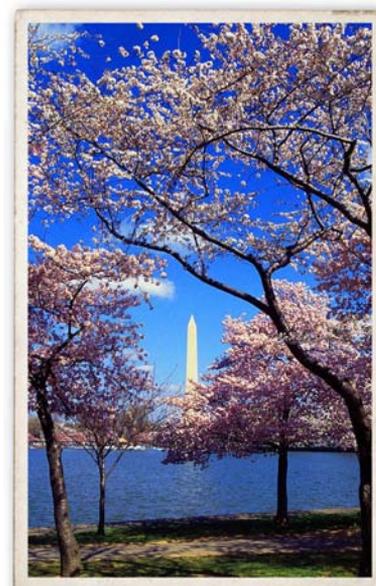
national treasure of Mexico. **(May 12-19)**

Greece: Yesterday and Today

The Rev. Charles Miller and Sister Mary K. Milne, both Biblical scholars, provide special lectures on St. Paul and Greek icons, respectively. Their informative talks complement and enrich the land tour of classical, biblical and medieval Christian sites.

St. Paul and Revelation: Greece and Turkey – Graduate Biblical and Archaeological Study Tour

The Rev. Charles Miller and Sister Mary K. Milne lead the three-week, six credit-hour academic study tour of sites associated with St. Paul's journeys and the Seven Cities of Revelation. While geared mainly for students of St. Mary's Graduate Theology Program, those wishing to audit (non-credit participants) the program are welcome. **(June—dates pending)**



Kenya Safari

Elijah Akhahenda, Ph.D., St. Mary's professor of English/Communications Studies, is a native of Kenya, and recently published a book about that country. He is an expert on the

multiethnic makeup of Kenyan society. The August season is the best for seeing East Africa's spectacular wildlife on the move.

(Aug. 2-17)

An optional side trip to Tanzania is available.

(Aug. 16-22)



Alaska Inside Passage Cruise on the Spirit of Endeavour

Brother David Fitzgerald, C.S.C., geologist and chairman of St. Mary's Earth Sciences Department, leads the tour. A veteran of previous personal study trips to Alaska, Fitzgerald knows the landscape well. The cruise on a small yacht (ca. 100 passengers) gives a first-hand, up-close look at some of America's most beautiful scenery, as well as fascinating commentary by Fitzgerald and local experts. **(July 20-28)**

Washington, D.C. and the

Smithsonian Institution

Brother Cletus Behlmann, S.M., St. Mary's artist-in-residence, accompanies the tour group on visits to monuments and museums with Smithsonian guides.

(Oct. 13-18) ■





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-Margarita E. Flores, B.B.A. '87
Senior Director, Latino Community Relations
Anheuser Busch Inc.



"My father's life was greatly influenced by the Society of Mary. To honor his great admiration of the Marianists and the success they helped him achieve, my mother and I endowed the Shu-Chi Lin Great Speakers Series at the University."

-Vincent L.Y. Lin, Ph.D.,
B.S. '66, M.A. '68
Chief Financial Officer
Linbro Inc.

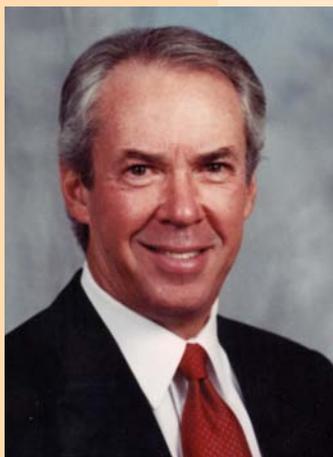
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We would like to thank those individuals and organizations who supported St. Mary's University during the 2003-2004 academic year. Like the people who appear on this page, donor support is critical to the continued success of our University.

We invite you to view our annual Honor Roll at www.stmarytx.edu/honor_roll.

It is through the consistent support from our alumni and friends that we are able to provide a stimulating academic environment that addresses the challenges of a 21st century education. While the reasons our donors support St. Mary's University are many, their intentions are plain. They are committed to perpetuating the long standing traditions of excellence that exemplify the educational experience at St. Mary's University.

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-Jack E. Biegler, B.B.A. '67
President
Ellison Management LLC
Chairman of the Board, St. Mary's University

"We gave our first gift in support of the Senior Class Gift Campaign the year we graduated. Since then we've made a gift every year to the St. Mary's Fund. Our gifts are fairly modest at this time, but we know they make a difference and we're proud to support our alma mater."



-Gerry Schwebel, B.S. '01
Teacher
Nolan Catholic High School

-Julie (Wegman) Schwebel, B.B.A. '00
Accountant
AML



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