

# Austin College

MAGAZINE FALL 2009

New  
Horizons



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## FEATURES

### 8 Pay it Forward

Meet Board of Trustees member Tom Hall—a 1978 graduate of Austin College and a man whose success in the law industry has origins in the generosity of others. Today, *he* is the benefactor.

### 10 Invisibility, Logos, and Brand Awareness

A cloak of invisibility has kept Austin College a “secret” in higher education—those who know Austin College recognize its quality, but far too many have never heard of the school or confuse it with a community college in Austin. Efforts are underway to position Austin College so that the name becomes synonymous with top quality liberal arts education.

### 14 New Horizons

Dr. Marjorie Hass, who assumed the Austin College presidency on July 1, has made the Austin College community “her people.” She quickly acclimated to her Texas home and set to work to continue the College’s tradition of success while seeking “ever better” programs, facilities, and opportunities still on the horizon.

### 20 Growing to Fruition

Alumni John and Janie Weisinger are living the good life, pursuing a dream as they operate a successful winery in the beautiful countryside of Ashland, Oregon.

### 22 Lighting the Way

The leadership and generosity of yesterday’s graduates point current students to opportunities for enlightenment. Bill Richardson '64 has guided Austin College students for decades.

At left, President Marjorie Hass and  
Board of Trustees Chair Robert M. Johnson '53  
pause during the procession for  
Opening Convocation 2009.

## DEPARTMENTS

- 2** From the President's Desk
- 3** Along Grand Avenue
- 23** 'Roo Notes
- 31** In Memoriam
- 32** In Other Words

*Below, the faculty processes  
into Wynne Chapel.*



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#### AUSTIN COLLEGE

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# From the President's Desk

Engaging minds.  
Changing lives.  
Transforming worlds.



One of the things that drew me to Austin College was the palpable sense of lived mission. This is a college that cares for its members as whole people—mind, body, and spirit. Moreover, the caring isn't parceled out with, say, faculty paying exclusive attention to the mind and coaches caring only for the body. All members of this community see themselves as whole-person educators. It is one of the secrets to the transformative power of an Austin College education.

To help us better understand this power and communicate it more deliberately, last year Austin College engaged in an ambitious "branding" self-study. The three expressions that form the title of this letter are one result of that study—a succinct statement of the Austin College vision. We won't be using this as any kind of a slogan—it is an internal compass—but it has been very helpful to me, as a newcomer here, to keep these phrases in the forefront of my mind as I seek to listen and learn about my new community.

We are using the self-study information to create a new Web site to serve as our virtual front door. Since the Web is the number one way that prospective students, employees, and donors learn about us, our goal is to have an online presence that does justice to the spirit and energy of our campus. We also are gearing up for a strategic planning process that will help us answer the question: How can we become ever better at engaging minds, changing lives, and transforming worlds?

This may seem like an inopportune moment for planning—we still are reeling from the economic tumble, still uncertain about what will emerge as the "new normal," and still acutely aware of our financial vulnerabilities. Some might advise us to lay low, contract, or run for cover. But this is not the Austin College way. For we are not a fair-weather college, offering opportunities to students only when it is convenient and easy. I already have had multiple opportunities to be bowled over by the generosity and commitment that our extended community provides on behalf of talented students whose families could not, without help, afford to send them to us.

I am thrilled and humbled to be the 15th president of Austin College. I look forward to our working together as we move the College forward. We will water the roots that have sustained us by investing in our strengths in the sciences, in high impact pedagogy, in global education, and in leadership development. We will place the College on firmer financial footing. We will enhance the bonds of the Austin College community. And we will move forward to make sure that our strengths are widely known.

I've heard it said that a college is a conversation. I am overjoyed to be joining my voice to the many others that make up the conversation that is Austin College. I invite you to contact me to share your own hopes and dreams for what we can accomplish. You can reach me by email at [president@austincollege.edu](mailto:president@austincollege.edu).

Best,  
Marjorie



## Inauguration Ceremony Dr. Marjorie Hass November 5, 2009

Inauguration day events will include an 11 a.m. faculty symposium, "New Horizons in Higher Education," in Ida Green Theatre of Ida Green Communication Center. The inauguration ceremony will be held at 5 p.m. in Wynne Chapel, followed by an all-campus picnic. Additional inauguration week events include a November 3 presentation by the Austin College Improvisation Troupe at 7:30 p.m. in the Pouch Cub of Wright Campus Center, the College's annual Great Day of Service on November 7, and a concert by the A Cappella Choir on Sunday, November 8, at 3 p.m. in Wynne Chapel.

[austincollege.edu/inauguration](http://austincollege.edu/inauguration)

## From the Editor:

A new season, a new president, new horizons ... new looks for *Austin College Magazine*. This issue includes some changes readers likely will notice immediately. The dimensions are a bit different than past issues. Also, beginning with this issue, Fall 2009, we will publish four times per year, with season release dates. This issue is significantly shorter than usual— 32 pages rather than the usual 48. The Winter 2009-2010 issue is planned for 32 pages also; these temporary changes are made based on economics and tight budgets.

Those changes are the obvious, physical ones. We've also made some changes in the way we tell the stories of Austin College. We want to highlight more of the significant accomplishments of our faculty, students, alumni, trustees, and friends, sharing the ways they live, work, and serve their communities and Austin College.

Alumni need not be concerned. 'Roo Notes remains the closing segment of the magazine, offering all the news provided about your classmates' activities from first jobs to retirements, weddings to births. The In Memoriam column continues to record the sad news of alumni deaths.

Some bits of campus news that you've seen in the past is missing; nearly all of that information is available online, as are calendar items and athletics updates. A Web site redesign is underway so those items will be easier to access in the near future.

These shorter issues obviously will limit our abilities to tell all the stories we'd like. The Austin College community is "awash" in news and activities. We continue to offer WebXtra copy in the online version of the magazine and the College Web site. I encourage you to check out the online version.

Please feel free to share your responses and thoughts on these changes—or on the areas that have not changed. Reach me through [editor@austincollege.edu](mailto:editor@austincollege.edu) or call me at 903.813.2414.

Happy reading!



Vickie S. Kirby

## "No Objections" for Internship Experience

Alyssa Sanderson '11 spent eight weeks the summer in court—observing in Texas' 387th District Court and working with Judge Robert Kern during a Lilly Vocational Internship Program (VIP) experience in Richmond, Texas. Witnessing cases in family, juvenile, civil, and criminal courts helped her to define her interest in a career in family law. "My internship allowed me to draw from things I've learned in past classes while teaching me firsthand, beyond what I could learn in the classroom, how family law works," Alyssa said.

During her work, Judge Kern asked Alyssa to write a proposal using Skype (online communication) when geographic barriers prevent regular contact between parents and children. A highlight of the summer was seeing the judge mandate use of her proposal. "I am very proud that a program I drafted is being utilized to help families," Alyssa said.

Alyssa was one of more than 50 Austin College VIP summer interns, coordinated through Career Services.



## McGinn Scores Big

John McGinn, assistant professor of music, was pleased earlier this month to have his newest composition, *Score for Score*, premiered by the Inscape Chamber Orchestra of Bethesda, Maryland. Written specifically for the ensemble with an instrumentation of flute, oboe, clarinet, bassoon, three French horns, percussion, piano, five violins, three violas, two cellos, and bass.

*Score for Score* was conducted by music director Richard Scerbo on a program that also included Richard Wagner's *Siegfried Idyll*, Michael Torke's *Ash*, and Hungarian composer Gyorgy Ligeti's *Old Hungarian Ballroom Dances*. A recent *Washington Post* review highlighted the "guts and musical sensitivity" of the group, recognized as one of Washington, D.C.'s most exciting and innovative concert ensembles. McGinn joined the Austin College music faculty in 2008.

## Freshman Class is Largest in Austin College History

Orientation and move-in day for the Class of 2013 began like those in the past—excited students and somewhat hesitant parents drove up to residence halls and began unloading boxes, bags, and containers of every sort, holding an array of electronics, personal belongings, and mementos, as well as the necessities to transform the four walls of their assigned rooms into their new homes.

The difference in this year's freshmen? They just kept coming.

The Class of 2013 is the largest freshman class in the history of Austin College—413 enrolled freshmen, up from a previous high of 370 in 2004. In recruiting the record enrollment, the Admission Office hit another record—more than 1,800 completed applications.

The 200 men and 213 women of the freshman class represent all regions of Texas, 17 other states, and China, India, Japan, and Tunisia. Within the class, 36 percent of students identified themselves as non-Caucasian, with 16 percent identifying as Asian, 13 percent Hispanic, 5 percent African American, 1 percent Native American, and 1 percent international students.

New transfer students added 33 to the student body and with the returning students, the official enrollment for the fall is 1,364. Of those, 48 are studying abroad for the fall term.



## Take the 'Roo Route

In the 1920s a streetcar system provided transportation for Austin College students. They boarded the Grand Avenue streetcar and, making transfers, could reach most destinations throughout the city.

This fall, the 'Roo Route takes students where they want to go, free of charge. A joint project of several community organizations, the 'Roo Route is a looping fixed bus route between Austin College and a number of area businesses.

"Timing couldn't be better with our record enrollment for incoming freshmen and efforts to be a leader in 'green' initiatives locally and nationally," said **Tim Millerick**, Austin College vice president for Student Affairs and Athletics.

The 'Roo Route runs hourly between 4 p.m. and midnight Monday through Saturday, beginning on campus and traveling to several potential stops between the College and Sherman Town Center businesses, then reversing the route back to campus.

**Nathan Withers '09** worked for nearly 12 months to see the route begin. First as a student intern, then an employee at Texoma Council of Governments (TCOG), he coordinated the project between TxDOT, TCOG, the Texoma Area Paratransit System (TAPS), Town Center businesses, and Austin College, from the initial grant application to surveys, focus groups, and posting of bus route signs. He was a happy passenger on the inaugural trip when city and College representatives officially "launched" the route in late August, just prior to the opening of the academic year.

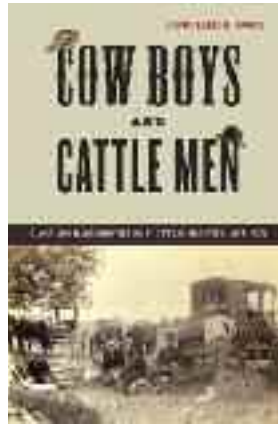


## Expecting a Long Shelf Life

Make room on the bookshelves. Several Austin College faculty members already have published books in 2009 and others anxiously await the results of their research, with books to be released later this year.

Those familiar with the College's academic divisions will recognize that all these authors are from the Humanities Division. For the division's faculty to have published five books in one year is an impressive accomplishment.

One of the authors pointed out that the former and current deans of the division—**Bernice Melvin**, Margaret Root Brown Professor of French, and **Patrick Duffey**, professor of Spanish (current dean)—“have worked hard over recent years to create an academic climate in the Humanities Division where the activities represented by these five books are routine, and are occurring without the sacrifice of pedagogical excellence.”



### **Lourdes Bueno**

Assistant Professor of Spanish

*Sancha, Zahra y Raquel. Trilogía de mujeres medievales*

Translation: *Sancha, Zahra, and Raquel. Trilogy Of Medieval Women*

Annotated edition, prologue, and play analyses

### **Light Cummins**

Guy M. Bryan, Jr., Chair of American History

*Emily Austin of Texas 1795-1851*

### **Cynthia Manley** (and John Renwick)

Retired Professor of French

*Critical Edition: Voltaire's Fragments sur l'Inde et sur le général Lalli*

Translation: *Voltaire's Fragments on India and General Lally*

### **Jacqueline Moore**

Professor of History

*Cow Boys and Cattle Men: Class and Masculinities  
on the Texas Frontier, 1865-1900*

### **Todd Penner** (and Caroline Vander Stichele)

Gould H. and Marie Cloud Associate Professor of Religious Studies

*Contextualizing Gender in Early Christian Discourse: Thinking Beyond Thecla*



## A Moment of Relaxation

Assistant Professor **Philip Barker** takes a break from meetings in Santiago, Chile, while attending the International Political Science Association World Congress in July. At the conference, he presented the paper “Secular Roots of Religious Rage in Iraq.”



Barker was not the only faculty member spending part of the summer abroad. **Todd Penner**, religious studies, was in Rome, Italy, for the International Society of Biblical Literature annual meeting. **Lourdes Bueno**, Spanish, attended two conferences in Spain, and **Jill Schurr**, psychology, presented at the 31st International School Psychology Conference in Malta. **Rick Duhaime** participated in the Classical Music Festival in Eisenstadt, Austria, as he has for the past nearly 20 years.

## Bringing the Outdoors In



Working with architects and clients in Austin, Texas, Professor of Art **Mark Smith** designed and painted a 25-foot long, 8-foot high mural that is an abstract landscape inspired by the central Texas hill country and references topographical maps, botanical specimens, and seasonal climate changes. The drawings were generated using computer software developed by the English company Corel, Inc. Architects from Cunningham Associates of Dallas created a state-of-the-art contemporary residence using soaring cantilevered glass volumes and extensive exposed engineering components. The mural defines an interior entrance space and passage into the main building.

## Research Awards Inspire Summer of Discovery



*Jessica Bufford's extensive archival research and document analysis took her to London and Ireland.*

From a movie about a ring of seductive power to the leadership style of national heads of state, the research topics for six Austin College Mellon Research Fellows kept the students digging all summer. The fellows receive \$3,000 stipends to pursue 10-week summer research projects in the social sciences or humanities. Collaborative work with a faculty adviser is integral to the research. Students then spend another term or academic year preparing their research papers.

A Mellon Special Project Research Grant was awarded to **Claire Balani** '10 for her study of "Transnational Advocacy Networks in China."

### 2009 MELLON FELLOWS AND RESEARCH

**Jessica Bufford** '10: "The Effect of European Council Presidency on the Europeanization of National Heads of State"

**Philip Barker**, assistant professor of political science

**Michael Cook** '10: "The Role of Concept Artists and Visual History in Peter Jackson's *The Lord of the Rings*: An In-Depth Look at Tolkein's Legacy"

**Kirk Everist**, assistant professor of communication studies

**Rebecca Halsey** '10: "Motives and Integrative Complexity: Explaining the Decision-Making Processes of George W. Bush and Tony Blair"

**Don Rodgers**, associate professor of political science

**Brandon James Montminy** '10: "Thomas Hobbes: Liberal Leviathan"

**Frank Rohmer**, associate professor of political science

**Emile Searle** '10: "'Without Even a Struggle or Sigh': The Protestant Death Narrative in Nineteenth-Century American Literary Culture"

**Randi Tanglen**, assistant professor of English

**Erin Elizabeth Sweeney** '11: "Can't Touch This: Gubernatorial Veto Behavior in the Modern State"

**Nathan Bigelow**, assistant professor of political science



## In Memoriam: Remember ... and Smile



Edward H. Phillips



C. Richard Neidhart



Marsha Gathron



Thomas E. Baker

In a college community in which many emeriti faculty and retirees remain active participants in the events of the institution for their lifetimes, experiencing the deaths of colleagues is an inevitable reality, though no less heartbreaking for its inescapability.

Such was the case this summer as the Austin College community faced the death on August 15 of **Edward Hake Phillips**, 91, professor emeritus of history who retired from the College in 1983. The death on August 20 of **Carl Richard “Dick” Neidhart**, 88, emeritus professor of art who retired in 1967, was sudden and unexpected, but he, too, had enjoyed a long and fruitful life.

Colleagues, friends, former students, and families mourned the loss of these men while recalling times shared and the positive impact of the educators upon their lives. Both professors live on in the hearts of those who knew them, as well as in Ed Phillips’ historical writings and in Dick Neidhart’s fine art pieces. From alumni remembrances, it is clear that the professors touched generations of students who now seek to share their life lessons with others.

When death strikes far too early, however, the campus community is shaken as well as saddened, as occurred this summer with the sudden and unexpected deaths of **Tom Baker**, professor of education, and **Marsha Gathron**, adjunct associate professor of education. Tom Baker died on June 29 at age 63. Marsha Gathron died August 4 at age 58.

These deaths staggered the College community, with stunned colleagues recalling recent conversations and encounters with Tom and Marsha very much alive and in good health. Their deaths, too, generated many tributes from alumni, colleagues, and friends. In his 34 years at the College, how many future teachers and colleagues did Tom Baker influence—and to how many students have they passed Tom’s encouragement? In a teaching career that included 13 years at Austin College, to what successes and accomplishments did the joyful outlook of Marsha Gathron inspire those around her?

Four deaths in just a few months, particularly following upon the spring deaths of **John D. Moseley**, president emeritus; **Shellene Kelly**, associate professor of computer science; and sophomore **Zachary Swirczynski**, reminded the College community how fleeting life can be, the significance of fully living every moment, and the great value in appreciating and cherishing friends and loved ones today.

To borrow from a David Harkins poem, “We can shed tears that they are gone, or smile because they have lived.” These friends left us much about which to smile.

Read about the faculty members’ lives and leave comments and remembrances on the Austin College Web site.

# pay it forward

T

om Hall '78 grasped the concept of “pay it forward” long before the Kevin Spacey and Haley Joel Osment movie release in 2000. Tom’s personal rags-to-riches story resonates with its own movie-esque moral lessons.

Austin College may be a private school, but its student demographic is not dominated by students whose families can afford to write full-tuition checks and send their children off to college in new sports cars. Like Tom Hall, many students rely on scholarships, financial aid, loans, or a combination thereof to complete their undergraduate education. Hall, however, came from more humble beginnings than most.

“There were six of us living in a one-bathroom house,” recalled Hall, speaking at the 2009 Evening With Your Scholar event. “The shower broke before I was born, and it never got fixed. We were very poor people.” Hall grew up in Dallas, Texas, and the family was primarily supported by his mother, who worked for an hourly wage as a secretary.

Hall first heard of Austin College when the head football coach tried to recruit him. He admits his academic performance in high school was lacking until the final year and a half when he realized he’d probably get only “one shot” at an opportunity like a college education. That opportunity came when **Jay Evans** '64, then an Austin College admission counselor, approved Hall’s application to Austin College in the early '70s.

“Jay Evans decided to take a chance,” Hall said. “He took a chance on a chunk of coal and decided that he could try to make a diamond out of that. He is one of those men to whom I will always be grateful.” Hall, who said he has applied to only two higher education institutions in his life (Austin College and Texas Tech University School of Law) because “the \$40 application fee was a killer” then faced the monumental task of paying for the opportunity.

With the help of a Tuition Equalization Grant, Pell grants, the Vincent Hazelwood Scholarship, and working weekends, Hall managed to find a way. “I worked every weekend as a waiter in Dallas to pay for my education,” Hall said. “I used to sleep in my friends’ garages or in my car to allow me to work both days of the weekend to earn the money to pay for my education. Between work, intramural sports, and studying, I was very busy.”



PHOTO BY VICKIE S. KIRBY

Hall even made a deal with a higher power. “I had promised God that if he would help me get my education, I would dedicate myself to helping other students get their education,” Hall said.

Both ends of the deal were met. Hall completed his Austin College degree in 1978 and then his law degree at Texas Tech in 1981. He and his wife, Lisa, created an endowed scholarship at Austin College in 2004, were founding donors of the Kenneth W. Street Endowed Presidential Scholarship, and, since 2006, have been in the process of funding a cluster of scholarships to encourage and allow students of limited financial background the opportunity to attend Austin College.

Today, Hall is a successful practicing attorney and owner of Hall & Heygood, L.L.P., as well as a serial entrepreneur, owning four other businesses ranging from land management to land development.

Hall was honored at the Texas Tech University School of Law in February, receiving a Distinguished Service Award in recognition of outstanding service to the School of Law. He has served more than 20 years on the Texas Tech Law School Foundation, has been a

sponsor of the advanced Moot Court Competition at the School of Law since 1993, and has been an adjunct professor since 2004. A scholarship at the law school was established to honor Hall.

Hall is admitted to practice before the U.S. Supreme Court, U.S. Court of Appeals, Fifth and Ninth Circuits, and the District Court Northern Division of Texas. He is listed as a Super Lawyer in Texas by *Texas Monthly* magazine and recently was voted among the Best Lawyers (personal injury) in Fort Worth by *Fort Worth Magazine*.

“I believe that my life has been the American Dream,” Hall said. “I have lived at both ends of the economic spectrum and the dreams began at Austin College.”

*Tom and Lisa Hall have two children, T.J. and Devon Ann, who is a freshman at Austin College this fall. The family lives in Colleyville, Texas, and is active with Lone Camp Baptist and Compass Community churches. Below, Tom and Lisa proudly pose with Devon Ann during Austin College orientation this fall.*





# INVISIBILITY, LOGOS, AND BRAND AWARENESS

*by Michael Stryick*

AUSTIN COLLEGE



Among its many descriptions, Austin College is often referred to as a “hidden gem” or a “best-kept secret.” But in an atmosphere grown increasingly competitive—where colleges and universities vie for the best and brightest students, and struggle for donations both large and small—invisibility is hardly a desirable characteristic. Rather, to use current parlance, it has become vital for colleges and universities constantly to monitor their “brand” strength.

Marketing expert Elizabeth Scarborough refers to this as “the great awakening in the hallowed halls of academia,” and she notes that “over the last 10 years, a paradigm shift has occurred with regard to the role of marketing in higher education.” In a straightforward formula, Scarborough suggests that the “sales” efforts of admission and development teams must be complemented by strategic “marketing” efforts for an institution to achieve positive recruitment and fundraising goals.

To be successful in these endeavors, she suggests that “differentiation” and “integration” are the two key principles of branding success; that is, being aware of what sets you apart from the competition and making sure that these factors are communicated uniformly in all settings. Added to this is the further caveat that institutions budget for marketing to assure that their messages reach the marketplace, and in previously untapped forms such as advertising.

## THE IMPORTANCE OF BRAND

Concerned with its invisibility in an increasingly competitive marketplace, Austin College began a partnership in December 2007 with the Dallas-based branding agency The Richards Group to develop the tools necessary to build brand strength. While the most noticeable change will be in the form of the College's new logo, what the process has made clear is that branding has less to do with design, logos, and artwork than with developing a positioning statement that articulates a promise.

When asked to name the first word that comes to mind when they hear the product name "Volvo," for instance, most people will reply "safety." But when asked to describe the look of Volvo's logo, most are at a loss. Nonetheless, they understand Volvo's brand—its value proposition—as having fundamentally to do with the promise of safety above all else.

But even more, Volvo then articulates that promise through a concerted marketing effort that includes advertising focused squarely on its brand.

Higher education has found push comes to shove in an increasingly consumer-oriented world in which highly attentive teenagers and their families scrutinize the hundreds of choices available to pursue their college education. And like it or not, those schools with the "halo" of instant brand recognition are competing for the best and brightest. Further, like it or not, donors are more likely to support those schools atop the ever-growing number of college rankings.

Of course, Austin College rightfully deserves its place among the nation's premier liberal arts colleges. Still, to take that spot, the College must be unabashed in shining its light so that this gem is no longer hidden. And it must invest wisely in ways that will offer promising returns through clear outcomes in terms of increased applications and donations.

## BENCHMARK STUDY

To better understand why Austin College has been so hidden, the Office of College Relations conducted a study of advertising expenditures over a five-year period by SMU, TCU, and Baylor—three key private institution competitors in Texas. And because all these institutions are larger than Austin College in terms of scale and size of endowment, the study focused on marketing expenditures as a percentage of the overall operating budget. As the numbers were compiled, a real disparity became evident, as Baylor, TCU, and SMU have been outspending Austin College for advertising between 800 to 1,300 percent.

To illustrate the point, Baylor purchased three ads for the April 13, 2009, issues of *Time* and *Newsweek*, and the April 2009 issue of *U.S. News & World Report* (which now publishes only monthly). The timing was meant to help with the May 1 deadline for prospective students to make a deposit with their college or university of choice. The estimated cost for these three placements during that one-week period is about \$50,000. This is equal to the total amount of money Austin College had spent toward advertising and marketing over the last five years.

And it's not just direct Texas competitors who are spending big. A recent *New York Times* article, "Colleges Seek to Remake the College Tour" (August 18, 2009), led with the example of Hendrix College—a key competitor—and went on to detail how Hendrix has hired a former Disney employee to oversee its campus tour program and that it has recently budgeted \$1.5 million—or 4 percent of its operating budget—on marketing and student recruitment.

The competitive world of higher education is a brave new world, indeed. Still, even modest increases in marketing expenditures this past year, specifically on behalf of recruitment, led to support of record achievement for Austin College in terms of numbers of applications, net deposits, and prospect pool—all key barometers of success.

So don't be surprised to see evidence of more marketing on behalf of the College in places such as *Texas Monthly*, *Newsweek*, and *The Dallas Morning News*, and on KERA public radio.

## SIMPLE ELEGANCE

As simple as it may appear, considerable effort went into the creation of the new Austin College logo. Created by RBMM, the design affiliate of The Richards Group, the logo was one of 75 initial designs that were whittled down incrementally to 25, then 10, then 5, and finally 3. Representatives of all College constituencies participated in this process, and an abiding emphasis on consensus took place at every step.

What ultimately attracted people to the "new" logo was the sense of institutional history present in the now "old" logo, which featured the handwriting of Stephen F. Austin. The new logo's designer was inspired by the Austin family crest when creating her design, interpreting it in a contemporary manner that deconstructs the shield and stylizes the chevron into an "A" for Austin. In heraldry, the chevron signifies the roof of a house and symbolizes protection and faithful service. And by working from the family crest, the important role of Emily Austin in the College's founding is acknowledged as well. The College's crimson and gold have been altered ever so slightly as part of this process, and they now appear brighter and less murky. Finally, for the first time in over a half century, the logo departs from using the "AC" monogram, given concerns that this is too idiosyncratic to the broader audience the College hopes to reach.

Initial feedback has included terms like "elegant" to describe the design, along with an appreciation of the simplicity of the design from a "less-is-more" standpoint.

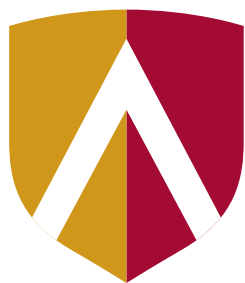
To better control and strengthen the consistent identity of Austin College, a Brand Standards Guide has been created, and a PDF version is available at [austincollege.edu/identity](http://austincollege.edu/identity). Please visit this site to learn more.



Austin Family crest



## THE EVOLUTION OF A LOGO



# AUSTIN COLLEGE

### TIMING IS EVERYTHING

Of course, the challenge Austin College now faces in implementing a new logo is one of timing. The branding initiative, of which the new logo design and brand standards is just one part, has been a lengthy process begun before even the hint of a global economic crisis. Now, just at the time the College is ready to implement the new logo, tight budgets require that it is done only on an as-needed basis and with great sensitivity to limited resources.

Alumni will begin to see the new logo on College stationery, business cards, and email signatures in the coming weeks and months, and hopefully some apparel with the new logo will be available in the bookstore in time for Homecoming. However, patience is needed.

### BEST AMBASSADORS

None of these efforts would be successful, however, were it not for the excellent faculty that continues to attract the best and brightest students, and for the ever-growing network of Austin College alumni who positively extend the College's name in the communities, local and global, where they live, work, and continue to change lives.

As a small part of a larger challenge, a more consistent sense of institutional message and visual identity will help others to appreciate better the "gem" that is Austin College and help lift the weight of invisibility that has put the College at a competitive disadvantage.

Of course, the brand is nothing without the now 161-year dedication to academic excellence and educational opportunity that represents the promise of an Austin College education.

May it ever be so. 🏛️



by Michael Strynick

# *New Horizons*

“As I officially take up the reins  
as the 15th President of Austin College,  
I wanted to extend  
my appreciation to all of you for the welcome  
that has been extended to me and my family.”

With these words of gratitude,  
Dr. Marjorie Hass began her presidency  
on the morning of July 1, 2009.









“I am honored and humbled by the trust that has been placed in me and the significance of this call to service,” she continued. “I spent my first few nights on campus in the Collins Alumni Center, and as I slept, generations of loyal alumni whispered in my ears, ‘We love this place; don’t mess it up.’ I will indeed heed this warning to ‘first, do no harm.’ But, my ambitions for this College go far beyond maintaining the status quo—glorious though the present state may be.”

She ended with a reference that reflects the deep sense of faith that permeates her approach to these new responsibilities, “I have jumped into this family with both feet, saying to you, as Ruth said to Naomi, ‘Wherever you go, I will go; wherever you lodge, I will lodge; your people shall be my people.’”

#### **EVER BETTER**

In the intervening weeks and months since beginning her duties, “ever better” has become a phrase that Dr. Marjorie Hass is fond of using to describe her ambitions for Austin College. The expression exudes calm confidence on several levels, for it suggests not only that the College is in a position of strength from which to achieve even greater heights but also that Dr. Hass is up to the challenges that lie ahead.

Much has changed since November 8, 2008, when Marjorie Hass was selected by the Austin College Board of Trustees to succeed **Oscar C. Page**. Chiefly, the global economic crisis gained greater strength and continued to inflict further economic damage here and abroad, crippling the private and public sectors alike. In the world of higher education specifically, college endowment values began to drop precipitously, and at many colleges, donations significantly decreased. Austin College was not immune from these widespread challenges, and further, its fall 2008 incoming class ended up 9 percent below its enrollment goal.

## CANDOR, HUMOR, AND CALM ANALYSIS

Since arriving on campus, Dr. Hass has expressed her certainty that Austin College would be able to weather these storms. In fact, her candor in articulating the College's unforeseen challenges and the path forward have won the new president early praise. Along with this frank regard, Dr. Hass's calm analysis, deep thoughtfulness, and good humor have impressed faculty, students, and staff across the campus. For example, in her remarks at the annual Worship and Perspectives service prior to the opening of school, President Hass commented that these challenges have eliminated the relaxing honeymoon period new presidents often are able to enjoy. "We've gone straight to the marriage," she said. But she immediately followed up that after 22 years with her husband, Dr. **Lawrence Hass**, she knows the marriage is really the best part.

The ideas and metaphors Dr. Hass uses to describe these challenges are natural and organic because, she says, they apply so well to the living and growing enterprise of liberal education. For instance, she identifies the "rocks and boulders" that stand in the way of progress, and she speaks about needing to nurture the "roots and branches" of Austin College so it can continue its trajectory to become "ever better"—and assume its rightful place as one of the nation's premier liberal arts colleges.

As President Hass put it in her first message to the campus community: "We will water the roots that have sustained us by investing in our strengths in the sciences, in academic excellence, in global education, and in leadership development. We will place the College on firmer financial footing. We will enhance the bonds of the Austin College community. And, we will make certain that our bright light is visible regionally, nationally, and internationally."

Her confidence has merit. Even before she arrived, numerous and difficult cuts were made to reduce by half the College's budget deficit in the wake of the global economic crisis. President Hass called these measures on the part of faculty and staff "heroic," and she looks forward to the time when such cuts can be rescinded. And further, Austin College had an extremely successful year in recruiting the Class of 2013 that just started classes on campus—a recruiting effort that set several records for Austin College. The numbers of applications, net deposits, and incoming freshmen (413) exceeded all past achievements. Finally, the College's prospect pool for next year is deep and the sheer number of campus visits by potential students is high—both factors being positive indicators that recruiting the Class of 2014 is well underway.

Having now become the chief advocate and champion of Austin College, as well as its chief fundraiser, President Hass has been working to secure its financial footing and future. Also, she already has begun a new round of strategic planning for the College's forward path. And through a series of "Meet the President" events scheduled throughout Texas and at key locations around the country, Dr. Hass is eager to share her vision for the future, while encouraging and listening carefully to the advice and

suggestions she anticipates from the alumni, parents, and friends. Along the way, she will hone her message about the ways academic excellence and educational access remain the cornerstones of Austin College as it continues its 161st academic year.

## A RISING STAR

In commending her selection, **Robert M. Johnson** '53, chair of the Austin College Board of Trustees, referred to Dr. Hass as "a rising academic star." Indeed, in her 16-year career at Muhlenberg College, she moved quickly through the academic ranks to achieve tenure and promotion to full professor. In that time Dr. Hass also assumed a series of administrative appointments that reached their peak in 2004, when she began five years of service as Muhlenberg's first-ever provost. Before this appointment, she served for nearly a year as interim dean of the college for faculty and vice president for academic affairs. She also was director of the Center for Ethics at Muhlenberg for three years, responsible for its programming and its integration into the curricular and extra-curricular life of the college.

As Muhlenberg's chief academic officer, Dr. Hass led and participated in numerous initiatives, such as the construction of a major new science building and the centralization of diversity as a curricular foundation of liberal learning. As part of this effort, she played a decisive role in creating Muhlenberg's first multicultural center and in developing procedures to recruit and retain minority faculty. She also helped secure a Mellon Foundation grant that expanded the curriculum in significant ways. Additionally, she created a central initiative in strategic planning that enhanced the quantity, quality, depth, and breadth of faculty-student research collaborations, study abroad experiences, and service learning opportunities.

Given such experiences, it is no surprise that President Hass has achieved national recognition as a learned and passionate spokesperson for the importance of liberal arts education for individuals, communities, and for global citizenship. Her experiences also make her a perfect fit for Austin College and its long-standing emphasis on international education, mentoring, and student-faculty collaborative research.

*This extraordinary thing here called 'liberal education' opens new horizons on the 'inside' of our selves and spirits, but also toward the 'outside' world that hungers for us to live, think, create, and work as servant leaders.*

## AN EXPERIENCED TEAM PLAYER

President Hass has noted that her early transition to administration offered the first opportunity to work in a truly team setting, and she describes her leadership style as constructive and collaborative, with a strong appreciation for critical thinking and alternative viewpoints. “My deep disposition is to foster collaboration and consensus,” she says, “but I do not hesitate to make difficult decisions when necessary.” It is thus no accident that the first topic on the agenda of her first Austin College Senior Leadership Team meeting was “How We Work Together.” While Dr. Hass understands her chief executive role as the College’s president, she knows that success requires careful planning and execution by a dedicated team that works collectively and addresses tough issues through careful research and with frankness and transparency.

As a child growing up in Chicago, Dr. Hass loved to read and travel, and she excelled in individual endeavors like dance. Later she developed a yoga and Pilates practice to help with the stress of graduate school—activities she pursues to this day as an important part of staying healthy and balanced. She credits this balance between mind and body (also spirit) as an important corrective to the often solitary pursuits of a philosopher-scholar, and, as a faculty member at Muhlenberg College, she came to see this “whole person” approach as essential to interacting with students as an intellectual guide and mentor. So it was natural for Dr. Hass to use these insights and practices when she moved into her administrative positions there.

Clearly, as president of Austin College, Dr. Hass is encountering responsibilities at a new level. She is concerned to balance the budget, raise money, and strategically plan for Austin College’s future. She also is pre-eminently concerned to meet and engage all the long-standing friends and colleagues in the College’s extended community. Dr. Hass credits her confidence in meeting these goals to her upbringing as the daughter of two practicing psychoanalysts, from whom she developed the abilities to clearly identify problems so they can be addressed and to listen closely so relationships can be forged. Her father, Dr. Michael Hoit, began practicing in the 1960s and worked for the U.S. Army to counsel soldiers returning from Vietnam. He has since been in private practice in the greater Chicago area, where Dr. Hass was raised along with her two sisters, and he also recently served as dean of the Chicago Institute of Psychoanalysis. While President Hass’s mother, Dr. Sally Hoit, was a schoolteacher for many years, she later went back to graduate school at the Illinois School of Professional Psychology, and mother and daughter completed their doctoral degrees at the same time.

With all this in her background, President Hass understands the importance of meaningful and collaborative conversation for moving an organization forward; thus, she meets regularly with her Senior Leadership Team and will schedule extra meetings with the executive committee of the Board of Trustees as circumstances require. Also, she is adding a “special topics conversation” to the agenda of all future meetings of the full board. The topic of this November’s meeting, her first board meeting, will be the addition of a much-needed, new science building, which she is moving forward as a top capital priority. In this effort, Dr. Hass will bring to completion the significant efforts

of President Emeritus Oscar C. Page, who correctly foresaw the importance of this new building to position Austin College as a leader in science education and entrepreneurship well into the 21st century.

## STRONG FAMILY VALUES

President Hass is married to Dr. Lawrence Hass, who serves Austin College as professor of humanities and who is an internationally known authority on the theory and practice of the art of magic. Trained as a philosopher—Larry earned his Ph.D. at the University of Illinois in the same graduate program as Marjorie—he specializes in phenomenology (the study of living experience) and aesthetics, and recently published an acclaimed book on the important French philosopher Maurice Merleau-Ponty. Larry also has authored and edited books for magicians on the philosophy and performance of magic as an art form.

He comes by this understanding directly, because he is an accomplished professional magician on top of all else. He has performed from coast to coast and many times in Las Vegas, and in early December, he will return for a one-week engagement to the world-famous Magic Castle in Hollywood where he will premiere the new show he has been composing during the past year.

While Larry says his primary goals this year are to teach his classes well and insure that Marjorie and their children are getting settled in their new pursuits, he also intends to continue his ongoing work as a teacher of magicians, a publisher of magic books, and a producer of magical events and educational experiences. Perhaps some of this magic will find its way onto campus in the years to come!

Larry and Marjorie have two children, Cameron, a junior at Muhlenberg College, and Jessica, a sophomore at Sherman High School. Cameron is majoring in art history and political science, and anticipates going to graduate school or law school. Jessica is settling nicely into her new life at Sherman High; she has made several new friends and is involved in theatre arts and dance.

Despite a busy schedule that keeps her on the road meeting with alumni, parents, and donors, nothing gives President Hass greater pleasure than cooking dinner for her family. Indeed, when possible, the whole family gathers together in the kitchen to join in the preparation and then in the dining room for a long, lingering dinner and conversation about all the news of the day. (A Hass family tradition is for everyone at the table to talk about “Best Thing; Worst Thing.”) After dinner, or on free weekend days, she enjoys curling up on the sofa with a great book and the beloved family dog, Biscuit, or watching a movie with Larry or one of the kids.







The first couple has come a long way and traveled to many places since their first date nearly 25 years ago, but they never expected their journey would lead them to Texas. But they are delighted to be here in their new home state, where the sky is big and blue, where the barbeque is “to die for,” and where they feel nothing but gratitude for the extraordinary hospitality and welcome they have received from the campus and the Texoma community.

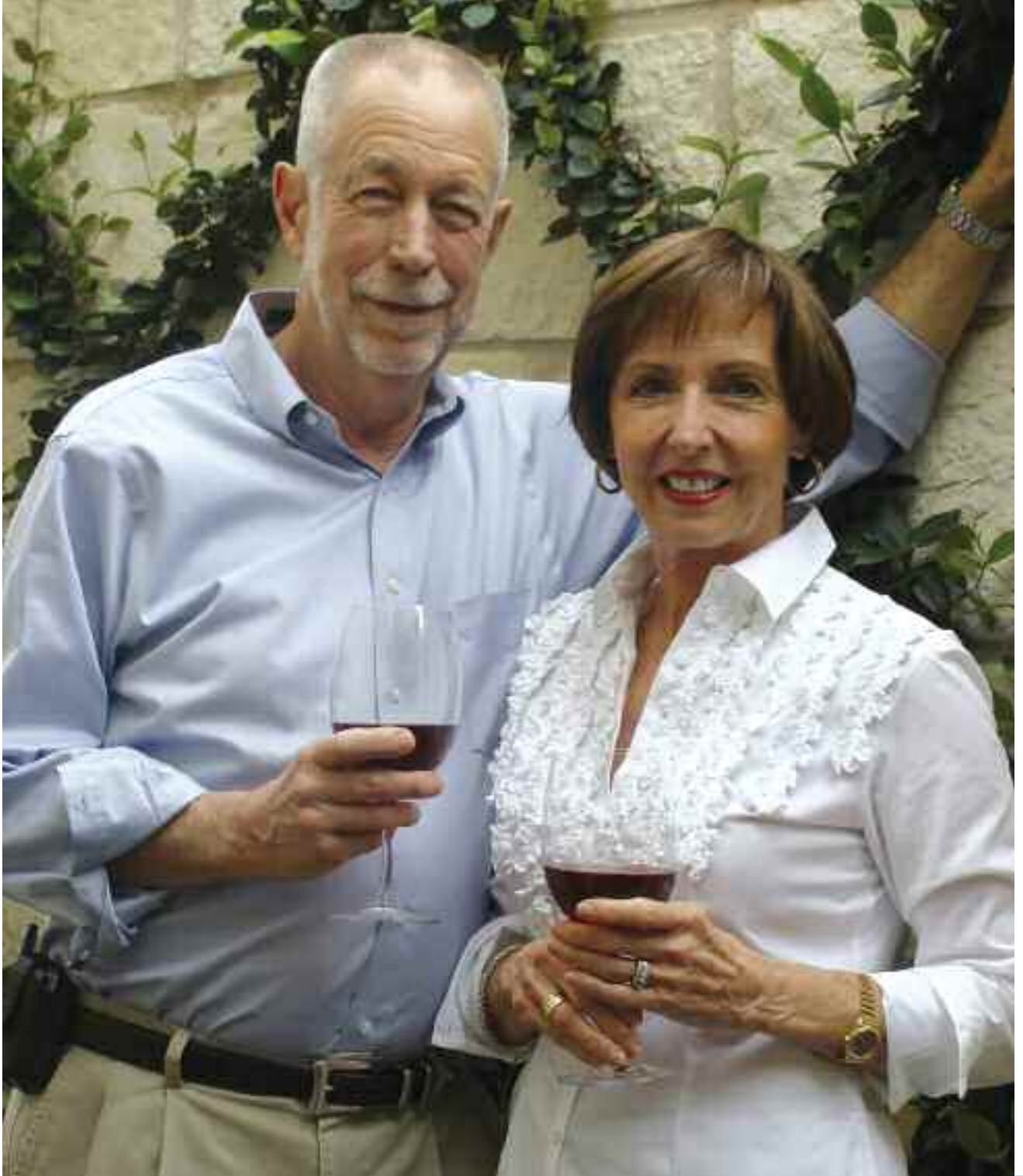
## INAUGURATION AND BEYOND

As the Board of Trustees, campus, and community prepare for her inauguration celebration on November 5, 2009, Dr. Hass is splitting her time between traveling to meet alumni and Austin College friends and being on campus to engage the community in the ongoing work of becoming “Ever Better.” As she joked at one campus gathering, “The mission of a college president is to spend 75 percent of your time off campus raising friends and funds, and spending 75 percent of your time on campus.” But she says the work has been exhilarating; she wakes up every day and asks: “What is the best thing I can do for Austin College today?” and then “How can I do it better?”

With this energy and fresh perspective, it may come as no surprise that Dr. Hass has selected “New Horizons” as the theme of her inauguration. As she sees it, this theme represents one of the core

values and essential strengths of an Austin College education. That is, “This extraordinary thing here called ‘liberal education’ opens new horizons on the ‘inside’ of our selves and spirits, but also toward the ‘outside’ world that hungers for us to live, think, create, and work as servant leaders.”

It is clear from the positive reception she has received since her arrival that the campus and surrounding community is excited by the new horizons that President Hass is opening up. At the same time, she is keenly aware that these are possible only because of the extraordinary work, leadership, and friendship from those who have come before: from the generations of alumni “whispering in her ear,” from the faculty and students who are deeply immersed in the constant business of teaching and learning, and from her predecessors who have shaped this campus through their vision. Indeed, as Dr. Hass put it in her opening statement to the community: “As the 15th president of Austin College, I am humbled to follow in the footsteps of the distinguished leaders who have preceded me, and I am committed to continuing their tradition of excellence.” 🏡



# Growing to Fruition

Wine flows freely at celebrations of all kinds. At one wedding, it's been recorded, the wine supply was depleted and one of the guests turned jugs of water into fine wine. **John Weisinger** '65, former pastor and CEO of Weisinger's of Ashland Winery and vineyard in southern Oregon, knows a lot about wine and about that Biblical account of Jesus turning water to wine. Once a pastor and family counselor, today Weisinger owns and operates a successful winery in beautiful southern Oregon. But, like fine wine, achieving his dream required time and a process.

Despite dyslexia and being told he should seek training in a skilled trade rather than go to college after completing high school in Conroe, Texas, Weisinger entered Austin College in 1959 with aspirations of becoming an engineer. Growing up in the Presbyterian Church and attending youth summer camps had given him a familiarity with the College and several fellow students.

However, when he arrived on campus and first sat upon his bed in Luckett Hall to review his schedule, the feelings of familiarity vanished. "There were two classes listed—one was psychology and the other was philosophy—and I never even had heard those words," he said. "I had to get my dictionary and look them up."

Weisinger admits he may not have made the best grades while attending Austin College, but he relished the experience. In 1962, he and another Austin College student participated in the Winant Volunteers program, which sent them to work through a church in Bristol, England, as role models and volunteers for British youth clubs. "Austin College was an opportunity for me to step out of a rural ranching background and become the first generation in my family to go to college," Weisinger said. "My education really opened the door to the world."

After three years studying mathematics for an engineering degree, Weisinger began to consider entering the ministry and switched his major to English. After graduation, he returned to England to help produce a play—having gained an appreciation for theatre during his first visit to England—and "taught English to the English," he said.

Weisinger returned to the United States after a year and completed a master's of divinity degree from Louisville Presbyterian Seminary in 1969. From Kentucky, Weisinger was called to pastor a church in Alaska, and eventually led an Oregon congregation. After

finishing a family therapy education program, he worked as a marriage and family counselor for several years.

In 1988, he decided to pursue a personal dream. After years of hobbyist winemaking, he broke ground on Weisinger's of Ashland. Weisinger, who described his entrance into the wine industry as "fools rush in," said his success has been the result of hard work, experimentation, and a little luck. "Challenge has never been something I've been intimidated by," he said. "When I got into the wine industry or when I went to Austin College and found I had difficulty, I never gave up. Success is about not giving up, having that attitude that if you can dream it, you can accomplish it."

His dream was nearly as old as he was, having developed an interest in winemaking from his early years picking wild muscadine grapes on the family ranch in Conroe. "My grandmother, who was probably tired of babysitting me, would tell me to go out and pick some of those grapes to make jam or wine," Weisinger said. "Jam didn't sound very exciting, but wine did. That's how my winemaking career began."

Though the wine industry has a long history in Oregon—going back to the 1800s—the Prohibition movement was a serious setback that the industry had yet to recover from when Weisinger started his winery in 1988. His was one of two wineries in southern Oregon. Locals didn't give him much encouragement, saying Weisinger might make it three years (five if he was really lucky). They also disapproved of his choice to produce a blended wine, which was considered inferior quality, and to give it an Italian name. "Mescolare, the one they told me would be the thing that would kill me, became a cult wine that people all over the country order from us," Weisinger said.

Today, Weisinger and his wife, **Janie DeFee** '64, spend half the year in Ashland, Oregon, and half in Austin, Texas, where he devotes his time to writing children's stories and a theological composition. Weisinger credits Austin College with teaching him how to learn, a gift more valuable than subjects he may have taken, and for helping him be a more interesting person to sit across from at the bar in his winery's tasting room. After all, when a minister and a therapist walk into the bar, it's usually the beginning of a bad joke, not potential for a great conversation with an Austin College alumnus. 🍷

[www.weisingers.com](http://www.weisingers.com)







**William “Bill” Richardson** ’64 knew about Austin College long before he enrolled in 1960. Bill’s grandfather, W.C. Windsor, Sr., and mother, Gertrude Windsor Richardson, served on the College’s Board of Trustees, his grandfather as chair. The family has been dedicated advocates of the College for more than 50 years.

As a student, Bill soon developed his own passion for the College—and that didn’t end with his graduation. After earning his degree, Richardson embarked on an 11-year professional career at the College, holding titles including director of student personnel services, purchasing officer, and eventually assistant vice president for Business Affairs.

Though that career ended many years ago, Bill’s connection to the College did not.

In 1981, he and several members of his family endowed the Will Mann Richardson Lectureship Series and Will Mann Richardson Prize for Outstanding Scholarship and Service. Several other scholarships bear the Richardson and Windsor names—and students walk every day down Windsor Mall as they travel the campus. In addition, Bill has supported several building projects on campus and provided funds for international study scholarships, believing international experiences are critical to education.

“Bill Richardson represents a family that for generations has supported Austin College with unique and meaningful contributions,” said **Clyde Hall**, professor emeritus of economics and business administration. “In carrying on this tradition, Bill is to be commended for spearheading the establishment of the endowed Will Mann Richardson Lectureships, honoring his father.”

The Will Mann Richardson Lecture series is designed to bring outstanding individuals to the campus community to discuss pertinent issues in economics and banking, law, and government. Notable speakers over the years include Dr. Ray Marshall, former Secretary of Labor in the Cabinet of President Jimmy Carter; Nobel Prize winners in economics Paul


# Lighting the Way



Krugman of Princeton and Robert Engel of New York University; and James Galbraith of the University of Texas at Austin. Recently, the speakers have included some of Austin College's own— **Todd Williams** '82, senior partner at Goldman Sachs, and **Brian Ainsworth** '85, CEO of Archon Group Europe.

"Bill takes his heritage very seriously and is intensely loyal to Austin College," said **Sara Bernice Moseley**, wife of the late Austin College president emeritus **John D. Moseley**. "His grandfather was chairman of the Austin College Board of Trustees that hired my husband. There is no more significant and passionate supporter of Austin College than Bill Richardson."

**Danny Nuckols**, Austin College associate professor of economics and business administration, has served as director of the Will Mann Richardson Lecture Series for 20 years. "In each instance these speakers have addressed significant policy issues from a multi-disciplinary perspective," Danny said. "In line with the philosophy that argues for a liberal arts education, the Will Mann Richardson Lectureship series exhibits the belief that domestic and global concerns are never fully addressed when depending upon a single discipline's perspective. I believe Bill continues to be passionate towards this aspect of the lectureship's mission, as partially exemplified by the fact that twice in recent months he graciously increased the endowment by a substantial amount. Such generosity on the part of Bill and his family also enables us to attract strong scholars and public and private-sector leaders."

Though Richardson's official titles and roles at Austin College may have ended in the '80s, the College community still benefits daily from generous support from Bill and his family. "Bill Richardson has been a great supporter of Austin College over a long period of time," said **Oscar C. Page**, president emeritus. "He has a real passion for helping Austin College be an outstanding college. This is seen in his support of the Will Mann Richardson Lectures as well as his support of other projects that have enhanced the campus." 

*Austin College students benefit from the dedication to the College of many alumni and friends that students seldom, if ever, have the opportunity to meet. William Richardson '64 has helped provide opportunities for generations of students to understand their world more completely.*

## Alumni Board Call for Nominations

Looking for a way to reconnect with Austin College? Want to give back to your alma mater? Do you know a 'Roo who appreciates our school as much as you? Then nominate yourself or a friend to serve on the Austin College Alumni Board.

Why serve? Board service is rewarding, interesting, and fun. Members of the Alumni Board have unique opportunities to gain insight into signature Austin College programs, such as the Posey Leadership Institute, as well as provide input and direction into current student programs and future College initiatives.

What does the board do? The Austin College Alumni Board is the voice for all alumni with the school and the Austin College community. The board, comprised of approximately 40 alumni from a range of class years who hail from cities across the United States, meets three times a year. Board duties include advancing leadership opportunities for students and alumni; planning alumni activities, including Homecoming; and supporting the institutional advancement of Austin College. The board is a valued advocate for Austin College, internally and externally, with friends of the College, prospective students, and donors. Board terms are three years and are renewable for two total consecutive terms.

When are nominations due? Nominations, which can be submitted online, by mail, or by email, must be received by the Office of Alumni and Parent Relations by Friday, October 30. The Nominations Committee will review all submissions and recommend a slate of nominees to the board for a vote at the February 27, 2010, meeting. Nomination forms are available online at [austincollege.edu/abnomination](http://austincollege.edu/abnomination). Call the Office of Alumni and Parent Relations at 1.800.467.6646 (GO.ROO.GO) for more information.

For questions about board service and responsibilities, please contact me at [jenny\\_king@sbcglobal.net](mailto:jenny_king@sbcglobal.net) or 214.341.3575; or Victoria Martinsen, director of Alumni and Parent Relations, at [vmartinsen@austincollege.edu](mailto:vmartinsen@austincollege.edu) or 903.813.2383.

Many thanks for considering service to Austin College as a member of the Alumni Board.

**Jenny King '92**  
Alumni Board Nominations Chair

### Alumni Board

**President:** Mike Nurre '67

**President Elect:** Jennifer King '92  
(presidency begins July 2010)

Melida Ailshire '06  
Bob Albritton '66  
Beverly Benthul Barry '67  
Sam Beakey '93  
Mickey Bonesio '66  
Kelly Breazeale '68  
Tulisha Langford Buchanan '86  
Michael Dodd '72  
Jeff Duffey '00  
Chris Elliott '84  
Justin Epker '95  
Becky Easter Farnsworth '82  
Jan Wilson Flatt '75  
Gregg Fort '87  
Giselle Finne Gafford '00  
Jon Gaulding '75  
Kay Watson Haddaway '70  
Chris Hall '77  
Michael Harper '94  
Andrea Schonier Hauglie '98  
Jan Lewis Heinrichs '71  
Kelly Hester '69  
Han Pham Hulen '98  
Brandon Hurley '95  
Debra Rayfield Hurley '93  
Kirsten Brandt James '85  
Don Johnson '71  
Jennifer King '92  
Amity Overall Laib '01  
Kelli Gerber Lowe '02  
Kris Berry McKinney '78  
Eric Nordstrom '99  
Gordon Northcutt '87  
Jennifer O'Brien '96  
Wayne Parks '72  
Jeanne Holland Thoes '84  
Dianne Hardie Thompson '68  
Karel Anne Berry Tieszen '83  
James Walker '82  
Kevin White '96  
Elizabeth Wiley '03



## PHILOSOPHER KING:

The Platonic ideal of a leader, philosophically trained and enlightened.

Fellow Alumni:

A new era at Austin College began July 1 with the arrival of Dr. Marjorie Hass as the 15th president of the College. On behalf of Austin College's nearly 14,000 alumni, the Alumni Board officially welcomes Dr. Hass and her family to the College community. Many of you already have met Dr. Hass and hopefully many more of you will have that opportunity throughout the coming weeks.

As we move forward under new leadership, commitment from a strong and active alumni base is essential. Our new president will need our support as she implements a new vision for our alma mater.

In brief meetings with the executive committee members of your Alumni Board, Dr. Hass has demonstrated a passion for and a deep understanding of the liberal arts education, lots of energy and enthusiasm, and a realistic view of the economic climate. She wants to foster the sense of community within and beyond the campus and seeks alumni input and feedback.

The Alumni Board values your ideas, your influence, and your generosity. Please let us hear from you—we welcome your suggestions and comments.

'Roo for life,  
Mike Nurre '67

## Recognizing Family Connections



*The record-sized Class of 2013 includes more than 60 students who have had family members attend Austin College before them. A large group of students carrying on the legacy and, as available, their family members gathered for a photo during orientation. The "most legacied" was determined too close to call. Freshmen Josh Cunningham and Hope Sheppard-Mahaffey both have at least eight relatives who have attended the College, including parents, grandparents, and various aunts, uncles, and cousins. Many other students had multiple family ties. See more photos and identifications online.*

# Legends 2009

July 19, 2009

## Athletic Hall of Honor Inductees

Mark Cunningham '97  
Aaron Kernek '01  
Jack "Jello" Manes, Jr. '60  
Amy Meschke Porter '98  
Billy Bookout '55, posthumous  
Carlisle Littlejohn '25, posthumous

## Honorary Inductees

Ann Biggerstaff Mason '52  
Kate Moore McCord '50  
Oscar C. Page

**Coach Joe Spencer Award for Meritorious Service and Lifetime Achievement in Coaching:** Gayno Shelton '60



Hall of Honor Inductees: Amy Meschke Porter; Mark Cunningham; accepting on behalf of the late Billy Bookout, his son Kyle, and Billy's widow, Kay Huser Bookout '57; on behalf of the late Carlisle Littlejohn, his son Bob; Aaron Kernek; and "Jello" Manes



Honorary Inductees Kate McCord, Oscar Page, and Ann Mason



Gayno Shelton '60



Members of the winning foursome at the 27th annual Slats McCord Golf Tournament were Stewart McKenzie '91, Jon Lark, Jeff Miller '85, and Cory Six '91.

Mark Kellogg '98 was awarded the College's Kedric Couch Alumni Coach of the Year Award, but was unable to attend.



79

**Paul Gerdes** and his family recently vacationed in London and visited a restaurant called the Texas Embassy where many schools were represented by memorabilia. He was pleased to spot an Austin College bumper sticker proudly displayed behind the bar and sends a "Well done!" to the Austin College friend who left it there.

81

**(6) Dr. Charles R. Brown**, professor of biological sciences at the University of Tulsa, was named co-recipient of the 2009 Eliot Coues Award from the American Ornithologists Union in August at the group's annual meeting in Philadelphia, Pennsylvania. The AOU, the oldest ornithological society in North America, makes one such award annually for "extraordinary contributions to ornithological research" from throughout the world. After graduating from Austin College, Charles earned a Ph.D. at Princeton University where he began study of cliff swallows. The research completed by Brown and his research partner (the award co-recipient), according to the award citation, "ranks as one of the most outstanding and most complete studies of any avian species." The work has been published in many scientific journals and two books.

90

**Nancy Sue Jacobs Lucas** received her Doctorate of Audiology from Salus University in Pennsylvania on May 22. She works for the U.S. Veterans Affairs Medical Center in Fort Worth, Texas. ■ **(7) Jennifer Wenzel** has written *Bulletproof: Afterlives of Anticolonial Prophecy in South Africa and Beyond*. The book was released this year through University of Chicago Press. Jennifer is assistant professor of English at the University of Michigan.

92

**(11) Dallas Cothrum** and **Troy Sturrock** were among the celebrants at the grand opening in July of an \$8 million academic building for Dallas Academy, the oldest school for children with learning differences in the state. Cothrum just completed two terms as the chair of the board for the school and Sturrock, also a trustee, chairs the Audit Committee. When not giving time to the school, the two men are busy with careers—Cothrum as executive vice president of Masterplan, a land use and lobbying firm, and Sturrock as vice president and controller for Regency Energy Partners. "Like Austin College, Dallas Academy is dedicated to helping young people achieve success," Cothrum said. "I really admire the excellence of the teachers at the school and their patience."

94

**(12) Adam Reed** has been elected to the board of directors of Shakespeare Dallas, a non-profit organization that brings the works of William Shakespeare to the community in several ways, chief of which is the company's annual summer production of *Shakespeare in the Park* in Samuel-Grand Park. Adam is a partner with the law firm of Hermes Sargent Bates in Dallas and has been listed as a "Texas Rising Star" in the profession in several publications.

Numbers in color after alumni names correspond with photos on page 30.

## A Winning Combination: Teaching, Football, and Ideals

**Chris Sanders '95**, a teacher and coach at Bishop Lynch High School in Dallas, Texas, recently received the school's John F. Kennedy Award, which recognizes the individual whose life exemplifies the ideals repeatedly expressed by the 35th President of the United States, including courage, judgment, integrity, and dedication.

Award criteria indicate nominees should have patience, fortitude, a sense of humor, and an interest in helping others succeed, as well as a refreshing and youthful attitude.

Chris has been at Bishop Lynch for two years, teaching religion and coaching football and track. Before moving to Bishop Lynch, Chris spent three years at Lancaster High School as the head freshman coach and six years at St. Paul the Apostle School in Richardson, Texas, where he was the head football coach and athletic director and served as assistant principal for one year.

Chris and his wife, Rori, and their children, Jhanna, 13, Chris, 11, and Ella, 7, are parishioners at Saint Paul the Apostle Church.

Pictured presenting the award to Sanders is Terry May of Bishop Lynch High School.



## Take Two:

**Katy McCormack Scott '94** wrote in March that she and her husband, Murdock, welcomed their first child, Jamieson Harlan, on December 8, 2008. The details were jumbled in the June issue and 'Roo Notes announced a daughter rather than a son and made Katy 10 years younger, listed as a member of the Class of 2004! So, to set



things straight here, is an updated photo of Jamieson, son of Murdock and Katy, a 1994 graduate. Katy is the senior designer and associate director of e-marketing for Southern Methodist University in Dallas, Texas.



# Longtime Friends Gather



Several Class of 1966 alumni have reconnected online, and earlier this year, gathered for a mini-reunion over a long weekend at the home of Dan and Viviane Chabas Breazeale in Lexington, Kentucky.

Pictured, left to right, the classmates are **Dan Breazeale**, professor and chair of philosophy at the University of Kentucky; **Karl Johnson**, project manager for the Governmental Accounting Standards Board in Norwalk, Connecticut; **Richard "Scooter" Merritt**, retired, but enjoying a second career as a licensed appraiser of antique furniture in Alexandria, Virginia; and **Jim Bennett**, retired, now with homes in Knoxville, Tennessee, and Indianapolis, Indiana, after a career as professor of philosophy at the University of Tennessee. (Photographer for the group was **Viv Breazeale**, retired from a career teaching French in private secondary schools in Lexington, Kentucky, and New Haven, Connecticut.)

97

**James Alexander** has written the article "The International Criminal Court and the Prevention of Atrocities: Predicting the Court's Impact," which was published in the *Villanova Law Review* this year. He completed his law degree at Stanford in May 2008 and is a judicial clerk for a federal judge in San Francisco, California. He, his wife, Elizabeth (also an attorney), and son, Leo, 4, live in the Bay Area.

98

(2) **Tracie Middleton** was ordained a deacon in the Episcopal Diocese of Texas on February 22. She serves at St. John's Episcopal Church in Silsbee, Texas, and as chaplain to the Vidor Firefighters Association. A bi-vocational clergy, she also teaches English as a Second Language with the Lamar Language Institute at Lamar University in Beaumont, Texas. ■ (9) A daughter, Olivia Clare, was born on March 16 to Jeff and **Amy Wilsford Welford**. The family, including big brother Alex, lives in Frisco, Texas. Amy teaches 11th grade English in Carrollton Farmers Branch ISD.

99

**Joseph Jordan** graduated from the McCombs School of Business with an MBA in May. He has relocated to the Chicago area where he is a development director at Lincoln Renewable Energy. ■ **Chris Maness** began a new job in July as the deputy country representative for the U.S. Agency for International Development (USAID) Office of Transition Initiative (OTI) program in Colombia. He and his wife are living in Bogota, Colombia, through September 2010 when the OTI program ends.

01

**Hope (Bess) Fulmer Wilson** graduated in May from the University of Connecticut with a Ph.D. in educational psychology, with a concentration in gifted education. She has co-authored a book, *Letting Go of Perfect*, a guide for parents and teachers about perfectionism in elementary-aged children. Hope and her husband, Jon Michael, had a son, Keenan Michael, born March 16, who was welcomed home by his sister, Lily Elisabeth, 7. The family lives in Nacogdoches, where Bess is an assistant professor of elementary education. ■ (8) A son, Jacob Brian, was born on September 12, 2008, to **Brian '99** and **Natalie McNeal Carlgren**. The family lives in Fort Worth, Texas. ■ (13) A daughter, Leah Carrington, was born on January 26 to **Kenny** and **Leslie Woerner Drake**. Kenny is a wound care R.N. at LifeCare Hospitals of Plano, Texas, and Leslie teaches high school physics and AP Physics

in Frisco ISD. ■ (1) **Maria Hays** married Dr. Alfredo Luis Arraut on April 18 at the historic Stoneleigh Hotel in Dallas. **Angela Pelaez**, **Anna Oler**, **Matthew Nevitt**, **Bina Speck '00**, and **Tilina Punnadewege '00** attended. Maria recently completed residency training in obstetrics and gynecology at Parkland Hospital with the University of Texas Southwestern Medical School. In July, she began a three-year fellowship in maternal fetal medicine in Portland, Oregon.

03

(5) **Lee Cowan** recently purchased Agassiz Ski Haus, a snowboard and ski rental business, in Flagstaff, Arizona.

04

(14) **Amanda Patterson** and Marc Valentini were married on July 12, 2008, in Plano, Texas. Bridesmaids included **Carolyn Stewart McGinnis '03** and **Nelleke Plantinga Adair**. **Katie Clifford Booher '06**, **Jesse Booher '08**, **Danielle Frazier Pullen**, **Jodi Thompson**, and former Austin College swim coach Philip Wiggins also joined the celebration.

05

(4) **Abhilasha J. Patel** received her medical degree on May 30 during commencement at the University of Texas Medical Branch at Galveston. She earned the NIH Intramural Research Training Award and UTMB Student Teaching Award during her studies.

06

(3) **Christina Bossmen** and **Ian Giles '05** were married on June 9. **Elizabeth Burnett** was maid of honor. Christina recently completed her Master of Fine Arts degree in lighting design from the University of Illinois at Urbana-Champaign. The couple lives in College Station where Ian is completing his Ph.D. in chemistry at Texas A&M University. ■ **Nic Rady** received a master's degree in physics on May 15 from the University of North Texas. He is pursuing a Ph.D. in curriculum and instruction.

07

(10) **Carrie Bonilla** and **Ben Gunter '08** were married December 27, 2008, in Corpus Christi, Texas. Alumni attending were groomsmen **Ankit Patel '08** and **Cesar Ortega '08**, and **Victor Lohla '07**, **Molly Dougherty**, **David Hernandez '08**, **Laura Westerlage '08**, **Bey Nguyen '08**, **Parth Shah '09**, **Laura McClintock**, **Melissa Markel**, **Stephanie Roberts**, and **Nisa Satumtira '06**.

Numbers in color after alumni names correspond with photos on page 30.

## A Hip-Hoppin' Kangaroo

**Gretchen Weicker '67** has written a biography, *Kanye West: Hip-Hop Star*, which earned her the Members in Print Award from the State of Texas Chapter of Delta Kappa Gamma International Society of Women Educators for the book's educational enrichment, interesting narrative, and lively visual presentation designed to attract young readers. The book is one in a series of Hot Celebrity Biographies from Enslow Publishing.

An author and professional educator, Gretchen's writing career has included radio, television, and live performances. Her stories and commentaries have been broadcast on National Public Radio (NPR) through KUT-FM at the University of Texas and regularly appear in several central Texas newspapers. Beginning in 1968, she also had a successful teaching career in Texas, Missouri, and Virginia, at the high school and college levels in English, theater, public speaking, and creative writing. She finished her teaching career at Canyon High School in New Braunfels, Texas, retiring last year.

She lives in New Braunfels, where she is a member of the Chamber of Commerce and frequent commentator in the local paper. She also is involved in the Austin Shakespeare Educational Outreach Committee as well as the Writers' League of Texas and Delta Kappa Gamma Society of Women Educators. She operates Gretchen Girl Enterprises, a freelance company offering the service of "writing and speaking the words you need for your product or project." She seems prepared and ready to take on any assignment—even hip-hop, a subject somewhat familiar from her decades in high school.

Then again, a 'Roo writing about hip-hop seems somehow very fitting ...



Gretchen Weicker

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### CELEBRATING 100 YEARS OF AUSTIN COLLEGE BASKETBALL

February 12, 13, and 14, 2010

- ❖ Friday, February 12  
Basketball vs. Trinity University, 6 p.m.  
Post-Game Victory Celebration
- ❖ Saturday, February 13  
All-Day Celebration, Alumni Events and Games  
Celebration Gala, 6 p.m., Wright Campus Center
- ❖ Sunday, February 14  
Basketball Alumni Worship Service, 10:30 a.m.  
Wynne Chapel  
Basketball vs. Southwestern University, 1 p.m.

Alumni from all men's and women's teams are invited to attend.







## Remembering a Life of Giving: Jeannette Brown Early

Longtime Austin College benefactor **Jeannette Brown Early** of Dallas, Texas, died on August 2 at age 94. For years, Mrs. Early had supported students at Austin College through the endowed Allen and Jeannette Early Scholarships and through scholarships for Presbyterian students. She also made gifts to the College toward creation of the College Green honoring John D. and Sara Bernice Moseley and Distinguished Faculty, the beautification of the College through new campus lighting, and in support of various student efforts toward service.

Since 1947, Mrs. Early lived in the Dallas home in which she died and was a dedicated volunteer and philanthropist to her community, her church (she and her late husband, Allen, were charter members of Preston Hollow Presbyterian Church), and to higher education.

Mrs. Early recently made a \$2.5 million donation to Union Theological Seminary and Presbyterian School of Christian Education in Richmond, Virginia. The gift launched the renovation of the former Spence Library into the Allen and Jeannette Early Center for Christian Education and Worship. Mrs. Early was a 1937 graduate of the Presbyterian School of Christian Education (now Union-PSCE).

One *Dallas Morning News* writer described Mrs. Early's as a life well-lived. Her generosity has provided means for many others to share that blessing.



## IN MEMORIAM

Austin College has received word of the deaths of the following alumni.

'33	Dorothy Burns Bomar	June 21, 2009
'36	Evanell "Nell" Murdaugh	August 18, 2009
'39	Virginia Lee Baker	July 6, 2009
'39	Garland W. Goodrum	February 14, 2009
'41	Betty Browne Stoddard	June 3, 2009
'42	Marvin Anthony Hyde	April 7, 2009
'47	Ralph Henry Hollywood	July 27, 2009
'48	Coy C. Lee	June 25, 2009
'49	Paula G. Cogswell	June 21, 2009
'50	Robert H. Thompson	July 18, 2009
'50	Lodeal "Milky" Vance	May 24, 2009
'54	Chester "Chet" Arthur Myers, Jr.	June 13, 2009
'56	Charles Leon Barnett	July 2, 2009
'57	Robert "Bob" Bullard, Jr.	August 20, 2009
'61	Jessie Ray Jones	June 18, 2009
'61	Barbara Jane Woods-Snyder	April 3, 2009
'63	Jerry McCaw Simpson	April 7, 2009
'63	Glen H. Stanbaugh	July 6, 2009
'63	Robert C. Williams	June 8, 2009
'64	Michael Edward Bruner	April 20, 2009
'71	Sena E. Brown Heyn	May 5, 2009
'75	Mary Vansant Disney	August 20, 2009
'80	Cynthia Sue (Smith) Brooks	July 23, 2009
'93	Jack Randolph Small	August 10, 2009
'96	Holly Burgess Ferguson	June 22, 2009

Four Austin College faculty members died this summer. (See article on page 7.) Those interested in making scholarship contributions in their honor should contact **Jill Roberts** at 903.813.2422 or make a tribute gift on the Austin College Web site.

## Washington Means Business

by David Griffith



“Trade is good.” That is the first lesson of my international business class. International trade is a major driver of world economic development, with exports and imports exceeding the growth of the overall economy by close to 10 percent per year for the past 20 years. When workers specialize in producing products and services best suited to their country’s competitive advantage, both workers and the entire world economy benefits. Workers get higher wages, investors get higher returns, and consumers benefit from lower prices and access to foreign-made products.

“Trade is bad.” That is the second lesson of the class. International trade does not benefit all members of society equally, resulting in destruction of some businesses and displacement of many workers. The availability of lower-cost imported products does little to reduce the pain of those who lose their jobs to foreign competition. Preserving support for international trade requires a system of unemployment benefits and job retraining to displaced workers.

The global economic crisis that began in 2008 threatens to unravel the delicate balance between trade costs and benefits. As layoffs increase and income is lost following the economic meltdown, support for international trade is weakening. In early 2009, the U.S. tire industry asked the U.S. International Trade Commission to investigate whether the Chinese are illegally dumping tire into the U.S. market below cost. The Commission authorized a 35 percent tariff on tire imports from China to penalize the Chinese for selling the tires below cost. China now threatens to retaliate by putting tariffs on U.S.-made auto parts and chicken meat. U.S. consumers pay higher tire prices; U.S. chicken farms and processing plants are threatened; and Chinese consumers are deprived of a favorite delicacy, tender U.S.-grown chicken feet.

Current economic statistics from the International Monetary Fund forecast that developing and emerging economies will grow at 8.3 percent in 2010, over three times as fast as growth of the advanced economies. The future growth of U.S. industry and the welfare of US workers depend on the ability to sell products and services to the developing and emerging economies. Workers in general and Austin College students in particular must be prepared to compete in a global marketplace.

Remember, “Trade is good and trade is bad.” It will be on the final exam.

This summer I led a group of Austin College students on an expedition to Washington, D.C. The eight students enrolled in my International Business and Politics course visited Washington to learn how the political capital has become an international business capital as well. The focus of the course was economics and business, but politics provides the backdrop for all Washington decision-making. Beltway resident Shelly Williams, retired Austin College professor and director of the Osgood Center for International Studies in Washington, D.C., served as our guide.


The highlight of the course was the opportunity to hear from United States Trade Representative Ron Kirk '76. Ambassador Kirk spoke of the difficult challenge of promoting free trade in the midst of an economic downturn and described his mission to promote trade deals that open new international markets for products made in the United States.

Chris Hall '77, showed us around the World Bank and described the bank’s mission and his 30-year career there. We visited the new Chinese embassy to hear Embassy First Secretary Zhang Jianmin discuss the Chinese perspective on democratic and market reforms. We also visited the U.S. International Trade Commission, which makes decisions about unfair trade and punitive tariffs.

The students wrote that being in Washington, visiting embassies and agencies, and hearing from speakers who work for international institutions was an invaluable part of their learning experience. We recognized that despite the economic difficulties facing the nation and the world, we were present in Washington during a historic time full of political promise and economic opportunity.

*David Griffith joined the Austin College faculty as associate professor of business administration in 2006.*

**Alumni:** Do you have an area of expertise for which you would like to share relevant information for today’s world? Send ideas for a 500-word article to [editor@austincollege.edu](mailto:editor@austincollege.edu).



**Marlene Garcia '06**  
UT Southwestern Medical School

Crossing the stage to receive a college diploma once was only a dream for Marlene Garcia. Growing up in a poor colonia outside El Paso, affording a college education seemed an impossibility.

Marlene's determination and the generosity of others made her Austin College education a reality.\* Today, the 2006 Austin College graduate is a student at UT Southwestern Medical School in Dallas. When she begins her career, she plans to return to the colonias to offer a hand to the next generation.

**\*Austin College Scholarships**  
**Robert W. Knox, Jr., Memorial Scholarship**  
**Lloyd Plyler Construction Sponsored Academic Honors Scholarship**  
**Charles F. Richardson, III, International Studies Scholarship Program**

## Meeting the need NOW

Sixty-five percent of Austin College students qualify for need-based financial aid and more than 90 percent of those students have that need met, first through Austin College scholarships and then through grants and loans. The College's commitment to scholarship availability is sustained by the generosity of alumni and friends who help all students—regardless of financial status—access opportunities. The Austin College NOW Scholarship Fund provides critical support toward that commitment.

# now

### **Your gift matters!**

Make your donation to the NOW Scholarship Fund online  
**[austincollege.edu/giving](http://austincollege.edu/giving)**



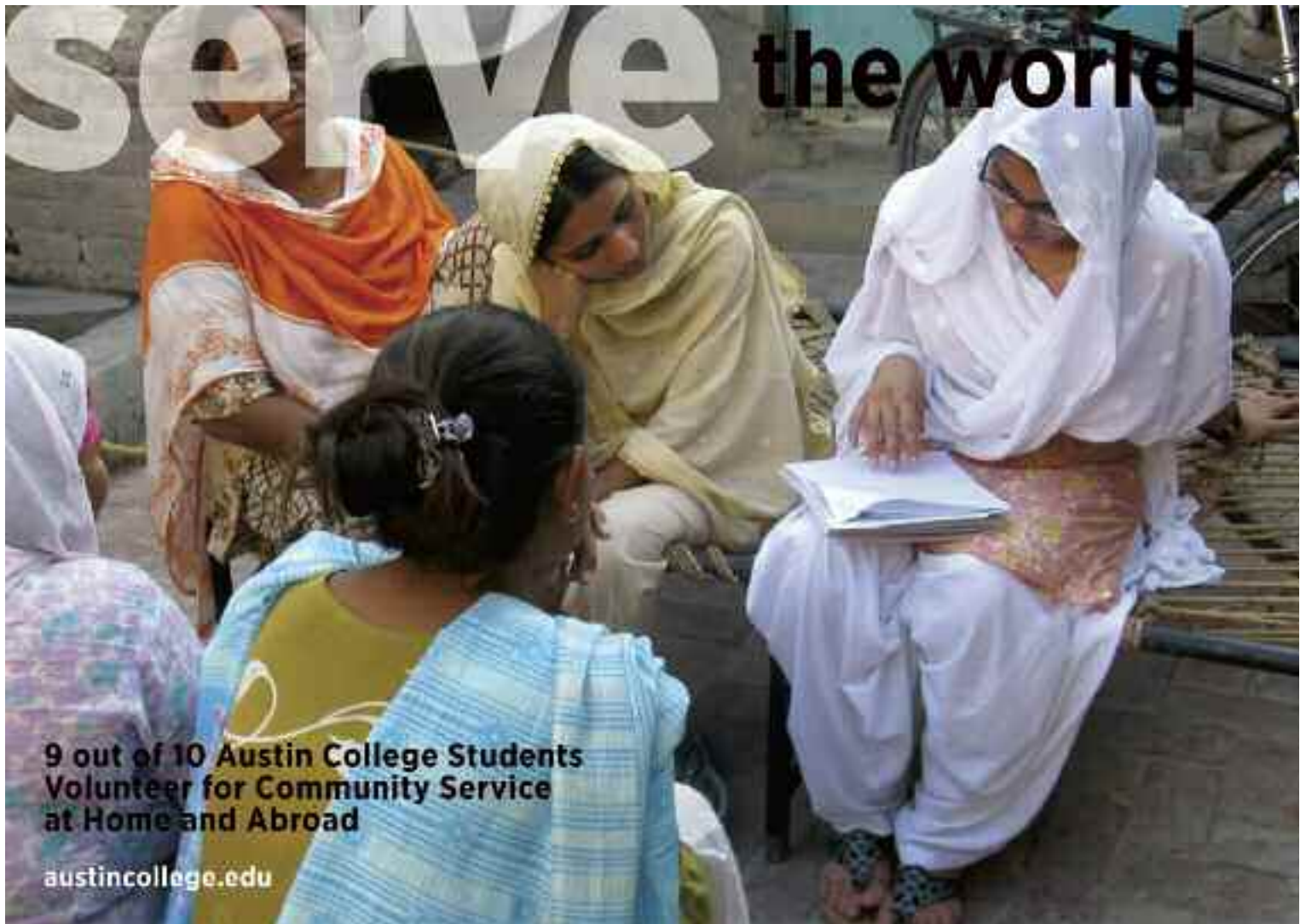


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**Asra Ahmed '09** (in white) spent summer 2008 in Lahore, Pakistan, as an Austin College Global Outreach Fellow. There, she worked on a self-designed project to begin a public health care intervention program for young girls in the slums of the city.

Eleven Austin College students traveled to Costa Rica, Ghana, India, Kenya, Lebanon, South Africa, and Thailand to complete international service projects as 2009 Global Outreach Fellows.