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Summer 2010

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SUMMER 2010

ST. MARY'S UNIVERSITY

Gold & Blue



New V.P. in the Right Place
St. Mary's University Gateway District Makes Its Debut
Recruiting and Keeping the iGeneration
Student-Run Business Sells TLC
How Fortune Cookies Led to Austria

Texas Supreme Court at St. Mary's School of Law

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On the front cover:

Law students at St. Mary's got to hear oral arguments made to the Supreme Court of Texas firsthand in March when the jurists traveled to campus. Read about the case that's been getting a lot of attention in *News From Around the Grove* on page 3.

On the back cover:

The fashion craze at this year's Fiesta Oyster Bake? Rain boots! With nearly three inches of rain recorded during the two-day event, the grounds certainly were damp but not the spirit of Fiesta revelers.

ST. MARY'S UNIVERSITY



MISSION

St. Mary's University,
as a Catholic Marianist University,
fosters the formation of people in faith
and educates leaders for the common good
through community,
integrated liberal arts and professional education,
and academic excellence.



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Class Notes and Notables
In Memoriam

From the Editor

As a freshman in 1974, St. Mary's was a lot different. Many Marianists were in the classroom and the executive leadership of the school was comprised almost exclusively of professed religious. Over the years, as religious professions ebbed, laypersons began filling vice presidencies and deanships.

In 2001, St. Mary's inaugurated its first lay president in Charles L. Cotrell, Ph.D. I believe part of his legacy will be the diversity he has brought to the University. Today, St. Mary's executive team includes four women, a Hispanic, and an African-American. Heading up academic affairs, André Hampton is not only the first black vice president in the University's executive cabinet; he's also the first University officer to come from the School of Law. I couldn't agree more with Cotrell's recommendation and the Board of Trustees' unanimous vote to take the "interim" out of his title.

When St. Mary's Woodlawn campus opened 116 years ago, there wasn't much here on the "West End" except scrub brush, mesquite trees and, of course, rattlesnakes. After World War II, and in the shadow of St. Mary's, single-family dwellings and small businesses popped up around campus with streets named after colleges and universities – Notre Dame, Fordham, Duke, Marquette – perhaps as a symbol of the residents' belief in the importance and power of education. The city grew up and out to surround this part of our world, and as often happens in large cities, urban distress set in. For three years, we've reported about the University's neighborhood revitalization efforts. Things have begun to snowball, and we're extremely excited about the progress that's being made. We think you will be, too.

When I was an undergrad, I worked for Cafeteria Director Bob Wall as a banquet server to earn a little spending money. Students on today's vibrant campus are starting their own businesses while earning their degrees, thereby getting a jump on future careers. Moreover, the technology and communications strategies used to recruit students to St. Mary's in the first place – and then to keep them here – are as amazing as they are sophisticated. Part of what keeps students engaged are opportunities they have to internationalize their educational experience. The law school was the first to dip its toe in the international pool and this summer its Innsbruck program hits a milestone.

Enjoy reading this issue of *Gold & Blue* and enjoy your summer!

—Candy Kuebker



MESSAGE FROM THE PRESIDENT

by Charles L. Cotrell, Ph.D.

Last month, traditional May graduation ceremonies returned to St. Mary's and were held in Bill Greehey Arena. Graduation brings full circle our undergraduate students' experience while at St. Mary's. As freshmen, they were inducted into our community of scholars during Academic Convocation in the arena, a somber rite that included an academic procession in cap and gown, introduction to the symbols of academia, and a candle lighting ceremony during which students committed themselves to the pursuit of wisdom. In May, these same students returned to receive their diplomas in the place where their academic aspirations began. While it is bittersweet to see our graduates leave us, we know their futures are bright and that they will be exemplary citizens and professionals. And with optimism and excitement, we look forward to the fall semester when we welcome another talented group of students to campus.



New Chapter Begins for Graduates, Incoming Class

Freshman applicant pool largest ever

Suzanne Petrusch, vice president for Enrollment Management, reports an explosion in freshman applications (read her feature on page 16). Due in large part to a state-wide online application program, the nearly 3,600 applications received by early May vastly surpassed any applicant pool in our history.

Benefiting the incoming freshman class is Access St. Mary's 2010, the second iteration of a program that pays full tuition for students meeting academic and need requirements. We remain grateful to the Alumni Association that again committed \$100,000 per year for four years to our next freshman class. With their support of Access St. Mary's last year and this – totaling \$800,000 – and combined with the nearly 80 students receiving scholarships from the Alumni Scholarship Endowment Fund, in 2010 some 250 students will receive financial help from the Association to attend St. Mary's. Special thanks to the Alumni Association and its leadership, especially President Jim Forkenbrock (B.A. '63), his executive team and the Board of Directors.

New vice presidents making an impact

For the first time in the University's history, a member of the law faculty has been appointed to the Executive Council. André Hampton, J.D., is our new vice president for Academic Affairs. André had served in the vice presidency on an interim basis for nearly two years before his appointment in February, and he'd already made his mark by collaborating with faculty from our five schools on many important initiatives. It was apparent that he was the best person to fill the post and I know he will be an excellent leader. (Learn more about Vice President Hampton in an interview on page 10.) Joining him on the Council as vice president for University Advancement is Paul "Rocky" Kettering, who returns to St. Mary's where he served as executive director of Development from 2007 to

2009. I am confident in Rocky's ability to successfully complete the *Extending the Tradition of Excellence* campaign for scholarships and the Outdoor Sports Complex.

During the spring, we spent time assessing our progress on the strategic plan, *Vision 2012*. While assessment is never easy, being able to clearly see where we started and where we are today relative to the agreed-upon goals is an important exercise and one that is energizing and helpful in planning for the future. I'm happy to report that we have made significant progress on the plan in most areas.

Far-reaching progress in revitalization

One of those goals is to extend boundaries beyond our campus and it's among those producing especially significant results. Neighborhood revitalization is a major component of the goal and you can see all that's happened so far in a feature on page 13. We were honored to be picked by the Department of Housing and Urban Development's Office of University Partnerships as a model program for revitalization. More than 200 HUD conferees in town came to St. Mary's in April to hear about our efforts and successes and they left with a very good impression. Their visit is strong affirmation of the progress we are making to revitalize the neighborhoods surrounding St. Mary's.

Be sure to keep in contact by visiting our website often. As always, I am grateful for your support of our mission. ■



NEWS

FROM AROUND THE GROVE

■ SHORT SUBJECTS

Supreme Court Makes Campus Visit

St. Mary's law students had a rare opportunity to experience the Supreme Court of Texas firsthand when the nine member court spent the day on the campus in March.

The Court, seated in Austin, periodically hears arguments elsewhere. Justice Paul W. Green (J.D. '77) is a St. Mary's School of Law graduate.

The St. Mary's Courtroom was packed with law students, faculty and interested parties who intently followed along while the Court heard oral arguments on three cases. The Justices' visit to St. Mary's made headlines across the country because of one case in particular. In *Susan Combs and Greg Abbott v. Texas Entertainment Association Inc.*, the

issue debated was whether the \$5 tax on patrons at clubs serving alcohol with nude entertainment violates the First Amendment's free-speech clause.

After oral arguments were heard, law students were treated to a question and answer session during which the Justices fielded questions and talked candidly on a variety of topics.

Archived arguments are available at www.stmarytx.edu/itunesu.

School Paper Earns Top Prizes

The Rattler student newspaper captured two awards at the Texas Intercollegiate Press Association 2010 convention in March. *The Rattler* won 1st Place Best of Show for overall excellence for student newspapers published bi-weekly or less. Editor-in-Chief Sarah Mills won the Frank W. Buckley Scholarship, named in honor of TIPA's first executive director. The annual convention included more than



**The Rich Get Richer:
Rigney Examines
the Matthew Effect**

**Flores Honored
for Civil Rights Advocacy**

**Vibrant Viewbook
Hits the Mark
with Prospective Students**

***Rattler* Success
Students Succeeding**

**Greehey Scholar
Hits Wall Street**

**St. Mary's Captures
High Performance
Computing Lab**

**Celebrating Student
Achievement**

**For Your Virtual Enjoyment...
Homecoming and Fiesta
Oyster Bake**

Want More News? Go Online



Baby Bake Beckons Thousands

On a nearly perfect night in late March, more than 7,000 St. Mary's alumni, faculty, staff and students gathered in the Pecan Grove for Homecoming Oyster Bake, where, along with oysters, they enjoyed a cornucopia of tasty offerings.

www.stmarytx.edu/gold&blue

450 participants from nearly 50 colleges and universities throughout the state.

In addition, *The Rattler* was honored with a Mark of Excellence Award in a regional competition sponsored by the Society of Professional Journalists in the category of Best All-Around Non-Daily Student Newspaper at a Four-Year College or University.

The Rattler won four awards in national and state competitions this past school year.

President's Honor Roll Recognition Continues

The Corporation for National and Community Service announced that St. Mary's was named to the 2009 President's Higher Education Community Service Honor Roll, the highest federal recognition a college or university can receive for its commitment to volunteering, service-learning and civic engagement. St. Mary's has been named to the Honor Roll every year since its inception in 2006.

Also this spring, St. Mary's was honored at the Bexar County Opportunities Industrialization Center (OIC) Breakfast of Champions for volunteer and community engagement efforts in the San Antonio area.

Security Focus of Series

Lectures sponsored by the Graduate School this spring focused on global security.

Global human security will be the recurring general theme of a new lecture series introduced by the Graduate International Relations Program. The series' first two lectures were delivered by Elizabeth Ferris and addressed the responsibility of the international community in responding to natural disasters and what protection of civilians means to different humanitarian, political and military entities. Ferris is a Senior Fellow in Foreign Policy and co-director of The Brookings Institution—University of Bern Project on Internal Displacement in Washington, D.C.

Peace Commission Explores "The Other"

The spring President's Peace Commission (PPC) program theme was "The Other: The Challenge of Human Diversity." According to the PPC, within societies, groups of people tend to define themselves in terms of qualities or characteristics that set themselves apart from others. Problems can emerge when a dominant group views its qualities and characteristics as superior, leading to fear and hatred of "The Other." The Church has consistently upheld the rights and dignity of the human person, calling us to the obligation to "love our neighbor."

During the three-day program, topics of discussion included the historical perspectives of diversity in the United States, the challenges of physical and mental disabilities, exploring scientific advances that alter human diversity, sexual orientation and discrimination, and more.

The PPC also presented its annual Art of Peace Award to Terri Hendrix, a San Antonio-native and San Marcos-based artist. Hendrix is an independent singer/songwriter who writes protest songs, humorous songs, and songs about spirituality and faith.

Bake Goes Green



Crowell, Churchwell and Srinivasan

San Antonio Mayor Julián Castro had a color in mind for this year's Fiesta—green! Fiesta Verde was the Mayor's idea to make Fiesta more environmentally friendly by promoting recycling efforts at most of the major events. Fiesta Oyster Bake answered that call and 'one upped' it by also using solar power to light some of the vendor booths.

Fiesta Oyster Bake Executive Director Steve Rosenauer and Distinguished Alumnus Bob Corbo (B.B.A. '65) came up with the idea. Corbo is the president of Corbo Electric Co. Inc., the electrical contractor for Oyster Bake. With the help of Engineering Chair Bahman Rezaie, Ph.D., Rosenauer and Corbo found some enthusiastic engineering students to take on the project. Luckily, juniors Nathan Churchwell, Supratim Srinivasan and Stephanie Crowell hadn't chosen their senior engineering project yet. Corbo Electric

financed the project and provided an expert to advise them, along with Rezaie, their faculty adviser.

In a short time, the students built a 1.4-kilowatt solar panel and battery storage system to provide electricity to light 14 food booths for 40 hours. The impressive eight solar panel system, affixed atop a 14-foot-tall steel pole, stood next to their Institute of Electrical and Electronics Engineers' (IEEE) Frito pie booth. Even with the cloudy skies and rain leading up to and during Oyster Bake, the students' system lit an entire row of booths, including President Cotrell's chicken fajita booth.

The students are quick to point out that their system was capable of powering a lot more, but with their first time out, they opted to be conservative.

"These are small first steps," Churchwell said. "The potential for this technology is great...for the long term, solar is the way to go."

The students' success was showcased in the *San Antonio Express-News* and on San Antonio television stations, getting the attention of the Fiesta Commission and the Mayor's Office. And the students' extra credit work for Fiesta Verde may lead to a green competition for Fiesta 2011.

That's fine by Churchwell, Srinivasan and Crowell. They'll be working between now and next year to make their system bigger, better and more efficient, with the ability to power more booths.

Who knows? Maybe one year all of Fiesta Oyster Bake will be solar powered.



Four Alumni Distinguish Themselves

Each year, as part of the annual Homecoming Week activities, the St. Mary's Alumni Association hosts the Distinguished Alumni Dinner to honor alumni who exemplify what it means to be a Rattler – dedication, fortitude and heart. The 2010 St. Mary's Distinguished Alumni are: (back row, from left) Michael J. "Mike" Dipp Jr. (B.B.A. '64, M.A. '67), Plaza Partners, El Paso; Gonzalo Garza, Ph.D. (B.A. '53), retired public school educator and administrator, San Antonio; Paul Saenz (B.A. '79), Founder, Physician Sports Medicine Associates of San Antonio and Team Physician for the San Antonio Spurs and San Antonio Missions; and accepting for the late Paul Andrew "Andy" Mireles (B.A. '72, J.D. '75), Judge of the 73rd District Court, were (front row, from left) son Jonathan (B.A. '07), wife Margaret (B.A. '74); and son Matthew (B.A. '07).

■ Newsmakers

New Trustees Elected

Nine new members were elected to the St. Mary's University Board of Trustees during the Board's Annual Meeting in April. New members include alumni, philanthropic business leaders and members of the Marianist community.

Harvey E. Najim is the CEO of Sirius Computer Solutions, and is nationally known for his philanthropic efforts. In 2006, Najim established the Harvey E. Najim Family Foundation to help children's organizations in the greater San Antonio area that advance education, medical treatment, medical research for illnesses and diseases, and other charitable purposes.

Michael Casseb (J.D. '76) is the sole practitioner in the law firm, Casseb & Casseb, started with his late

father, Paul E. Casseb Sr. (B.A. and J.D. '41). Casseb's family has a long connection to St. Mary's, with many attending as undergraduates or the School of Law.

Jeffrey Davis (J.D. '91) is president of the St. Mary's Law Alumni Association. Davis started his law career as a trial attorney with the U.S. Department of Justice, then worked as an attorney with Thornton Summers and as a partner in the White & Davis law firm and Malaise & Davis LLP, before opening the Davis Law Firm in San Antonio.

James Forkenbrock (B.A. '63) is the current president of the St. Mary's Alumni Association. He served as treasurer of the association from 2003 to 2008. Also during that time he served on the Investment Committee of the Board of Trustees. Forkenbrock will join the board when his term as association president ends this fall.

Returning to the Board is Ruben M. Escobedo (B.B.A. '60) who previously served on the Board from 2001 to 2008, including as Chairman from 2006 to 2008. St. Mary's Distinguished Alumnus in 1976, Escobedo managed his own company, Ruben Escobedo & Co. CPA, for 30 years before retiring in 2006. He serves on numerous boards and chairs the board of the Historical Centre Foundation.

Also returning to the Board are the Rev. James F. Fitz, S.M., and Brother William Campbell, S.M. Fitz also serves on the boards of the University of Dayton and the Association of Marianist Universities. Campbell, associate executive director of the Elementary School Department of the National Catholic Education Association, has served on numerous boards, including the University of Dayton and Chaminade University in Honolulu where he was chairman.

Joining the Board ex officio from the Marianist community is the Rev. Martin A. Solma, S.M., Provincial of the Marianist Province of the United States. As such, he will serve as Chancellor of St. Mary's University. Brother Joseph Kamis, S.M., Assistant U.S. Provincial, is also joining ex officio.

In addition, elected to lead the Board for a third year is Robert Elizondo, Chairman, and Philip Pfeiffer is the new Vice Chairman. Maj. Gen. Alfred Valenzuela, U.S.A. (Ret.), is Board Secretary.

Two Key Leadership Posts Filled

At its February meeting, the St. Mary's University Board of Trustees unanimously confirmed the recommendation from President Charles L. Cotrell, Ph.D., to appoint André Hampton, J.D., as vice president for Academic Affairs. Hampton had been serving as the interim vice president since June 2008.

Hampton surfaced as the top candidate after a comprehensive and thorough search process. (*Read more about Hampton on page 10.*)

In addition, Paul T. "Rocky" Kettering, Ed.D., was unanimously approved by the Board of Trustees in April as the vice president for University Advancement upon



Kettering

Cotrell's recommendation. Kettering first came to St. Mary's in 2007 as the executive director of Development after a national search process. He left

St. Mary's in 2009 to become the vice president for Institutional Advancement at Our Lady of the Lake University.

As St. Mary's executive director of Development, Kettering helped to develop the strategy for the *Extending the Tradition of Excellence* campaign for academics and athletics, and secure \$6 million from Bexar County venue taxes for the Outdoor Sports Complex. As vice president, he will oversee the Development and Alumni Relations offices, and serve as the senior administrator and liaison with the Alumni Association.

Leon Honored for Lifetime Achievement

On May 15, during its 76th commencement exercises, St. Mary's School of Law honored Jack Paul Leon, a local attorney and former Vice Chairman of the St. Mary's Board of Trustees, with the Lifetime



Leon

Achievement Award. A 1959 law school graduate, Leon went into private practice in 1962 after serving in the Korean War and as a prosecutor with the Bexar County District Attorneys Office. He is a charter

member of both the Texas Trial Lawyers Association and the Texas Association of Criminal Defense Lawyers, and a past president of the St. Mary's Law Alumni Association. St. Mary's named him a Distinguished Law Graduate in 1986.

The Hon. David A. Ezra, District of Hawaii, United States District Court, delivered the commencement address. Ezra earned his B.B.A. from St. Mary's and was a top law school graduate in 1972. He was appointed to the U.S. District Court for the District of Hawaii in 1988, becoming the youngest federal judge in Hawaiian history. Judge Ezra was awarded St. Mary's Rosewood Gavel Award for his contributions to the adjudication of justice.

The law school also presented two awards to those who have made exceptional contributions to the legal profession and education. Wallace B. Jefferson, Chief Justice of the Supreme Court of Texas, received the Rosewood Gavel Award. The St. Thomas More Award was presented to Patricia S. Castillo, executive director of The P.E.A.C.E. Initiative.



Raabe Named First Biaggini Chair

Timothy Raabe, Ph.D., current chair and professor of Biological Sciences,

Raabe

has been named the first Benjamin F. Biaggini Endowed Chair of Biological Sciences at St. Mary's University.

Raabe's research focuses on the proper functioning of the nervous system. He works with his students to examine signaling between different cell types found in the nervous system that ensure proper development during embryonic stages and that may be disrupted during diseases states. By studying a specific type of growth factor, Raabe and his students are working to unlock the potential of therapeutic benefits of these growth factors that could lead to treatments for diseases such as multiple sclerosis and diabetic neuropathy.

Benjamin F. Biaggini received his B.S. in Mathematics from St. Mary's in 1936. He was president and CEO of now Southern Pacific Transportation Co., previously known as Southern Pacific Railroad. Biaggini served on



Graduation Back on Campus

May graduation was held on campus for the first time since before World War II. Bill Greehey Arena, the site of the 158th Spring Commencement Exercises, was filled to capacity as family and friends watched graduates receive their diplomas for bachelor's, master's and doctorate degrees. For the first time in decades, all graduation ceremonies – in both December and May – were held on campus.

the St. Mary's University Board of Trustees, was awarded an honorary doctorate by St. Mary's in 1965, and was honored by the Alumni Association in 1973 as a Distinguished Alumnus.

Upon Biaggini's death in 2005, former colleagues and friends established the endowed chair with a \$1 million gift as a lasting legacy to Biaggini's ideals of supporting academic excellence and scholarly research in the biological sciences.

Alumna is First Female Chair of UT Regents



McHugh

Colleen McHugh (J.D. '81) is the first woman to be elected to chair the University of Texas System's Board of Regents since it was established in 1881.

She was unanimously elected to the post by her fellow regents at the Board's March meeting. McHugh has served as a regent since 2005 when she was appointed to a six-year term by Gov. Rick Perry.

An attorney from Corpus Christi, McHugh has blazed plenty of trails for women heretofore. Among them: she was the first woman to lead the board of directors for the State Bar of Texas, and she was the first woman to serve on the Texas Public Safety Commission, having been appointed to that agency in 1998 by then-Gov. George W. Bush.

■ Good Deeds

Marianist Trust Pledge Exceeds \$300,000

During its annual meeting in April, members of the Board of Trustees of the Marianist Trust of St. Mary's University met on campus to consider financial allocations for the 2010-2011 academic year. As a result, a total of nearly \$302,000 will support scholarships and the Marianist Leadership Program.

The largest part of the gift, \$260,600, is designated for undergraduate scholarships. In addition, \$20,000 has been allocated for graduate scholarships and the remainder will support the Marianist Leadership Program.



Stock Rises for Greehey Scholar

Freshman Greehey Scholar Hayden Edwards (far right) at the NYSE after closing bell. He won this opportunity as part of a contest at the Youth About Business' Advanced Summer Business Camp, an invitation-only program, where students have the opportunity to take on real world business experiences.

Read more about Edwards in Web Extras at www.stmarytx.edu/gold&blue.

The Marianist Trust was established in 1972 by Marianists working at St. Mary's who, during the 1970s and 1980s, put most of their salaries into the fund. Today, the Trust continues to grow and each year 80 to 90 students benefit from scholarship assistance.

Current members of the Marianist Trust Board are Brothers Charles Cummiskey, Fred Halwe, Terry O'Connor, Mike Sullivan, and Joseph Markel (Province Office representative), and the Revs. John A. Leies and Richard Wosman.

Matching Gifts

Many employers give back to the community by matching employee gifts to qualifying charitable organizations. A dollar for dollar match means your \$500 gift is worth \$1,000 to St. Mary's. Some companies will match at a 2:1 or 3:1 ratio. ExxonMobil falls into the latter category. Gifts from alumni and friends of about \$13,000 were matched by the ExxonMobil Foundation for a final gift total of nearly \$40,000. Be sure to stop by your human resource office or visit your company website to see if your employer matches gifts.

A benefit to donors is that matching gifts are added to your annual gift total for recognition on the Honor Roll of Donors and may result in invitations to various special events, including the annual President's Dinner and Fiesta President's Reception.

Gifts to Law School Mount

Generous gifts to School of Law scholarships have come in recently. New scholarships have been established by Guillermo Benavides of Laredo, whose \$30,000 gift creates The Benavides Family Law Scholarship, and a \$25,000 gift from Tinsman & Sciano Inc. creates The Deni and Daniel Sciano Scholarship.

Also among recent donations are numerous gifts and pledges to the Dean Charles E. Cantú Endowment, including:

- \$100,000 pledge from James K. "Jimmy" Jones (J.D. '81)
- \$50,000 gift from the Semmes Foundation Inc.
- \$50,000 pledge from an anonymous donor
- \$20,000 gift from Arturo Benavides Sr.
- \$10,000 gift from the Arturo Tomás Benavides Property Management Trust
- \$10,000 gift from the Honorable Carlos Benavides Jr.



Meyer Enters NAIA Hall of Fame

On March 16 at a ceremony in Kansas City, Mo., former St. Mary's University men's basketball player and coach Buddy Meyer was inducted into the NAIA Hall of Fame for his stellar career as a player, coach, and mentor, and for exemplifying the NAIA's "Champion of Character" traits. His induction took place in front of more than 1,000 guests and players on the eve of the national championship tournament that Meyer and his team won in 1989. Other Rattlers in the NAIA Hall of Fame and their years of induction are Baseball Coach Elmer Kosub (1972); Basketball All-American Robert Reid (1986); Basketball Coach Ed Messbarger (1990), and Softball All-American Leticia Morales-Bissaro (2000).



Lauren Miller

St. Mary's defeated host St. Edward's University 8-7 in the championship game, capping a perfect run through the tournament. Senior Taryn Muñoz of Bulverde received tournament MVP recognition for her play, while junior Kelly Baker of Arlington, senior Arlynda Flores of Uvalde, junior Lauren Miller of Baytown and junior Chelsea Wenske of Shiner were named all-tournament.

With the tournament title, the Rattlers advanced to the NCAA South Central Region Tournament for the ninth time since moving to NCAA Division II in 2000. Although they lost in the second round of the regional tournament, for the 30th time in 32 seasons, the Rattlers produced a winning record on the softball diamond.

For their play during the 2010 season, seven Rattlers were named All-Heartland Conference. Miller and freshman Katie Nichols of San Marcos were named to the first team. Receiving second team recognition were Baker, Flores, Muñoz, junior Alyssa Alfaro of Eagle Pass, and freshman Christina Rodriguez of San Marcos. Nichols was one of only two freshmen to make the first team.

Baseball Wins Multiple Honors

The Rattler baseball team used a strong finish to the 2010 season to win its first Heartland Conference title since 2002. The league championship was the 31st in school history and the second for the Rattlers as members of the Heartland Conference. The team finished the regular season with a record of 39-15, including a 21-7 mark at V.J. Keefe Field.

Head Coach Charlie Migl was recognized for his coaching abilities by being named Heartland Conference Coach of the Year. In this 24th season at the helm, Migl has been honored by the league four times. Migl has a career record of 878-411 and led the Rattlers to the 2001 NCAA Division II National Championship.

■ Sports Corner

Conference Honors Basketball Players

When the Heartland Conference announced its basketball honors for the 2010 season, St. Mary's players were front and center.

From the women's team, Kristin Williams, a junior from Kansas City, Mo., was named Heartland Conference Newcomer of the Year. Joining her were Liz Boyd from San Antonio's Antonian College Prep who received the Freshman of the Year award, and Chastity Noble, a



Kristin Williams

senior from El Paso who received first team All-Heartland Conference recognition.

The Rattler women's team won its third straight Heartland Conference Championship and advanced to the NCAA South Central Region Tournament again in 2010. The team capped a strong finish to the season by winning 15 of their last 18 games.

On the men's side, Kevin Kotzur from La Vernia was named Heartland Conference Freshman of the Year and Newcomer of the Year, as well as being the only freshman to receive first team All-Heartland Conference recognition. In addition, Jeff Campbell, a sophomore from Allen, was named Defensive Player of the Year and senior Curtis Mitchell from Milwaukee, Wis., also received second team All-Heartland Conference recognition.

Head Coach Jim Zeleznak was also honored by the Heartland Conference. He received Coach of the Year recognition for the first time.

Softball Reclaims Conference Crown

The Rattler softball team returned to the top of the Heartland Conference, winning the league title for the ninth time in 10 years.



Kevin Kotzur



Head Coach Jim Zeleznak



Matt Holland



**Head Coach
Charlie Migl**

Earning first team all-conference recognition were Alfonso Maldonado, a senior from Laredo; Ryan Morrow, a junior from Bulverde; James Hipp, a senior from Uvalde; and Josh McElroy, a sophomore from San Antonio. Maldonado was also named NCAA Division II All-South Central by Daktronics Inc.

Named to the All-Heartland Conference second team were Courtney Behrend, a senior from Comfort; Weston Baros, a junior from San Antonio; Reagan Moczygamba, a junior from Bulverde; Jason Garcia, a junior from Falfurrias; and Greg Herbst, a junior from San Antonio.

In addition to the All-Conference team, the Heartland Conference announced a Gold Glove Team for the first time in 2010. Three Rattlers earned Gold Glove honors, including Matt Holland, a junior pitcher from Shreveport, La.; Morrow and Garcia.

The Rattlers received a bid to the South Central Region Tournament, where they were seeded fifth. They lost in the tournament's third round, 9-8, in a 13-inning battle against Abilene Christian after an almost three-day rain delay.



Matt Vela

Vela Clinches Heartland Individual Title

Matt Vela shot a final round 71 to take medalist honors at the Heartland Conference Men's Golf Championship at the Rose Creek Golf Club in Oklahoma. St. Mary's finished second as a team, just two strokes behind St. Edward's University.

Vela, a junior from San Antonio, won his first Heartland Conference Championship after finishing second each of the last two years. He beat teammate Jeff Rein, also a San Antonio junior, by two strokes. For the second straight season, the Rattlers placed first and second at the conference championship.

For their play, both Vela and Rein, along with sophomore Sam Jernigan, earned All-Heartland Conference

honors. Ursula Perez received all-conference recognition on the women's side.

New Volleyball Coach Named

Jenny Warmack-Chipman recently became St. Mary's eighth volleyball head coach. She comes to St. Mary's after spending the last 10 years as the head coach at NCAA Division III



Warmack-Chipman

Muhlenberg College in Allentown, Pa., where she also served as assistant athletic director, senior woman administrator and adviser to the Student-Athlete Advisory Committee. She was the school's all-time leader in wins at Muhlenberg with 133 victories.

Before coaching for Muhlenberg, Warmack-Chipman was an assistant coach at Southern Methodist University and Wichita State University. She is a 1996 graduate of the University of Texas, and while a student at UT, she played on a Longhorn team that was ranked No. 1 in the country and was named to the 1994 All-Southwest Conference team.

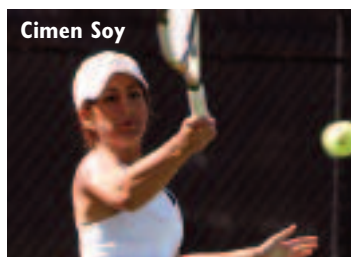
Tennis Players Net Conference Honors

Both the men's and women's tennis teams posted their best season records in at least eight years this past spring, and for their efforts, four players were named All-Heartland Conference for 2010.

Senior Vanessa Sholles of Paramaribo, Suriname, and junior Cimen Soy of Gothenburg, Sweden represented the women on the all-conference team. They were joined on the men's side by sophomore Marcin Marczewski of Warsaw, Poland, and senior Marcos Villarreal of Corpus Christi. ■



Vanessa Sholles



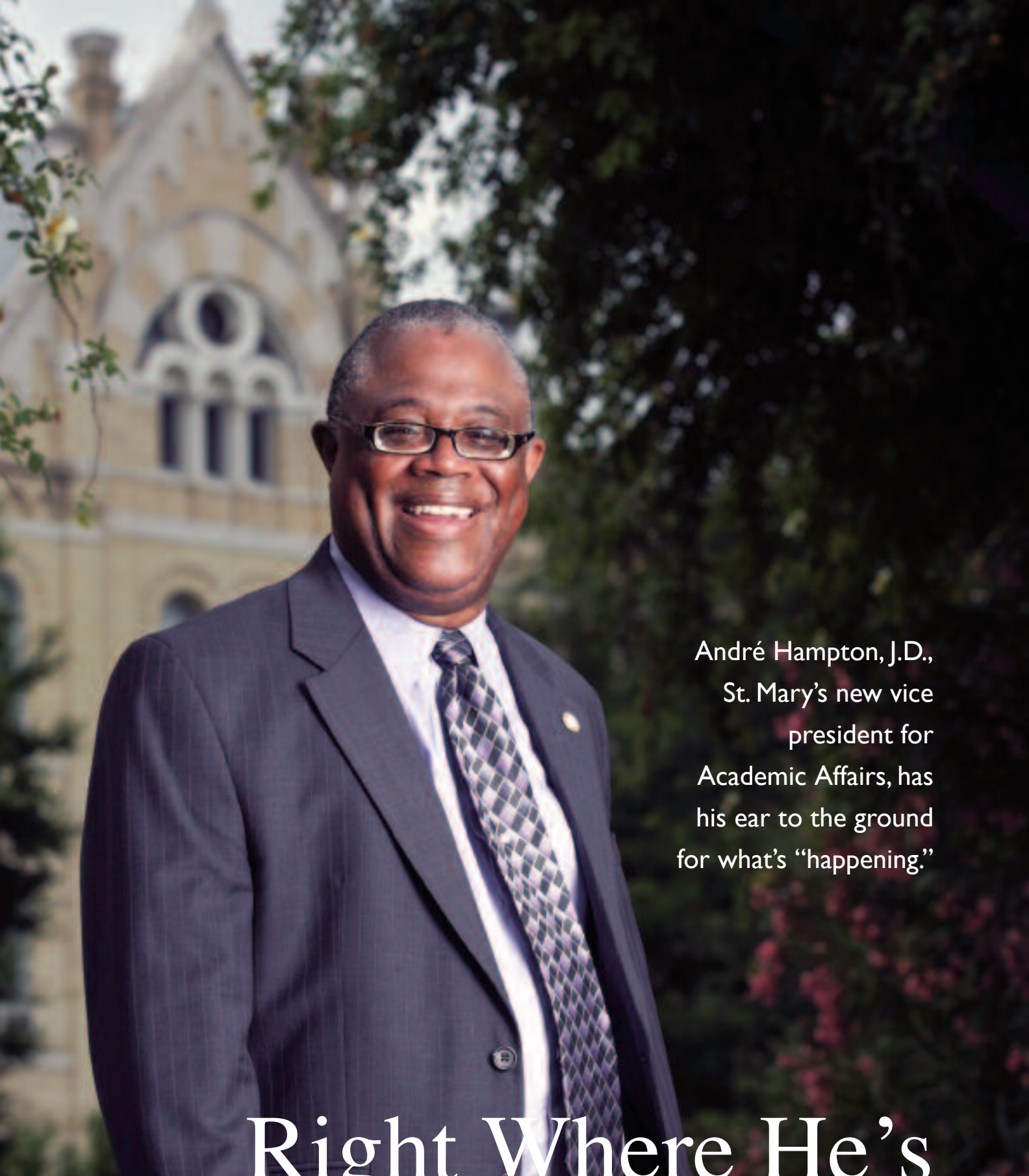
Cimen Soy



Marcin Marczewski



Marcos Villarreal



André Hampton, J.D.,
St. Mary's new vice
president for
Academic Affairs, has
his ear to the ground
for what's "happening."

Right Where He's Supposed to Be

by Candace J. Kuebker, Executive Editor



For a man who never intended to teach, let alone climb to top-level educational leadership, landing the job of vice president for Academic Affairs – the number two spot in St. Mary’s administration – may seem a bit far-fetched. Add the fact that he’s the first executive officer in University history to come out of the School of Law and you might ask, “What are the odds?” But, after chatting with André Hampton, it’s clear he’s right where he’s supposed to be.

Editor: In your own words, tell the jury a little bit about your background.

Hampton: My dad was in the Army, so we moved around a lot. I was born in Los Angeles and lived abroad and all over the states, but my father retired in Houston. That’s where I finished high school. Military brats get a good education, and you learn how to adapt quickly and get along with people from all backgrounds.

From an early age, I knew I wanted to ‘be something.’ I attended the University of Texas in 1975 in their Plan II honors liberal arts program and stayed in Austin for 19 years. After my bachelor’s, I went to law school and also earned a master’s degree. Then I joined a private sector law firm where my areas of responsibility were corporate business, litigation and real estate. I was what you would call a ‘projects-oriented’ attorney; one that provided everything the client needed.

Editor: How did law as a career path lead to teaching law?

Hampton: Growing up I was exposed to the civil rights movement and discrimination. My plan was to be a civil rights lawyer and to represent the rights of the oppressed and downtrodden. I was interested in constitutional law as a vehicle for changing society.

My secret aspiration, though, was to be a theologian. I spent a lot of time thinking about God and theology. When our first child was born, I converted to Catholicism. I don’t know how other people approach their religion, but for me there’s a constant dialogue with God; I’m a work in progress. I came to St. Mary’s to get a job but I’ve gotten much more. I feel the institution shaping me in my

religious thoughts and views. Being here requires me to respond to my better angels – it’s because of the people here and what the institution is that deepens my appreciation for Catholicism and calls me to continue my journey.

I got into teaching reluctantly. After graduating, my plan was to never set foot in a law school again. But UT kept calling, asking me to teach as an adjunct and one day I said yes. That’s how it started.

At the time I was practicing healthcare law so I taught a seminar in that area. I was teaching something I liked, and with those seminar students I had the best time of my professional career. You’ll do best in a job when you don’t have to change who you are. Teaching in the classroom, I could be me.

Editor: How was it that you arrived at St. Mary’s University School of Law?

Hampton: In the early ’90s, law firms were downsizing. I saw the writing on the wall so I left the firm, leased an office and started my own small practice. I was catering to the health law crowd, but I wanted to continue to teach so in 1992, I called St. Mary’s to ask if they would like me to teach a healthcare law seminar. I was teaching full-time by 1994.

Editor: You got involved in the Faculty Senate and assumed the top post in that body. Was it hard to navigate school lines?

[Editor’s note: *The Faculty Senate represents the faculty in the governance of the University and is comprised of senators from St. Mary’s five schools. Hampton became only the third law faculty member to lead the Senate since its inception in 1966.*]

Hampton: My reputation in the law school was as a mediator, so I guess that’s why my colleagues voted me onto the Faculty Senate in 1998. I was judicious enough when speaking on issues to be elected vice president and then president, a post I held for five years. Being relatively new to St. Mary’s, I didn’t have any preconceived notions of “us” and “them” with regard to the schools, and that may have helped me get elected.

My focus as president was to have the Senate become a more effective voice for the faculty. I must’ve liked doing it to stay with it for so long but, again, it’s the institution – being here calls me to do things that I never saw myself doing.

Editor: You filled the academic affairs vice presidency on an interim basis in 2008. Why do you think President Charles Cottrell thought you were the best person for the job?

Hampton: It’s kind of amazing. Without intending to, I’d built up a reputation as a mediator and I think Charlie needed someone able to help with the transition. He may have seen that I’d built up a degree of integrity – people knew me to be an honest person. Being viewed like that is something I truly value. I’d developed administrative abilities as associate dean at the law school, and Charlie knew me pretty well because of my Senate experience. I planned to serve as interim vice president for one year and then go back to law school as associate dean. Sometimes, plans change.

People would be surprised to know...

I have a secret desire to be the first black owner of a NASCAR team. For a long time I wanted to be a driver, but I’m too old for that now. But to own a team—I think that would be a hoot.

You'll do best in a job when you don't have to change who you are.

Editor: So even with the posts' inherent challenges, its positive aspects made you decide to apply for the vice presidency?

Hampton: As interim, I had to learn more about the University. I thought I knew a lot already, but as interim I saw what people were doing every day. We have terrific, dedicated people doing highly commendable work. While interim vice president, I went through the process of becoming more in love with St. Mary's. I evolved from thinking, "I'll come in, serve a year and try not to do any harm" to "maybe there's something I can bring to the table to help us."

I also discovered a special kind of student is attracted to St. Mary's – one whose orientation is on service. Certainly students come here because of our strong academics, but I believe our reputation as a university that cares brings them here.

Editor: Do you believe that St. Mary's mission calls you personally to take on this leadership role?

Hampton: It's significant to me that "Mary" is in our name and I believe this place is magical. Personally, when I come to St. Mary's, I feel like I'm working at a church because it's a spiritual place. The institution and the people in it – we affect one another. Everything I've done over the past years shaped me for this. I believe I'm the right person for the right time. It's really about having a job that you love and a place you love being.

Editor: After your appointment, you wrote a memo to faculty thanking them for their support. In it you stated: "We will need to respond to a new and challenging landscape in higher education...Our academic programs

will need to be relevant to a contemporary reality, to a new generation of students with new expectations, different learning styles, and different means of accessing and processing information. In short, we are going to need to be more 'happening.'" What is your vision for making St. Mary's more "happening"?

Hampton: I don't see myself as a visionary; rather, I think about myself as someone who recognizes and cultivates good ideas, and helps people implement those ideas. The "happening" is an invitation to people University-wide to come forward with their best ideas – to enliven the environment – and to believe that it takes all of us to do that. The leader doesn't bring the vision to the people, the leader brings the vision out of the people.

We need to look at new ideas. We need to review programs and determine which are successful and which may need to be tweaked, and always with an ear to the ground to find out what the exciting, new academic programs might be.

But it's not enough to identify new programs; we have to be able to deliver them while staying true to our reputation and heritage – offering quality programs that address the whole person in St. Mary's fashion. We're only at the point where we can dream about the future because of the hard work that got us here.

Editor: Do you have specific goals you'd like to implement in your new role?

Hampton: I'm excited about our schools – we've got exceptional leadership in the deans. I've worked to implement an associate dean structure so the deans can do more external development instead of being in their offices all the time, and they're excited.

What we must preserve is our legacy of being good teachers. Our foundation is built upon students knowing they can come here and get a good education from excellent teachers whose commitment is to them. That, in and of itself, will carry us far.

Editor: What are the biggest challenges to your leadership role?

Hampton: In our mission statement, we say we want to provide an integrated liberal arts and professional education. And that comes down to the core curriculum. Integrating these two things is a difficult scenario. From the outside, everyone wants education quicker and cheaper. Our challenge is to balance a properly understood liberal arts education with the fact that we promote and offer professional degrees. We have to move forward but we don't want to abandon what got us here.

Some will say our core curriculum is too big, but it's big because it's important. The core discussion captures our biggest challenge in a nutshell – to respond to the realities of the modern environment without abandoning our identity. We'll get through it but it's going to take a lot of hard work.

The other big challenge, of course, is that there are always too many great ideas for the resources available. Part of my job is to find innovative ways to fund some of these great ideas.

Editor: What makes you want to come to work every day?

Hampton: The funny thing about this job is that you don't know what's going to happen on any given day. I just know that whatever it is, I'm going to enjoy doing it. ■

Part of my job is to find innovative ways to fund some of these great ideas.

Welcome to the St. Mary's GATEWAY DISTRICT

by Nicolette Good, Associate Editor, and Candace Kuebker, Executive Editor

On warm summer afternoons, Jason rode his bike along St. Mary's sidewalks like they were an extension of his own driveway one block north of the University.

"St. Mary's was right there," recalls Jason Cox (B.B.A. '98). "It was part of the family, and it actually felt like part of our house."

University Park, the neighborhood that shares a fence with St. Mary's, had the right ingredients for years of many fond memories.

"We never locked our doors. Everyone just looked out for one another," Jason says.

When he visits his parents at home now, Jason still senses the neighborhood charm he witnessed as a child. But a newcomer might tell a different story.

Renters have replaced many of the original longtime homeowners; stray dogs rummage through morning trash in search of breakfast; and white picket fences are tagged with graffiti painted by school kids.

Now Jason's mother, Jo Cox, does more than watch out for kids

playing in the street, thanks to a powerful partnership among St. Mary's University and key players committed to revitalizing the neighborhood her family has known for decades.

The seeds of neighborhood revitalization were planted in 2002 when St. Mary's helped found the University Park Neighborhood Association (UPNA), of which Jo was its first president and current vice president. Ever since, the UPNA has held monthly meetings on campus where it can tap into the intellectual capital of St. Mary's faculty, staff and students.

A few years later, while President Charles L. Cotrell, Ph.D., drafted St. Mary's strategic plan, *Vision 2012*, he had revitalization in mind.

Vision 2012's goal to extend boundaries calls St. Mary's to become more active in community outreach, development and improvement. So in March 2007, Cotrell led the formation of the Neighborhood Revitalization Project with a Task

Force that would collaborate with neighbors on infrastructure and quality of life improvements, commercial transformation and housing rehabilitation.

The Task Force's greatest boon is its diversity of talents, resources and expertise. Chaired by Ramiro Cavazos (M.P.A. '03), president of the San Antonio Hispanic Chamber of Commerce (SAHCC), its members include longtime University Park residents like Jo Cox, passionate individuals from the University and city government, and experienced community activists.



ST. MARY'S
GATEWAY
DISTRICT

Partnerships have been the hallmarks of the Project's success. With a nearly \$600,000 three-year grant from the U.S. Department of Housing and Urban Development (HUD), St. Mary's hired Revitalization Project Director Steve Nivin, Ph.D.

Augmented by grants from the city, St. Mary's Alumni Association and foundations, the HUD grant helped Project partners plant trees, hold public meetings

and small business summits, publish a semi-annual newsletter for the Phase I area, and survey neighbors about desires for commercial redevelopment.

In 2009, things really started moving when the on-campus Neighborhood Center opened in the AT&T Center for Information Technology. It's now a place where residents and business proprietors access home ownership and credit counseling, home repair assistance, and

economic development resources.

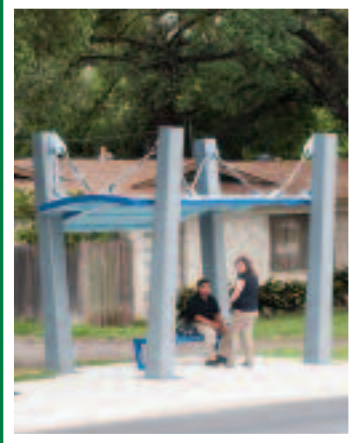
In the Catholic and Marianist spirit, St. Mary's asked the community first-hand what was needed. A Task Force committee surveyed nearby residents while the SAHCC – in conjunction with a University class project – conducted surveys of businesses along Culebra and Bandera Roads' commercial corridors. Another class donned their economist hats to gather consumer habits and commercial

Nivin directs the Neighborhood Revitalization Project, but he also puts his background as Chief Economist for the City of San Antonio to work as director of the SABER Research Institute. Learn how this bolsters revitalization efforts at www.saberinstitute.org



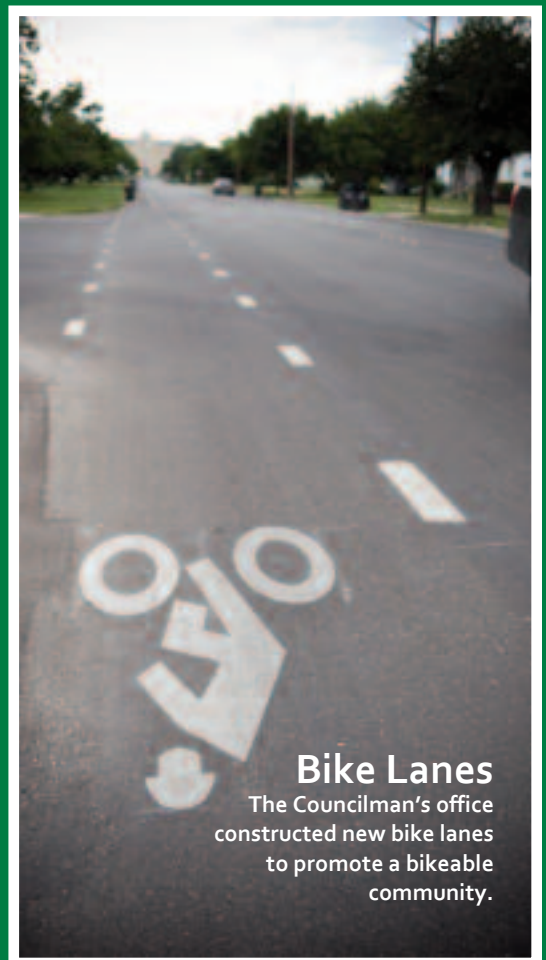
Curb Appeal

Residents along Woodlawn Ave. enjoy infrastructure improvements, like their newly paved streetscape, outfitted with uniform curbs, repainted lanes, and yards with fresh turf.



On a Roll

Residents wait at a new bus stop on the corner where the Revitalization Project hopes to pursue a second pocket park.



Bike Lanes

The Councilman's office constructed new bike lanes to promote a bikeable community.

38,151
people live in
all five
revitalization
areas

\$1.3 million
in tax returns came
back to the area
through St. Mary's
VITA program

30.8% of
residents are
renters

50% of residents
have Internet
access

5,646
are emp

interests of University faculty, staff and students.

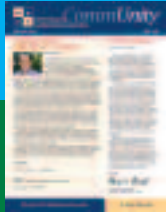
In 2010 alone, the Revitalization Project has seen tangible signs of its progress. A pocket park in University Park was completed in April, with the help of the city, UPNA, District 7 Councilman Justin Rodriguez and Preferred Landscaping and Lighting. This green space serves as a model for future parks that will entirely transform the street view.

Major infrastructure improvements near completion on Woodlawn Ave., Culebra Road and Bandera Road have already put a new face on the area. In addition, the Office of the Councilman is installing bike paths, crosswalks and a turning lane on NW 36th Street into the campus—projects that will make the vicinity safer and more accessible.

As the anchor of San Antonio's Northwest side, it is St. Mary's duty to use

its resources—time, visibility, skills, talents—to lead efforts that improve the lives of people who live, work, study and play here. Even in its fledgling stages, the Neighborhood Revitalization Project has reached many milestones and is poised to achieve many more.

It just goes to show that when people put their minds and energy together, great things can, and do, happen.



The UPNA newsletter encourages neighbors' participation in revitalization, educational and cultural activities. They clip out passes to St. Mary's athletic games, coupons to nearby retailers, and reminders for events like National Night Out.



Pocket Park

At the intersection of Cincinnati, Tulane and Stonegate, this one-time traffic island is the Project's first pocket park. Completed in April, it offers a beautiful green space for residents.



Eat Where the Locals Eat

La Estrella Bakery, run by a husband-and-wife duo, is a small business along on Bandera Road's bustling commercial corridor. The success of the more-established Lisa's Mexican Restaurant is testament to the opportunity that awaits up-and-coming entrepreneurs and business proprietors.



If You Lived Here, You'd Be Here by Now

"As a San Antonio Alternative Housing Corp. housing counselor, I help first-time home buyers get a foot in the door—literally," says Lita Avalos whose office is in the Neighborhood Revitalization Center. "Down-payment assistance, credit counseling and home repair classes are provided at no cost to the client." A lucky first-time homeowner is constructing a new home one block west of campus.

5 people employed here

\$370,000 was awarded for commercial revitalization over six years

846 businesses are located in the revitalization area

47% of residents attend Oyster Bake

32.1% do not have a high school diploma

Enrollment Management in a Digital Age

Recruiting *(and Keeping)* the Best of the Best

by Suzanne Petrusch, Vice President for Enrollment Management

High school students are bombarded every day with text messages, online banners, TV commercials and more.

Easily they consume many more bits of information than any previous generation. So how can you be heard through all the noise?

Today, college recruitment professionals are dealing with how to recruit the best and the brightest whose attention is in constant demand. Add the competition between schools to finding a diverse and well-prepared group of students, and recruitment becomes very complicated.

But St. Mary's is staying on the cutting edge by focusing efforts and using new media to reach prospective students. That translates into enrolling and keeping the best of the best at St. Mary's.

Then and Now

College recruitment has changed drastically since the 1970s. St. Mary's, in its quest to recruit qualified

students, is operating in a hyper-competitive environment that extends beyond the local and regional markets. Many states have decreasing populations of high school students. Colleges and universities in these states are looking to Texas, where the number of students is projected to grow 40 percent by 2018-2019. However, the growth is generally among those least prepared to tackle the rigor of a four-year university curriculum. We would be mistaken to assume that more graduates will easily translate into higher enrollment.

When we talk to our colleagues about their schools' enrollment goals, everyone says some variation of "we've been charged with enrolling more students with higher test scores, better grades and class rank, and who reshape our demographic profile with increased racial/ethnic, geographic and socioeconomic diversity." Compound this with the rule in Texas that dictates admission for applicants graduating from public high schools in the top 10 percent of their classes, and you see that schools are all vying for the same group of top students.

Even in a competitive arena and with current economic challenges, St. Mary's is weathering the storm. Freshman applications are at an all-time high, totaling nearly 3,600 by

early May 2010, a 55 percent increase compared to this same time last year.

Prospective students are applying to more schools, but the application growth we are experiencing surpasses even national trends. The biggest factor contributing to the explosive growth in applications for the next freshman class was our decision to become part of the common application for the state, ApplyTexas. With the ease of applying through this new channel, we recognize these applications will be softer—a term commonly used in admission to describe students who will have a lower propensity to enroll at St. Mary's—than what we would receive through our traditional application methods.

Building Relationships is Key

While we cannot directly apply our historical models to predict enrollment, even if we experience a lower enrollment rate among ApplyTexas applicants, we strongly believe our presence on the site keeps the St. Mary's name in front of more college-bound students.

To successfully market St. Mary's to prospective students for whom we believe the school offers an

outstanding fit, we must excel in building relationships with our desired constituent group. While we must address the facts and figures, from size of the student body to the price of attendance and demonstrated return on investment, it is incumbent upon us to elicit an emotional response from each contact with the prospective student. Marketing to the mind and the heart is the most effective way of creating a bond that helps prospective students understand what makes St. Mary's special.

Recruiting 2.0

Every recruitment cycle, we refine our comprehensive communication plan. When we remain agile enough to deploy data-driven changes during any given cycle, we perform at our best level. Our multi-channel communication mix continues to expand. Beginning with Student Search, the process by which we communicate with thousands of high schools students whose names we purchase from a combination of testing agencies and research firms, we use targeted print and electronic communication to drive students to a landing page that contains interactive features including a scholarship calculator and video clip. Students can complete a traditional business reply card, a short online inquiry form, or confirm their interest via text. Students who are part of the digital generation overwhelmingly choose the technology-based options.

Our new recruitment endeavors in 2009-2010 include a presence on YOUNiversityTV.com, a site that

offers online video tours of colleges and universities nationwide and the launch of Mobile Updates, an opt-in text message service for students and parents. The average teen now sends or receives almost 3,000 text messages per month compared to 191 calls. Texting has increased 566 percent in just two years, and nearly two-thirds of all U.S. teen mobile subscribers say they prefer text messaging to calling. Thirty-four percent say texting is the reason they acquired their phone. (Source: Nielsen 2009, "How Teens Use Media")

Ten years ago, some enrollment marketing professionals predicted that print publications would become obsolete, but we find the tactile experience of holding a glossy viewbook in your hand cannot be replaced. Instead, print materials should continue as an important and relevant component of the overall communication mix. Partnering with The Lawlor Group, a leading enrollment-focused communication solutions firm, we completely redesigned our two primary print publications for use in recruiting the class of 2010. We invite you to access the *Gold & Blue* Web Extras so you can browse a PDF of the vibrant new viewbook.

Making College Accessible

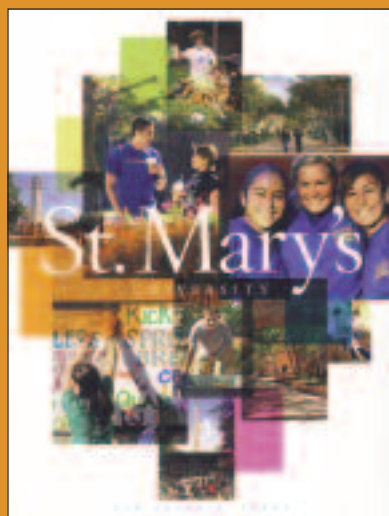
It is one thing to recruit new students to the University. It is another to demonstrate our commitment to recruiting future St. Mary's alumni.

The powerful impact of Access St. Mary's on the outcome of our 2009 recruitment efforts was widely touted. We knew it would be critical to help these students to make a smooth transition from high school to college. Under the creative leadership of Rosalind V. Alderman, Ph.D., assistant vice president for Retention Management, we sought faculty to serve as Faculty Academic Mentors to host Access students for meals several times during the semester. The opportunity to make a connection with at least one faculty member outside of class can influence a student's decision to stay at an institution.

"Because of the Access St. Mary's program, I am able to attend a school I could not have afforded otherwise," said Brenda Montoya, a student in the Access St. Mary's program. "The experience has enabled me to try my hardest to keep my grades up and to be an example for others."

Brenda is also in the new *Rattler Success* program – designed to offer support to students who did not meet the qualifications for scholarship renewal at the end of their first year. Read about her and other students in the *Gold & Blue* Web Extras.

Students in Access St. Mary's had a fall-to-spring retention rate of 98 percent compared to a retention rate of 93 percent for the entire fall 2009 freshman cohort. There is a long road ahead of Brenda and her classmates, but they are one step closer to walking across the stage at graduation with a St. Mary's degree in hand. We will be cheering as loudly as their families. ■



St. Mary's produces printed recruitment materials (left and center), recognizing that the tactile experience of viewing such publications is irreplaceable. In addition, electronic communications (right) have become an important part of the mix for today's digital generation.

Rattler Enterprises, a student-managed business, has been three years in the making. As the students will tell you, it's been a labor of love filled with lots of trial and error, twists and turns, and highs and lows. It was not only the students' determination and dedication, but also a little TLC that saw it through to fruition.

The idea for a student-run business was first proposed in 2007 by then Bill Greehey School of Business Dean Keith Russell, Ph.D. Marketing major and E-Scholar Dyana Garcia was one of the students in the original group that worked on Russell's idea of a Bangladesh import business.

"The words student-managed business, operated by the students for the students, sounded like a great learning experience," Garcia said. "I learn by doing. I thought this would be a great opportunity and I wanted to be a part of it."

After Russell's untimely death, students re-evaluated their idea and, instead, decided to focus on the needs of University offices and student organizations. Their idea – a copying and printing business – was short-lived as they quickly realized that both services were already available on campus. But the students didn't give up. They again examined what was used regularly on campus, but not offered as a service. They found the answer written on the front of every student in the Quad or sitting in class – T-shirts!

Rattler Enterprises unique among universities

Once the idea was decided upon, Dyana along with psychology major Lindsy Wilson, E-Scholar and triple business major Stephanie Baumgart, and two other students who have since graduated, quickly jumped into action. With support and guidance from then Interim Dean Jim Welch, Ph.D., the students researched screen printing equipment, identified a potential location and wrote a business plan that included market analysis, revenue projections and a safety

and environmental impact study.

There are only a handful of student-managed businesses nationwide, including Flyer Enterprises at St. Mary's sister school, University of Dayton. Stephanie, Dyana and Lindsy visited Dayton and met with its student executive team to get

insight and advice on establishing Rattler Enterprises – the first student-managed business at a Texas college or university.

According to their business plan, St. Mary's students project a \$7,500 profit in the first full year of operation. Initially, profits will be reinvested back into the T-shirt company so they can fill larger orders, like the Alumni Association's Fiesta Oyster Bake T-shirts. As revenues and the business grow, student employees from all academic disciplines will be hired. Eventually, the Rattler Enterprises umbrella will grow to include more business divisions. As part of Rattler Enterprises' mission, profits exceeding \$200,000 will be donated back to the University for scholarships.



by Lucha Ramey, Media Relations Director

Sometimes all a concept needs to grow into reality is a little tender loving care, and for St. Mary's latest student initiative, TLC came in more ways than one.

Alums step up to finance business plan

The comprehensive business plan was presented to alumni Tom (B.B.A. '88) and Leti (B.A. '89) Contreras – another layer of TLC in the story – and their banker Steve Villarreal (B.B.A. '89). The Contrerases, who own Texas Security General Insurance Agency Inc., are long-time supporters of St. Mary's and Tom has often participated in the business school's Professor for a Day program.

"They say the first impression is always the best impression and mine was really good," said Tom of the students' presentation. "The students were phenomenal; they had it all together and backed up their business plan with enthusiasm. I was very impressed. I remember thinking 'Wow, things have changed since I was a student!'"

Leti, a teacher education major while at St. Mary's, was interested in the experiential learning the business would provide. "It feels good to be able to give this opportunity to students. I was lucky enough to get real-world experience

through student teaching. I'm excited to be able to give this same experience to business students."

The Contreras' generously donated \$50,000 to the student-managed business in 2008, and with a nod to its benefactors' initials, TLC Tees was created.

Now that the students had the seed money, the real challenges of starting a business still lay ahead.

Originally, the T-shirt design business called for using a traditional screen press. The equipment is big, loud and smelly from the chemicals used, and while the students had accounted for these challenges in their safety and environmental analysis, it meant construction was needed on existing space in the Albert B. Alkek Business Building to accommodate the equipment.

By the summer of 2009, leadership of Rattler Enterprises was in place. CEO and Director of Finance Stephanie Baumgart, Director of Marketing Dyana Garcia, and Director of Human Resources and Operations Lindsi Wilson put the idea of the custom t-shirt business temporarily on hold to consider businesses that would capitalize on the opening of the University's new freshmen residence hall. The students wrote a new business plan, including market analysis and revenue projections, for operating a convenience store in Founders Hall. Unfortunately, the idea presented more challenges than could be overcome in a reasonable amount of time.

Success grows out of perseverance

But through it all Stephanie, Dyana and Lindsi persevered, injecting their own TLC into Rattler Enterprises every step of the way. Just when they thought they were stymied, they learned of new T-shirt printing technology that made TLC

Tees viable again. The new equipment – essentially a giant inkjet computer printer adapted for T-shirt printing – was less expensive, more compact and not as messy. They could begin operations immediately.

Finally after three long years, Rattler Enterprises' first initiative, TLC Tees, officially opened for business in February of this year, and it's been more of a learning experience than the students ever thought it would be.

"I never imagined it would be so much work," said Dyana, "but it helped me grow and find out what I was capable of doing. I also learned a lot about the St. Mary's community; everyone was always there to lend a helping hand. I

realized we really are a family."

Reflecting back on the experience, Stephanie said, "Everything doesn't always go right, but nothing always goes wrong. What separates the success stories from the forgotten chapters is perseverance. We faced many hurdles ... and there were many occasions when we thought we had hit a dead end. Instead of accepting failure, we just worked harder and kept looking for new paths to our ultimate goal."

In just four short months, TLC Tees has filled 11 orders, made 300 T-shirts, generating nearly \$3,000 in revenues.

Stephanie and Lindsi graduated in May, but not before helping new CEO Dyana hire four new students to come on board over the summer as Rattler Enterprises' new executive team.

"My advice to the next team of students is to not sweat the small stuff," said Lindsi. "Everything comes in waves and as long as the lines of communication are open, you can accomplish anything and everything together."

And it doesn't hurt when there's a little TLC in the mix either. ■

The students were phenomenal; they had it all together and backed up their business plan with enthusiasm. I was very impressed.



Leaders in the effort to establish Rattler Enterprises' first business were (from left) Stephanie Baumgart, Lindsi Wilson and Dyana Garcia.

Sometimes, it's not just lunch.



by Geary Reamey, Professor of Law

Law School Celebrating 25 Years in Europe

In 1985, Vincent Johnson and I were promoted to Associate Professor. To celebrate, we joined my wife, Kay, at a Thai restaurant for lunch. Our conversation turned to travel, and we chatted about how nice it would be to teach in a foreign study program, but quickly concluded that we were unlikely to receive such an invitation.

Spring rolls lead to international partnership

Maybe, we thought, we should start our own program. Ideas about possible locations for the venture flew around the lunch table. If we had been older, wiser, and more cautious, the idea might have ended where it started – with spring rolls. Instead, we proposed the idea to then Dean James Castleberry, who found the idea very appealing. It was agreed that Vincent and I would do all the groundwork, present it to the faculty, and – if there was support – be included in at least the inaugural faculty for the new program.

That summer, after we had researched possible sites for our program, Vincent was dispatched to Europe where he toured facilities and met with law deans of several European universities. His warmest reception was by Professor and Dean Fritz Raber of the University of Innsbruck, Austria. An ardent supporter of international partnerships, his response to a possible partnership with St. Mary's was very encouraging.

After further discussions and faculty approval, the first session was set for July of 1986. Twenty-five students, including four from other American law schools, attended the first program. Ours was one of only 40 summer foreign law study programs offered that year and the curriculum included several classes on Texas law – quite an odd offering for the Alps!

Supreme Court Justices are faculty mainstays

Since then, much has changed. Always committed to a serious course of summer study, we attracted some of the best law teachers in the United States and other countries, and tailored our course offerings to focus on hot topics in international law. Vincent and I began a long, uninterrupted period as directors of the program, although he eventually moved on to other projects. The reputation of the program grew, and soon we were attracting 100 or more students from schools across the U.S. and several foreign countries each summer.

Now among more than 200 summer foreign study programs, St. Mary's remains one of the most recognized and longest-running. Seven Justices of the U.S. Supreme Court have taught in the program, several of them multiple times. The late Chief Justice William Rehnquist was on the faculty four times, and only failing health prevented a scheduled fifth appearance. Judges and prosecutors from the International Criminal Tribunal for Yugoslavia have lectured, too, as have many well-known international law practitioners, foreign law professors and local experts.

Innsbruck results in internationalization of curriculum at home

What else has come from that lunch conversation? Thousands of law students from St. Mary's and more than 130 other American law schools have studied in Austria, taking courses not usually found on home campuses, and enjoying travel and cultural opportunities they might never have had. More than half of our own law faculty have prepared and taught courses in international law due to this program. Our international curriculum has expanded exponentially as a result, and we now offer a Master of Laws in International and Comparative Law at home. Our faculty exchange program with the University of Innsbruck has allowed more than a dozen faculty members to teach and learn in a foreign country, and St. Mary's Bill Greehey School of Business started its own Innsbruck program after we began.

This year, we celebrate 25 years of success in internationalizing our curriculum, faculty, students and campus through the Innsbruck program. All because of a little idea at lunch. So, the next time you're tempted to skip lunch, remember: It's not just food; it's an opportunity to do something whose impact can endure. ■



Professor Reamey teaches primarily in the area of criminal law and procedure, but has also taught courses in constitutional law, international human rights, jurisprudence, and domestic relations, and has served as a supervising attorney in the St. Mary's clinical program. He joined St. Mary's School of Law faculty in 1982, after several years in private practice.

CLASS NOTES



1950s

1958 Edward T. Leech, B.B.A., La Grange, and his wife, Virginia, coordinated an eight-day visit to their hometown by a Lost Boy of Sudan, a survivor of that country's genocide.

1959 Robert P. Sims, B.B.A., J.D. '59, San Antonio, and his wife, Karleen, celebrated their 50th wedding anniversary on Dec. 26, 2009.

1960s

1960 George H. Herbst, B.A., Orlando, Fla., is vice president for finance at Stetson University.

1967 Alfredo Moreno, B.M.E., McAllen, is participating in his fifth season with the Rio Grande Valley Symphony and Chorale, where he sings tenor.

1969 Gerald R. Saxe, B.A., St. Louis, Mo., for 34 years has been selling laboratory instruments for Mettler-Toledo, Inc.

1970s

1974 Richard Danysh, J.D., San Antonio, a trial partner in Bracewell & Giuliani LLP's San Antonio office, has been inducted as a Fellow of the American College of Trial Lawyers, a premier legal association in America composed of the best of the trial bar from the United States and Canada.

1975 James N. Higdon, J.D., San Antonio, partner of Higdon, Hardy, & Zuflacht, was chosen by his peers as a *Texas Monthly* 2009 Texas Super Lawyer in Family Law in Central and South Texas and in *Scene in SA* magazine as one of the Best Lawyers in San Antonio in Family Law. A member of the State Bar for 34 years, and certified by the Board of Legal Specialization in Family Law and Civil Appellate Law, he was also elected chair of the advisory board of the Bexar County Dispute Resolution Center and as board member of the University of Texas Naval ROTC Alumni Foundation.

1976 Fred Z. Hernandez Jr., B.A., San Antonio, is in private practice as a Board Certified Licensed Professional Counselor, Board Certified Licensed Marriage & Family Therapist and Diplomate Sports Therapist.

1979 Steve D. San Miguel, B.A., Live Oak, environmental manager for the Texas Air National Guard, received the 2010 Air National Guard Bureau Environmental Commendation Award.

1980s

1980 David T. Emory, J.D., San Antonio, attorney with Higdon, Hardy, & Zuflacht, was elected by his peers as one of the Best Lawyers in San Antonio in *Scene in SA* magazine.

1981 Matthew Reedy, M.B.A., San Antonio, is developing imaging software and integration for Voxeloxix.

1982 Sharon Breckenridge Thomas, B.A., J.D. '85, Lynchburg, Va., a professor at Liberty University School of Law, spoke at the International Business Law Summit held in Luxor, Egypt, where she presented a paper, "Brave New Resurgence of Global Slavery: The Underbelly of Business." The Summit was hosted by the Center for International Legal Studies and Suffolk University School of Law. **Patrick L. Valls, B.A.**, Laredo, and spouse, Jodie Marie, welcome Nathan Patrick, born March 18, 2009.

1983 Charles E. Hardy, J.D., San Antonio, partner of Higdon, Hardy, & Zuflacht, was elected by his peers as one of the Best Lawyers in San Antonio in *Scene in SA* magazine and selected to the Texas Super Lawyers 2009.

1984 J. Matthew Dow, J.D., Austin, managing partner of the Austin office of Jackson Walker LLP, serves as a member of the firm's Management Committee and will oversee and manage the operations of the office.

1987 Sue Bentsch, J.D., Fredericksburg, is involved in donor-intent litigation with The Future of Newcomb College Inc., the nonprofit organization supporting litigation against Tulane University to restore its coordinate women's college that was closed following Hurricane Katrina. **John L. Delany, B.A.**, Glen Ellyn, Ill., is director for national accounts at Insight Lighting. **Lynette L. Lyssy, B.A.**, San Antonio, is a reading specialist for Rhodes Elementary in the Northside Independent School District. **Katherine Staton, B.B.A.**, Dallas, a partner in the Dallas office of Jackson Walker LLP, was elected president of the International Aviation Women's Association.

1988 David A. Garcia, M.D., B.A., San Antonio, after serving his tenure as chief of medicine at North Central Baptist Hospital, was subsequently elected vice chief of staff of the same institution, where he specializes in gastroenterology.

1989 Edward Campos, B.B.A., M.S. '91, Austin, is project manager for the City of Austin. **Harold C. Zuflacht, J.D.**, San Antonio, partner of Higdon, Hardy, & Zuflacht, was elected by his peers as one of the Best Lawyers in San Antonio in *Scene in SA* magazine and selected to the Texas Super Lawyers 2009. Board certified by the Texas Board of Legal Specialization in Family Law, he also is a Fellow in the American Academy of Adoption Attorneys and the American Academy of Matrimonial Lawyers.

1990s

1991 Harold Oliver, M.S., J.D. '02, McQueeney, after serving on the staff of the late Texas Sen. Frank Madla from 1994 to 2004, established TX Capitol Consulting Group LLC to provide legislative, regulatory and business development services to clients with interests in the Texas Legislature and in local Texas governments.

1992 Daphni Flores Moreno, B.A., M.J.A. '02, Floresville, is a police officer with the San Antonio Police Department. **Mary Ellen (Londrie) Treviño, B.B.A.**, San Antonio, is founder and president of the 2009 Inc. 500 Number One Latina and Number One Woman-run company, P3S. She received the 2009 Small Business Administration San Antonio District and State Small Business Person of the Year award.

1993 Rene Alvarez, Ph.D., B.A., Boxborough, Mass., was promoted to associate director for Alnylam Pharmaceuticals located in Cambridge, Mass. **Amy A. Geistweidt, J.D.**, San Antonio, partner of Higdon, Hardy, & Zuflacht, was recently elected by her peers as one of the Best Lawyers in San Antonio in *Scene in SA* magazine and selected to the Texas Super Lawyers 2009.

1995 Denise Nicole Monreal, Ph.D., B.A., M.A. '99, San Antonio, received her doctorate in Leadership Studies from Our Lady of the Lake University.

1996 Amber L. Alwais, J.D., San Antonio, already recognized as one of San Antonio's top young attorneys, recently became Board certified in Family Law by the Texas Board of Legal Specialization. She is an associate in the family law firm of McCurley Orsinger McCurley Nelson & Downing LLP.

1996 Peter E. Goodyear, J.D., Fair Oaks Ranch, is director/Anti Money Laundering (AML) Governance for USAA, Enterprise Fraud and AML Management.

Greehey Scholar Fine-Tunes Guitar Business



Shannon Lowry (B.B.A. '10)

When Shannon Lowry graduated in May, she knew what she wanted to do and she already had a business plan to guide her. Shannon hopes to be able to make a go of a custom-made guitar business that she and her father have been working on since her junior year.

Shannon, an entrepreneurial studies major and Greehey Scholar, first came up with the idea when she decided to compete in the National Collegiate Entrepreneurs' Organization Elevator Pitch Competition in October 2008. Shannon won first place that year and she also took home first place in the National E-Scholars Student Consortium Elevator Pitch Competition in February. In both competitions she had to "pitch" her business idea in 90 seconds—the time of an average elevator ride.

Shannon came up with the idea because her father Thomas Lowry (pictured above with Shannon), a long-time guitarist with the San Antonio group Lone Star Pickerz, had been fiddling around with an idea of building an electric guitar with an aluminum body and a detachable neck. Using aluminum instead of wood cuts down

on the amount of tuning the guitar needs since wood is susceptible to temperature changes and therefore requires constant tuning. A detachable neck makes it easier to transport the guitar.

Shannon says her father never thought his hobby could be turned into a business, but now he's very excited about the possibilities. In fact, he's already filled two custom orders for friends and fellow musicians.

Shannon recognizes that they still have some more work to do before making the big plunge. While she fine-tunes the marketing strategy and develops a website for the business, she realizes that, for now, guitar production will have to be a side business. She's optimistic, though, and hopes it can be viable in a year or two.

And what's the best part of this initiative? "It's an opportunity to work with my dad doing something that he loves and I've grown up around; I would love to make a go of it," says Shannon.

In the meantime, she plans to work in sales, insurance or financial services. Like a true entrepreneur, she doesn't want to be tied down to a desk job.

Shannon says the experiences she's had as a Greehey Scholar have provided amazing preparation for the business world.

"When I came in as a freshman and picked entrepreneurial studies as a major, I never imagined I'd have the chance to do all that I've done. An entrepreneur is what I want to be, and after all of the opportunities I've had and all that I've learned, I can't imagine not being one!"

—by *Lucha Ramey*,
Media Relations Director

1997 Sonya K. Tresnicky-Guzman, B.A., San Antonio, and spouse, John Guzman, welcome Nathan John, born Nov. 25, 2009.

1998 Lori Valenzuela, J.D., San Antonio, became the youngest Criminal District Judge in the State of Texas when she was appointed by Gov. Rick Perry in December 2009. She presides over the 437th Criminal District Court.

1999 Jennifer Evette Franco, B.A., Odessa, is business office manager for Basin Healthcare Center. Irene Maldonado, B.A., San Antonio, HUB program manager with the University of Texas at San Antonio Purchasing and Distribution Services Department, received the Small Business Week Award for Minority Small Business Champion of the Year in a ceremony in May. Christina Markell-Balleza, B.A., Dallas, and Perry Balleza, B.A., welcome Abigail Markell Balleza, born Dec. 8, 2009. Kelly (French) Morales, M.D., B.S., an Army obstetrics and gynecology physician stationed in Europe, and spouse, Orlando, welcome Anton Esteban, born Jan. 27, 2010. Elizabeth A. Thompson, B.B.A., San Antonio, is director of

marketing and public relations for Saint Mary's Hall. Marie Delgado Travis, LL.M., Houston, was honored as the local Author of the Year at the Eighth Annual Houston Hispanic Book Fair in February. Her new illustrated poetry book is titled *WHAT IF ...*

2000s

2000 Claudia Guzman, B.A., San Antonio, a grants specialist for the University of Texas at San Antonio, married Travis Garcia on Nov. 21, 2009. Adrian Lopez, B.B.A., Haslet, and Darlene Bauchman-Lopez, B.S. '08, welcome Reagan Marie Gutierrez Powell, B.S., El Paso, is a microbiologist with the City of El Paso Department of Public Health. Dennis E. Stephen, B.A., M.B.A. '08, San Antonio, and spouse, Stephanie, welcome Jacob Ryan, born Oct. 7, 2009.

2001 Jennifer Schreiber Fitzpatrick, B.B.A., Arlington, and Michael Fitzpatrick, B.B.A. '99, welcome Liam Joseph, born Oct. 13, 2009. Diana Elizabeth Castañeda Sanchez, B.A., San Antonio, is director of residence life at the University of the Incarnate Word. David Stolle, J.D., Dallas, attorney with Jackson Walker LLP, was selected as a *Texas Monthly* magazine's "Rising Star."

2002 Marissa Yvette Hernandez Alicea, B.A., San Antonio, is director of Methodist Family Health Centers for the Methodist Healthcare System. Pamela Bell, J.D., San Antonio, was named a 2009 San Antonio legal "Rising Star" in the December 2009 issue of *Scene in SA* magazine. Gérard Y. Le Canu, B.B.A., M.B.A. '07, a technical operations manager for Rackspace Managed Hosting, married Paula Sue Dickens on April 24, 2010.

2003 Shabnam Michelle Nikkiah, B.A., San Antonio, is sales manager for Emily Morgan Hotel. Humayun Zafar, B.S., San Antonio, accepted a position as assistant professor of Information Security and Assurance at Kennesaw State University in Georgia and will begin in August 2010.

2004 Emily Rebecca Duncan, B.A., Houston, married Eric Tobar on Jan. 6, 2009. Dominique Minjarez, B.S., Denver, a clinical pharmacist at Exempla St. Joseph Hospital, married Stacey Schomberg on May 24, 2009.

2005 Stephanie J. Badoske, J.D., San Antonio, an attorney with Higdon, Hardy, & Zuflacht, was elected by her peers as a "Rising Star" lawyer in *Scene in SA* magazine. Karina Cantu, J.D., San Antonio, an associate with Jackson Walker and named a 2009 San Antonio Legal "Rising Star" in by *Scene in SA* magazine, was appointed by San Antonio Mayor Julián Castro to the San Antonio Housing Authority Board of Commissioners. Lauren Ciminello, J.D., San Antonio, was named a 2009 San Antonio legal "Rising Star" in *Scene in SA* magazine. Crystal Marroquin, B.B.A., M.B.A. '07, San Antonio, and Jesse Perez, B.B.A., M.B.A. '07, were married on Nov. 21, 2009. Melissa A. Moreno, B.A., El Paso, graduated from the Texas

On-Screen Role Sheds Light on Therapy

Tech University School of Law, passed the Texas Bar Exam, and is an associate in the litigation section with the law firm of ScottHulse PC. **Michelle Gonzales Pierce, B.B.A.**, Fort Worth, and spouse, Alan Pierce, welcome Isabella Marie, born Dec. 27, 2009. **Jason Todd Scrimpsher, B.B.A.**, Austin, and spouse, Lisa, welcome Nolan Todd, born Jan. 14, 2010. **Bradley R. Stephenson, J.D.**, was recently appointed by Secretary of Health & Human Services Kathleen Sebelius to serve a four-year term as a member of the National Arthritis and Musculoskeletal and Skin Diseases Advisory Council of the National Institutes of Health.

2006 Anne Claire Andaya-Nauts, M.A., Lynnwood, Wash., and spouse, Duncan Nauts, welcome Ashlynn Ava Jane A. Nauts, born Dec. 21, 2009. **Mandy Carroll, J.D.**, Tyler, and **Kyle Nelson, J.D.**, were married on May 30, 2009. Mandy is an attorney with Ireland, Carroll & Kelley PC, and Kyle is an attorney with Stevens Love PLLC. **Elizabeth "E.B." Marie Chanoine Dean, B.A.**, Olympia, Wash., and spouse, Alexander Dean, welcome Margaret Elizabeth, born Dec. 25, 2009. The family will be moving to the Washington, D.C. area in July. **Erin Murphy, M.A.**, San Antonio, married Andrew Ross on Nov. 7, 2009. **Marc K. Whyte, J.D.**, San Antonio, an attorney with Jackson Walker LLP, was selected as a *Texas Monthly* magazine's "Rising Star."

2007 Jennifer L. Garcia, B.A., Charlotte, welcomes Jacob Andre Allen, born Dec. 10, 2009. **Art Martinez de Vara, M.A., J.D.**, as mayor of Von Ormy, traveled to Washington, D.C. with a delegation of townspeople, seeking federal appropriations for the town's 2010 project list. **Kimberly Marie Phillips, J.D.**, Dallas, an associate at Gardere Wynne Sewell LLP, was selected for inclusion in the *Texas Monthly* and *Law & Politics Texas Super Lawyers – Rising Stars* edition. **Anna A. Pina, B.B.A.**, Tomball, a marketing and event manager for Santikos Theatres, is the current Miss Houston 2010 title holder, United Southern States Pageant. **Ivan Ramirez, J.D.**, San Antonio, an attorney with the Law Office of Ramirez & Martinez de Vara PLLC, introduced techniques to assist Mexico's technology industry in establishing businesses in San Antonio at the CANIETI conference in Monterrey, Mexico in January 2010.

2008 Ashley Casimiro, B.B.A., McKinney, is an auditor with AT&T in Plano. **Armando Sanchez Jr., B.B.A.**, Phoenix, is promotions and marketing manager for Walt Disney Co.

2009 Bryce Fiacco, M.B.A., Converse, was selected for naval postgraduate school in Monterey, Calif. **Marie Kelly Hulsey, B.B.A.**, San Antonio, is purchasing coordinator for the San Antonio River Authority. **Samantha Leigh Weber, B.A.**, San Antonio, and **David Vaio, B.B.A.'08**, were married on July 18, 2009. Samantha teaches math at Johnson High School in the North East Independent School District and David is an analyst for NuStar Energy.



Aracely Palomares-Neeley, LCSW (B.A. '88)

Aracely Palomares-Neeley, LCSW (B.A. '88) had worked as a psychotherapist and clinical social worker in corporate, government, and hospice settings—everywhere but the limelight.

That changed when television producers offered her the role of a lifetime: to play herself and conduct real-life grief counseling on a docu-soap called *Keeping Up With The Joneses*. Eight episodes later, Aracely knows that even in the face of Hollywood fanfare, a down-to-earth approach is the key to a transformative therapeutic process.

"No matter what, you can turn things around," says the Houston native who majored in psychology at St. Mary's. "It's not about status, money or family name. It's about character."

Aracely shares this message with her clients, because that determination helped her convince St. Mary's admission officers that she was prepared to enroll.

"Nobody in my family had ever gone to college, much less away to a university," she says. Her high school guidance counselor thought Aracely should apply to a junior college, but Aracely felt drawn to St. Mary's.

The counselor may not have believed in Aracely, but someone else did. "The counselor's secretary and I would talk about St. Mary's endlessly."

By a stroke of luck, the secretary intercepted a phone call from a St. Mary's admission officer and told him just how motivated Aracely was.

Her experiences as a first-generation college graduate help the therapist relate to people from all walks of life.

"A lot of my clients don't know the difference between a psychologist and a therapist," explains Aracely. "They just want help. If you know the mechanics and apply them in a down-to-earth way, the client can make sense of it. You see the light bulb go on."

Enough bulbs had lighted across Houston to grab the attention of California executives who sought a grief counselor for the leading lady of *Keeping Up With The Joneses*. The series on Centric follows Tracey Ferguson (pictured above right, with Palomares-Neeley), an entrepreneur and editor of *Jones Magazine*, who lost her husband five years ago.

"We taped the first show, and four days later the producer called saying Centric loved my work and wanted to use me for seven more episodes."

When Aracely remembers her mentor as an undergraduate, John Moder, Ph.D., she realizes that her 20 years of experience as a therapist took root long ago.

"Dr. Moder taught abstract concepts that I didn't think my mind had the depth to understand," she recalls. "He helped me even when I was losing faith in myself. It may have taken some time to put together all that I learned from my alma mater, but it came together in a wonderful master plan."

—by Nicolette Good,
Associate Editor

In Memoriam

1930s

1937 Leroy L. Lex, B.S., Humble, died Nov. 16, 2009.

1939 Mat M. Hitzfelder, B.S.C., San Antonio, died Feb. 8, 2010.

1940s

1940 Lt. Col. Homer Burkett, B.A., San Antonio, died March 5, 2010.

1943 Al Moore Jr., B.S.C., San Antonio, died Dec. 17, 2009.

1947 Miller F. Burkhalter Jr., B.S.C., San Antonio, died Feb. 2, 2010.

1948 Andrew Bergquist, B.S., San Antonio, died Feb. 25, 2010.

1949 Eddie Lee Koenning, B.S., Houston, died Feb. 13, 2010.

1950s

1950 Clyde E. Johnson Jr., LL.B., San Antonio, died Dec. 25, 2009. Andrew W. Seaman, B.B.A. LL.B. '57, San Antonio, died March 3, 2010.

1951 Henry X. Carrillo, LL.B., San Antonio, died Dec. 29, 2009. Jesus Cerda, B.B.A., San Antonio, died Feb. 5, 2010. Robert T. McGill, CL, Victoria, died Feb. 25, 2010. Joseph W. McInemy, B.S., Key Largo, Fla., died Dec. 28, 2009.

1952 Nicolas F. Gonzalez, CL, Houston, died May 15, 2009. Rev. Lloyd P. Misho, B.A., Lebanon, Ill., died July 31, 2009.

1953 Orin M. Anderson, B.S., Helotes, died Dec. 31, 2009. Charles M. Sawtelle, CL, Fredericksburg, died Jan. 8, 2010. Joseph A. Zavaletta, B.S., Brownsville, died Jan. 25, 2010.

1954 Raymond P. Botello, B.A., San Antonio, died March 13, 2010. Kenneth G. Clamp, CL, San Antonio, died March 10, 2010. Victor M. Larrumbide, CL, San Antonio, died Feb. 8, 2010.

1955 Robert L. Beltran, B.A., B.B.A., LL.B. '61, San Antonio, died Feb. 2, 2010. Quon D. Lew, B.B.A., San Antonio, died Dec. 24, 2009.

1956 Rudolph G. Lozano, B.B.A., San Antonio, died Jan. 25, 2010.

1957 Brother Richard Devoto, B.A., Howell, Mich., died Sept. 18, 2009.

1958 Carl A. Rotter, Ph.D., B.S., Morgantown, W.V., died Jan. 29, 2010. Donald K. Schneider, CL, San Antonio, died Nov. 16, 2009.

1959 Alexander H. Halff, CL, San Antonio, died Feb. 9, 2010.

1960s

1960 William John Bennett, B.S., M.S. '62, Clear Lake City, died Dec. 9, 2009.

1961 Charles H. Teal, LL.B., Bulverde, died Feb. 9, 2010.

1962 George Vasill Sr., B.B.A., Cibola, died Dec. 9, 2009.

1963 Edward Thomas Plucas, B.A., Barton, Vt., died Feb. 26, 2010.

1964 Robert H. Austin, B.B.A., Albuquerque, N.M., died Dec. 30, 2009. Maj. Douglas J. Dever, B.B.A., San Antonio, died Feb. 5, 2010. Ignacio Resendez, B.S., J.D. '71, San Antonio, died Dec. 27, 2009.

1965 Thomas Q. Davidson, B.A., San Antonio, died March 1, 2010. Maj. Joseph A. Morales III, B.A., Colorado Springs, Colo., died Nov. 27, 2009. Maynard Arthur Sumner, CL, San Antonio, died March 28, 2010.

1968 Sister Elizabeth "Betty" Higgins, S.H.Sp., B.A., M.A. '73, San Antonio, died Feb. 24, 2010. Judge Albert W. McKnight, B.A., San Antonio, died Oct. 14, 2009.

1969 Lt. Col. Michael Novak, B.A., San Antonio, died Dec. 13, 2009.

1970s

1970 Marilyn Mae Gardner Ford, B.A., Austin, died Feb. 26, 2010. Rev. Gary W. Kayler, B.A., Midwest City, Okla., died Jan. 4, 2009.

1971 Dennis H. Divine, B.A., Palm Coast, Fla., died March 6, 2010. Terry Michael Knippa, B.A., San Antonio, died Feb. 3, 2010.

1972 Judy Miller Gregory, B.A., Port Neches, died March 16, 2010. Judge Paul Andrew Mireles, B.A., J.D. '75, San Antonio, died Dec. 15, 2009.

Stephen Alfred Nisbet, J.D., San Antonio, died March 5, 2010. William Kent Riley, J.D., Fulton, died Dec. 7, 2009.

1975 Jean R. Cornelius, J.D., Austin, died Sept. 21, 2009.

1976 Lt. Col. Charles C. Gwin, M.A., San Antonio, died Feb. 5, 2010. Lynda Dee Wyninegar, B.B.A., Neuilly-sur-Seine, France, died Feb. 21, 2010.

1977 Randolph "Randy" Buss, B.B.A., San Antonio, died March 8, 2010.

1978 Helen R. Sharp, B.B.A., Camarillo, Calif., died Oct. 8, 2009.

1980s

1981 Col. Burton Loren Lucas Jr., M.A., San Antonio, died March 13, 2010.

1982 Jane Stepan, M.A., San Antonio, died April 19, 2009.

1983 Raul Maldonado Jr., B.A., San Antonio, died Nov. 23, 2009. John Rowland, J.D., Comfort, died Feb. 24, 2010.

1984 Robert E. Hockman, B.A., Norfolk, Va., died Jan. 10, 2010.

1985 Larry D. Juergens, M.A., Austin, died Feb. 24, 2010.

1990s

1991 Kenneth E. Besetzny, M.A., Red Wing, Minn., died March 6, 2010. Joe M. Dawson, J.D., Amarillo, died Dec. 25, 2009.

Marianists

Brother John M. Klein, S.M., Marianist Residence, San Antonio, died July 4, 2009.



Five members of the St. Mary's University community who influenced the lives of thousands of St. Mary's students during their tenure on campus retired this spring. With more than 130 combined years service to St. Mary's, the University bid farewell and good wishes to retirees **Ruben Candia, Ph.D.**, Professor of Languages (28 years of service); **Brother Terry O'Connor, S.M.**, Visiting Assistant Professor of Languages (27 years of service); **Daniel Rigney, Ph.D.**, Professor of Sociology and Founding Director of the Honors Program (29 years of service); **Eugene Sims, Ph.D.**, Professor of Mathematics (23 years of service); and **Robin Thedford**, Director of Professional Development and Continuing Studies (27 years of service). On behalf of the entire St. Mary's family, we extend our thanks and wish them a fond farewell.



To keep up with St. Mary's,
goings-on go to
www.stmarytx.edu/gold&blue

Extending the Tradition of Excellence

Rho Betas' Team Leads Fundraising Effort to Build Outdoor Sports Complex, Challenges Other Organizations to

GET IN THE GAME

The **Extending the Tradition of Excellence** campaign to raise \$23 million for scholarships and the Outdoor Sports Complex is **80 percent complete**, and **first among fundraising teams is Rho Beta Gamma fraternity**. So far, **their team has raised \$300,000** towards their \$500,000 goal!

Rho Beta and Chairman of the Board of Trustees Robert Elizondo (B.S. '67) and Trustee and Campaign Co-Chair Dave Dickson (B.B.A. '68) – also a Rho Beta – are captains of the fraternity's team. The group's commitment to St. Mary's most recent campaign is nothing new. For decades, **Rho Betas have served St. Mary's** through leadership in the Alumni Association and on the Board of Trustees.

With a game plan of **breaking ground in less than a year** for a sports complex that will provide facilities and fields for baseball, softball, soccer and tennis, the members of **Rho Beta challenge all St. Mary's Greeks, and social and service groups** to step up to the plate by organizing a fundraising team.



It's easy to get in on the action. Just go to

www.stmarytx.edu/winningtraditions

to create a team or to join an existing one.

The Outdoor Sports Complex will open in summer 2012, becoming the latest site for Rattler sports teams to build on winning traditions!



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Scenes from Fiesta Oyster Bake 2010

