

Angelo State University •

Magazine

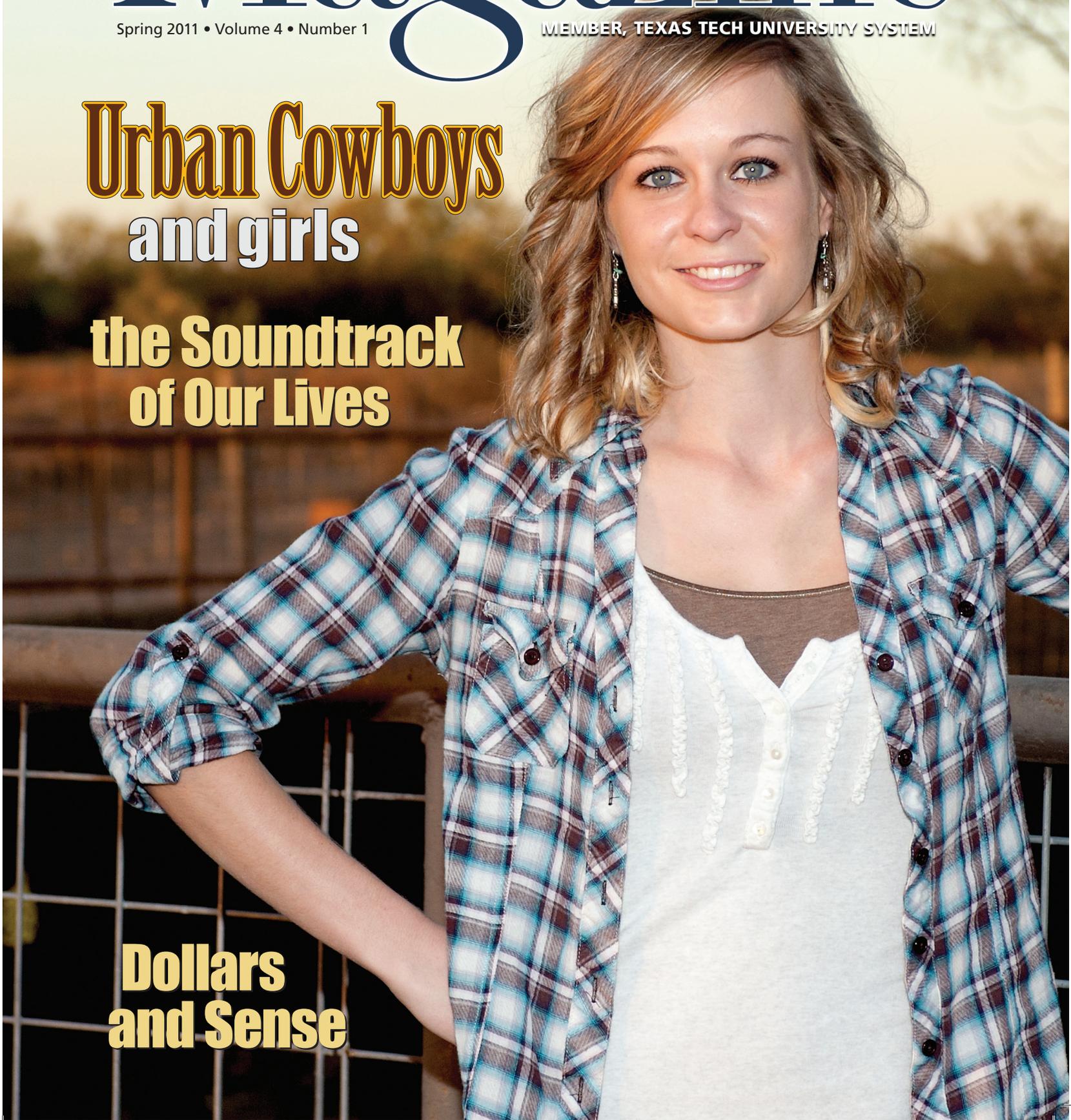
Spring 2011 • Volume 4 • Number 1

MEMBER, TEXAS TECH UNIVERSITY SYSTEM

Urban Cowboys
and girls

the Soundtrack
of Our Lives

Dollars
and Sense



Message

from the President

Dear Friends:

After setting a record enrollment on campus last fall, we have settled into the academic cycle of classes, activities, celebrations and sports events that identifies universities across the country. That routine will be enlivened this month by the start of the Texas Legislative Session, which takes place against a backdrop defined by economic challenges and financial shortfalls. While we are unsure how things will be sorted out by the Legislature, my message to the campus remains clear: continue to celebrate our many accomplishments, which combine to create a platform of success for our students and graduates.

Foremost among our priorities is to craft degree programs that meet the needs of the future, while building on our academic strengths and capabilities. Our nursing program continues to expand with the addition of several innovative new programs. For example, the family nurse practitioner program is designed to allow nursing professionals greater latitude to provide services in rural areas where doctors are in short supply. A new degree in agriculture is a response to the influx of students who want to teach agriculture education in high school, but come from urban backgrounds without training or experience in essential skills. The federally funded Center for Security Studies will soon offer five new degrees in critical languages and their associated cultures to military and civilian students, whether on campus or via distance education anywhere in the world.

ASU also is working diligently to increase the success rate of our undergraduate students by enhancing advising and related support services. A major new initiative to help this effort was the receipt of a \$3.2 million Title V grant from the U.S. Department of Education as a result of ASU's recent recognition as a Hispanic Serving Institution (HSI). These funds will be used to increase the retention rates of all undergraduate students, helping more of them stay in school and graduate. The work force of the future must be highly skilled and appropriately credentialed, which means that a university degree is a must in such a highly competitive job market.

Finally, as I note on a regular basis, the heart of a great university rests in its people. It is thus fitting that we honor Sharon Meyer as she retires from her position as vice president for finance and administration at ASU. Sharon has been instrumental in developing financial models to support our strategic institutional goals, including growth in enrollment, recruitment of academically talented students and creation of a true residential campus. She will be missed.

Again, thanks for your support for ASU, its students, faculty and staff.

Sincerely,



Joseph C. Rallo
President



Joseph C. Rallo





Angelo State University Magazine

Spring 2011 Vol. 4, No. 1

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Angelo State University Magazine

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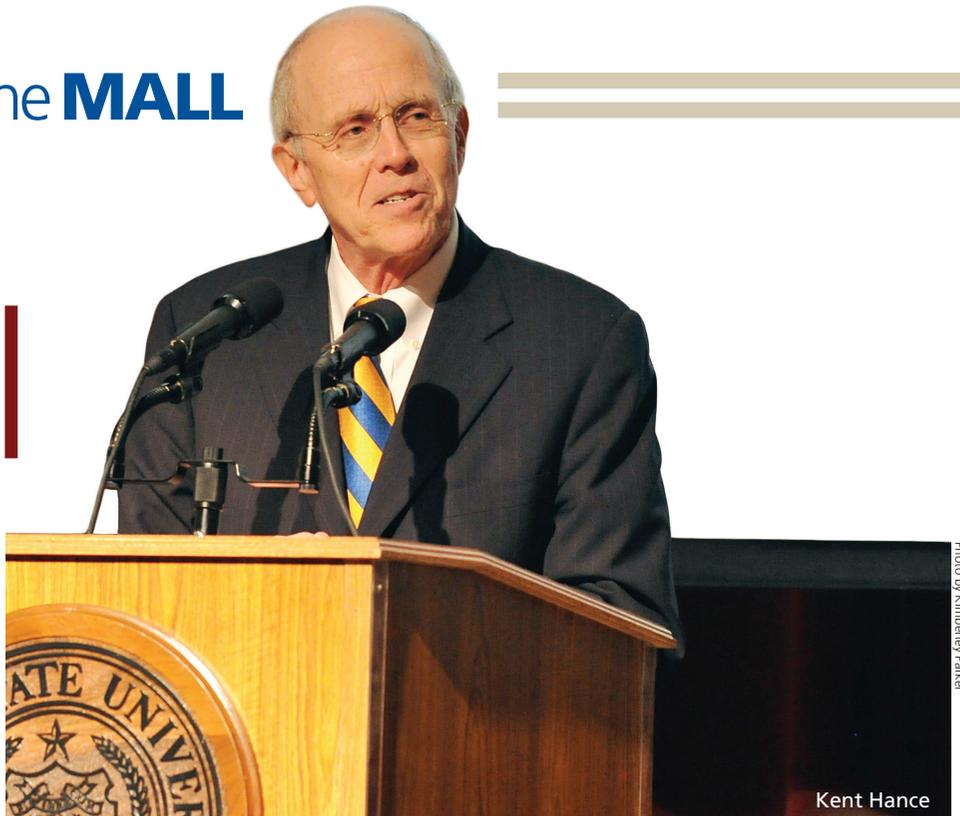
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Hall of Fame Alumnus ... Building on Adversity ... Ring of Success ... Donors ... Class Notes ... In Memoriam

On the Cover: Sophomore Morgan Ostwinkle typifies the new breed of ASU agriculture students, city kids going country. For many of these urban and suburban students, the ASU Ranch provides their first hands-on ag experience and basic knowledge they never got growing up in the city. (Photo by Danny Meyer)

Back Cover: A dramatic West Texas sunset silhouettes freshman John Zafereo and his mountain bike at the end of a day trip along the trails of Middle Concho Park. The bike ride was sponsored by Outdoor Adventures, a new division of University Recreation. (Photo by Danny Meyer)

Capital Idea



A day after going public last fall with its largest enrollment ever, Angelo State University entered the public phase of its first capital campaign, announcing a \$25 million goal during a dinner for donors and friends of ASU and the Texas Tech University System.

"A formal capital campaign," said ASU President Joseph C. Rallo, "is a sign of maturity for a university. This capital campaign reflects not only our maturity, but also our vision for the future of Angelo State University. Those who join us by donating to the capital campaign will help us realize that vision and provide for a solid future for ASU."

Texas Tech System Chancellor Kent Hance, one of the dinner's featured speakers, said, "This will be the largest fundraising effort in the history of Angelo State University. As the university continues to grow and reach key milestones, this campaign greatly supports our efforts to provide each student with the best academic opportunities in higher education."

Retired ASU Athletic Director Phil George, who began his affiliation with the university 61 years ago as a basketball coach, also spoke at the kickoff dinner, providing perspective on what makes ASU special.

"When I think about the college and the evolution of the college," George said, "to

me, it's attitude. That's the only thing that we can control. We get to choose it, a good one or a bad one. It's up to us. You can't buy it. It comes from within and from your association with other people. And, I have found that the students and the people here have a predominately great attitude and I wanted to be a part of it."

George implored everyone to participate in the capital campaign and to support ASU in return for what the university has provided them over the years.

"Institutions have to keep growing, and they need help," George said. "We're all on the ASU team. It makes no difference what you do. If you get involved, you will find a plus that you didn't even know existed and that will be an enrichment to your life."

Hance used the leadership class he teaches to illustrate the value of higher education. In one class he had the American-born son of illegal immigrants, who supported their family by washing dishes, and the grandson of a former U.S. secretary of state, who "knew every leader in the free world on a first-name basis."

"These two students are getting the same great education," Hance said. "Is this a great country or what? It gives us so much opportunity, just as ASU gives a great opportunity. All we're asking you to do is to

help us make that opportunity even better. Everyone in San Angelo needs to help just a little."

ASU's capital campaign will raise funds to support multiple ASU programs and initiatives in service to the region and the state. The fundraising efforts will touch all programs at the university with a focus on three signature programs: nursing, teacher education and agriculture. Each signature program addresses significant needs and opportunities in West Texas.

As is standard with all university capital campaigns, the fundraising started well before the announcement and public phase. The campaign totals will include all gifts of any amount received since Sept. 1, 2005, by the university as well as by all support organizations, including the President's Circle, annual fund, faculty/staff campus campaign, ASU Alumni Association, Athletic Foundation, FAME, Friends of the Library and the ASU Foundation.

By the end of the 2010 calendar year, Dr. Jason Penry, ASU's executive director of development, reported ASU had raised some \$14.5 million, or 58 percent, of the \$25 million goal.

"Philanthropy will play an important role in helping us secure the future we envision for ASU," said Rallo. ■

Honor-able Gift

give to
ASU

A gift to Angelo State's capital campaign can make a huge difference in young lives.

For instance, a substantial donation to ASU's Honors Program is providing many more students with enhanced learning opportunities that were previously available to only a few.

In the fall of 2008, ASU alumni Alvin and Patricia New of San Angelo gave the Honors Program \$250,000 over five years with \$100,000 designated for a scholarship fund and \$150,000 targeted for program enhancements. Since then, program director Dr. Shirley Eoff and her staff have been utilizing the enhancement money to touch the lives of honors students.

Summer Internships

Over the past two summers, the Alvin and Patricia New Honors Program Enhancement Fund has allowed four Honors Program students to complete impressive internships in their respective fields of study. The internships include stints in the office of a U.S. congressman, at Harvard Medical School, with an international trade consulting company and in a humanitarian clinic in Kenya.

"This money is providing opportunities that students would not otherwise have," Eoff said. "These are really life-changing activities. To be able to put something like this on their résumés gives ASU students an advantage, but it also gives the university a great boost in that, when our students prove they can compete effectively alongside students from places like Harvard, it helps all of us."

Student Travel

Monies from the enhancement fund have also paid for Honors Program students to travel to various specialized conferences,

including the annual U.S. Air Force Academy Assembly and the U.S. Naval Academy Foreign Affairs Conference, as well as student trips to present scholarly papers and research at the Great Plains Honors Council (GPHC) conference. In 2010, seven ASU students presented papers and led panel discussions at the GPHC gathering.

"Our students not only interact with outstanding speakers, but also with some of the best students from programs around the country," Eoff said. "Previously, we might've been able to send maybe one student to a conference here and there, but the New funding allows us to send multiple students to conferences in their own areas of interest and also into the broader field of honors programs."

Honors Course Enhancement

But, it is not just individual students who benefit. Entire honors classes have utilized the New funding for various activities that have included trips to see Shakespearean plays in Odessa, the King Tut exhibit in Dallas and the Physics Department at the University of Texas.

"When you are talking about sending 20 students, it adds up and is certainly more than our regular budget could ever manage," Eoff said. "But, that is what honors education is all about, the enriched academic activities."

Speakers Access

Whenever a distinguished speaker or visitor comes to campus, the New funding allows Honors Program students to engage them on a more personal level. Examples of this include a special luncheon for honors students with two Congressional Medal of Honor recipients and dinner meetings with



participants in ASU's various Distinguished Speaker Series events.

"This is a way of giving the honors students an extra level of access to speakers who are already on campus," Eoff said. "It also helps us create partnerships with other campus groups because we want our honors students to be linked into the entire university while still offering them these special opportunities."

Leadership Development

The Honors Program's main leadership training component supported by the New fund is the annual Community Involvement Fair. Representatives of various community and civic boards meet with students who have completed the program's Leadership Training Forum. Students are matched with boards and then serve as ad-hoc members for a year.

"This is one of those types of programs that would be difficult to fund through traditional sources," Eoff said. "But, it pays such benefits. The community gets some new blood and energy from the students, the students get great training and the community gets to see what is going on at ASU in a different way. It has been a hugely successful program."

Overall Support

With three more years of funding remaining from the gift, the Honors Program will continue to offer a variety of distinctive opportunities to its students. Once that funding is completed, Eoff hopes others will recognize the major benefits that private monies provide for the students, Honors Program and university, and will be inspired to contribute.

"We would still try to do these things without the private funding, but it would be on a much smaller scale," Eoff said. "We just would not be able to provide the quality or the quantity of these exceptional experiences that we are now."

"For the university as a whole," she added, "this is why programs like the capital campaign are so important. They let us provide the opportunities at this university that a lot of students think they must go to a major Tier 1 university to get." ■

Endowed Chair in Ag

A grant from the James A. "Buddy" Davidson Charitable Foundation of Midland will establish Angelo State's third endowed chair at the \$1 million level when the position is filled in 2012.

The "James A. 'Buddy' Davidson Charitable Foundation Chair in Agriculture" was announced during the fall semester by ASU President Joseph C. Rallo for the College of Sciences. When the endowment is complete, ASU will seek a professor of national reputation in agriculture education to become the inaugural holder of the chair in the Agriculture Department.

"As one of our programs of distinction," said Rallo, "agriculture has an exceptional reputation statewide and a long record of producing graduates well equipped for careers in agriculture and agribusiness. The generous gift from the James A. 'Buddy' Davidson Charitable Foundation not only recognizes that reputation, but also stands to enhance it because of the prestige that comes with endowments for faculty chairs."

Endowed chairs are used to enhance a professor's salary and to provide additional funds for research, teaching and service activities. To be the holder of a chair is one

of the most prestigious honors a professor can attain.

Dr. Gil Engdahl, head of ASU's Agriculture Department, said the prestige of the endowed chair will help in the recruiting process by attracting outstanding candidates for the position that will support ASU's new Bachelor of Science program in agricultural education and leadership. Approved for implementation last fall, the program is designed to address the shortage of qualified high school agriculture teachers across the state.

The \$1 million endowed chair is the third for ASU since 2007 when Dr. Rallo became president.

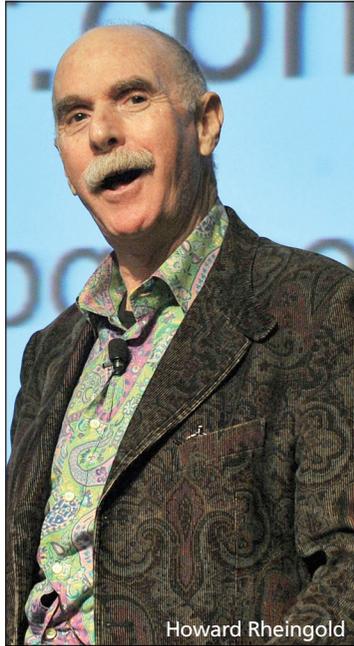
"One of my initial goals," said Rallo, "was to establish at least one endowed chair at the million-dollar level in each of our undergraduate colleges. The James A. 'Buddy' Davidson Charitable Foundation Chair in Agriculture represents our third endowed chair and our third college, the College of Sciences."

Previous chairs include the Norris Family Chair in International Business in the College of Business and the James A. "Buddy" Davidson Chair in Nursing Excellence in the College of Nursing and Allied Health. ■





James Katz



Howard Rheingold

'Like Me' Before You Vote

by Jayna Phinney



When Angelo State University student body president Austin Osmanski and vice president Hector Romo decided to run for office during a special election in the fall semester, one of the first things they did was set up a Facebook page for the campaign.

"It was helpful," Romo said, "because all of our friends instantly knew we were running."

Like Osmanski and Romo, candidates everywhere are using social media on the campaign trail.

Dr. James E. Katz, chair of the Rutgers University Department of Communication and an authority on social media and politics, said the 2008 election provides a case study in the direction of politics, based upon President Barack Obama's use of social media during the campaign. The big question is whether social media can change the way governments operate.

"Did Obama win because he used social media? No, but it's a correlation," Katz said, adding that if political candidates are popular and they use social media, they can be victorious.

That seemed to be the case for Romo and Osmanski, who are both involved with several student groups. Romo said their recognition around campus helped them add more than 400 members to their Facebook group and win the election.

During the U.S. presidential campaign, Obama's Facebook page recorded more than 3 million fans; his e-mail list contained more than 13 million addresses; and his text messaging program reached 1 million subscribers.

"With political parties, creating a sense of belonging is fundamental," Katz said, adding that social media works better at giving people a sense of belonging than it does at creating outcomes.

Katz spoke on "Social Media and Citizen Participation: Lessons from the Obama Campaign and Administration" as a speaker during ASU's 2010 E. James Holland University Symposium on American Values. He was joined on the program by Howard Rheingold, a lecturer at Stanford University and the University of California at Berkeley, who talked about "Social Media, Pedagogy and New Digital Literacies."

In researching social media's impact on politics, Katz found four instances in which Obama attempted to engage citizens via social media by requesting their input on policy decisions.

"The social media gives people the idea that they are contributing," Katz said.

However, Katz said politicians may be communicating more and listening less.

For three policy topics, Katz said Obama officials failed to provide a straight answer about how the citizen input would be used.

On a fourth occasion, an online town hall meeting, Obama sidestepped the issue that had the most citizen comments — legalization of marijuana — by saying "... I don't think that is a good strategy to grow our economy."

Katz pointed out that Obama is not the only politician to ask for input without an outlet or option to use it.

Dr. Jack Barbour, ASU professor of political science, said politicians can get information overload because they cannot process all the input they receive from citizens. He said politicians have asked citizens for input for years, but the only thing new now is the medium they use to solicit comments.

Another change wrought by social media, Katz said, is the possibility that a political faux pas can be magnified all over social media. Barbour agreed, saying that 24-hour news cycles force news programs to fill their shows with fresh content, resulting in smaller items, such as politicians' mistakes, making the shows.

"It changes the whole dynamics of politics," Barbour said.

Social media cannot transform politics, Katz said, and our government is structured so that someone elected to office has the responsibility of making informed decisions. Ultimately, it is not the job of the president to listen to every person, but to lead.

"Social media can't make decisions for us," Katz said. ■

Economic Bonanza

Add up the contributions of both Angelo State University to the local economy and ASU alumni to the state economy, and the institution's total economic impact in Texas exceeds half a billion dollars.

Those findings come from an economic impact study conducted by Dr. Bradley T. Ewing, the Rawls Professor of Operations Management in Texas Tech University's Rawls College of Business, on behalf of the Texas Tech University System. The study was based on 2009 economic data, which took into account ongoing operations, payroll, student spending and visitor-related expenditures.

Through operating expenditures and those of employees, students and visitors, the university generates a total economic impact of \$208.5 million per year for Tom Green County. Statewide, ASU graduates account for another \$484 million impact on the Texas economy. Together, the university and its alumni have an almost \$693 million impact in the Lone Star State.

"Angelo State University," Ewing said, "is a powerful and substantial economic force in the city of San Angelo, Tom Green County and beyond."

"In all, the direct and secondary economic impacts associated with the Angelo State University enterprise account for 3.6 percent of total employed persons and more than 2.8 percent of total personal income

in the county," he added. "Moreover, the amount of total output that arises as a result of Angelo State University amounts to nearly 5 percent of Tom Green County's Gross Regional Product."

ASU President Joseph C. Rallo said, "Without a doubt, Angelo State remains a prime engine for economic development in the Concho Valley and beyond. As we move toward our enrollment goal of 10,000 by 2020, our economic impact will certainly grow, but at the same time, we will also be looking at ways we can partner with the area business community to stimulate even greater growth. Of the city's top four major employers, ASU has the most aggressive growth goals and the university might well move up in the local rankings by 2020."

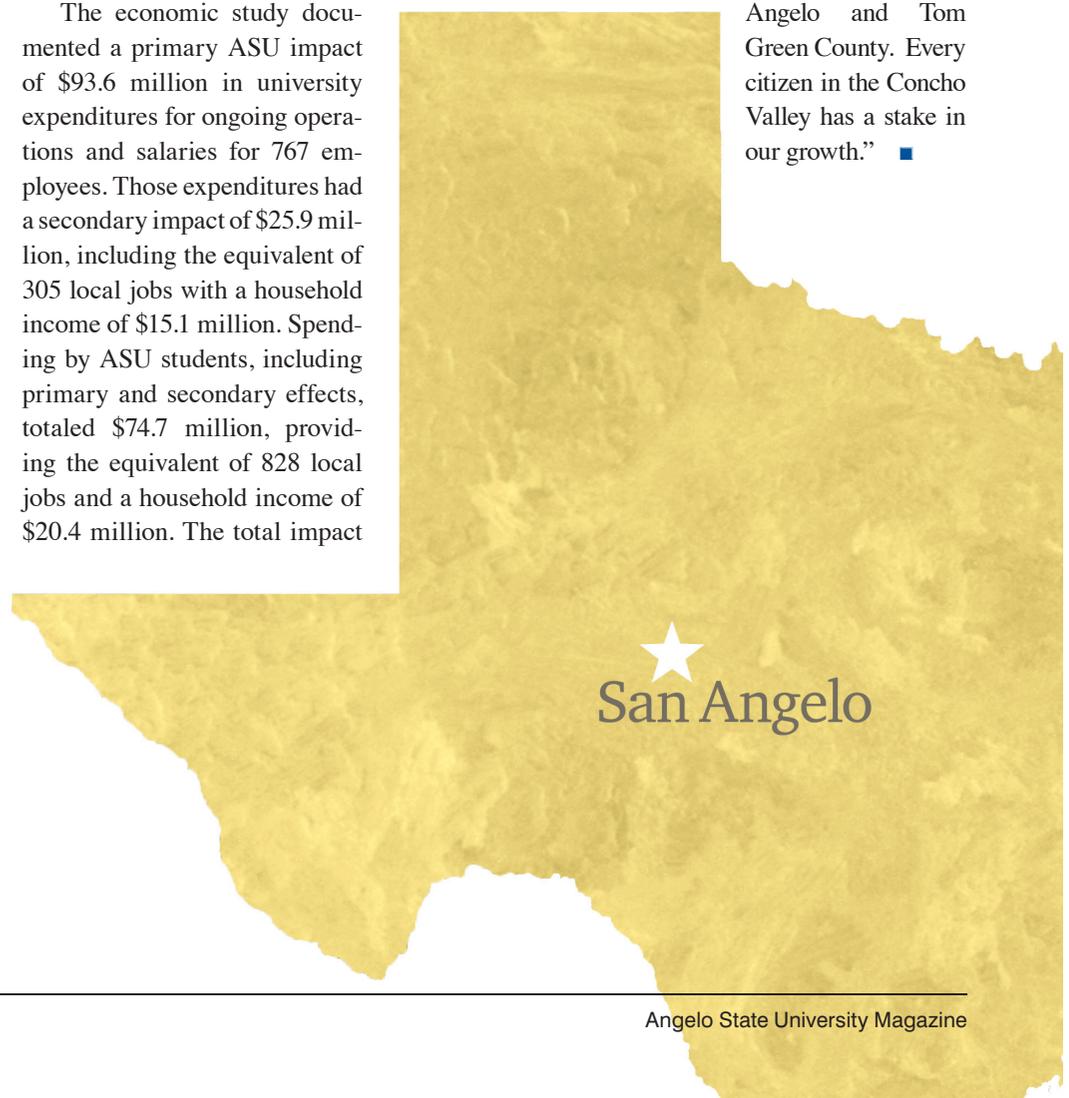
The economic study documented a primary ASU impact of \$93.6 million in university expenditures for ongoing operations and salaries for 767 employees. Those expenditures had a secondary impact of \$25.9 million, including the equivalent of 305 local jobs with a household income of \$15.1 million. Spending by ASU students, including primary and secondary effects, totaled \$74.7 million, providing the equivalent of 828 local jobs and a household income of \$20.4 million. The total impact

of visitor-related spending was put at \$14.2 million, including household income of \$4.5 million sustaining 190 jobs.

"While ASU employed 767 employees in 2009," Rallo said, "the overall economic impact of the university created another 1,322 jobs for Tom Green County."

As a follow up to the study, Ewing estimated the total economic impact of ASU enrollment at 10,000 in 2020. His projections, based on 2009 dollars, placed ASU's potential economic impact at \$326 million and nearly 3,300 jobs, including both university positions and those generated in the county by ASU's economic ripple effect.

"The figures demonstrate the importance of growth not only to Angelo State University," said Rallo, "but also to San Angelo and Tom Green County. Every citizen in the Concho Valley has a stake in our growth." ■





HSI Initiative Success

Angelo State University's successful effort to attain Hispanic Serving Institution (HSI) status has resulted in a \$629,968 U.S. Department of Education grant that will ultimately benefit nearly all ASU undergraduates.

The first year of the five-year grant, funded under the Education Department's Strengthening Institutions-Hispanic Serving Institutions Program, was awarded in October. At present funding levels, the grant will total almost \$3.15 million when it is completed in 2015.

The grant, announced by U.S. Representative Mike Conaway of the 11th Congressional District of Texas, will be used to improve retention and graduation rates among undergraduates by enhancing the academic and educational support programs at ASU.

"As the largest Department of Education grant in the history of the university,"

said ASU President Joseph C. Rallo, "this is certainly a milestone for Angelo State. More importantly, this grant will directly benefit our undergraduate students, more than half of whom are first-generation college students, by strengthening our retention programs."

ASU is the first institution in the Texas Tech University System (TTUS) to receive HSI status. The designation qualifies ASU to apply for other federal funding, especially in the science, technology, engineering and mathematics fields, and to assist other TTUS components when they submit grants requiring an HSI partner.

"Achieving Hispanic Serving Institution status is a historic accomplishment for Angelo State as we pursue our goals of increasing diversity and promoting student success," said TTUS Chancellor Kent Hance. "With the significant growth of the

Hispanic population in the state, this designation and subsequent funding will allow us continued leadership in higher education as the face of Texas changes."

ASU's Hispanic enrollment in the fall of 2009 stood at 25.08 percent, qualifying the university to apply for HSI status. Hispanic enrollment grew to 26.19 percent of the undergraduate total for the 2010 fall semester.

The HSI grant project director is Joe Muñoz, assistant to the president for multicultural initiatives. He said the project will address barriers to completing a college education and will implement programs to strengthen developmental education in English and math; to enhance tutoring and learning support; to increase student engagement; to strengthen student advising; to broaden support for faculty and staff in diversity, teaching and learning; and to broaden outreach to area high schools and communities.

"While ASU has been strengthening programs in all of these areas over the last two years," Muñoz said, "the grant will provide additional resources to expedite the success of these initiatives and better serve all of our students in the long run. Not only that, the grant will also give us the resources to reach out to students as early as high school to help support their college ambitions." ■



briefs

Students Galore

With 6,856 students taking classes this past fall, Angelo State University's enrollment was the largest in the 82-year history of the institution.

Overall fall enrollment was up 7.34 percent over the 6,387 enrolled during the fall of 2009. ASU's previous record enrollment was set a generation ago when 6,408 took classes in the fall of 1989.

Major factors in the record enrollment were a 32.77 percent increase in graduate enrollment and improved retention for students becoming sophomores and juniors.

"We are delighted that our enrollment numbers are a new record," said ASU President Joseph C. Rallo. "That upswing reflects the hard work and commitment of numerous individuals and campus offices, particularly those involved in retention and graduate studies. Our task now is to maintain our momentum and keep the university moving toward our goal of 10,000 students by 2020."

Comparisons by classification for the fall 2010 and 2009 enrollment with the percentage change were: freshman, 2,097, 2,102, -0.24 percent; sophomore, 1,374, 1,266, 8.53 percent; junior, 1,148, 975, 17.74 percent; senior, 1,358, 1,393, -2.51 percent; unclassified, 178, 123, 44.7 percent; and graduate, 701, 528, 32.77 percent.

Additionally, the semester credit hours taken by both graduate and undergraduate students were up 6.43 per-

cent, totaling 84,567 for this fall, compared to 79,457 for last fall.

Laura Bush Institute

Angelo State University has opened a regional office of the Laura W. Bush Institute for Women's Health in the ASU Center for Community Wellness, Engagement and Development at 5301 Knickerbocker Road.

Administered through the Texas Tech University Health Sciences Center (TTUHSC), the Laura W. Bush Institute for Women's Health is dedicated to the cultivation and advancement of multidisciplinary science in women's health and to promoting the well-being of women through research, education and community outreach. The San Angelo office is the seventh opened by TTUHSC. Dr. Linda Ross, ASU assistant clinical professor of nursing, serves as the director in San Angelo.

"One of our primary focuses will be community outreach," Ross said. "We will be doing symposiums, small group meetings and all sorts of things for women in the Concho Valley related to women's health care. We will also be providing education for health care providers, students as well as licensed providers. The third component will be research."

Research will focus on women's health issues and will be conducted by students and faculty from the ASU departments of Nursing; Physical Therapy; and Psychology, Sociology and Social Work.

Ross also announced an agreement between the Laura Bush Institute and San Angelo Community Medical Center (SACMC).

"San Angelo Community Medical Center has provided funding for the institute and will be partnering with us on everything that we do," Ross said. "That involvement brings a real depth to the institute and it provides additional health care providers who can work with us on many of the things we will be doing."

Brad Holland, CEO of SACMC, said, "We just felt that women's health is such a big issue. Women make up more than 50 percent of the population. They are also oftentimes the head of their families in making health care decisions, and we thought there was no better way to reward women in today's society than by helping spur on research, education and outreach to that vital part of the population."

Flying High

Air Force ROTC Detachment 847 has been named the 2010 High Flight winner as the top medium-sized detachment in the Southwest Region, qualifying the ASU unit to compete against winners from the other three regions in the national Headquarters AFROTC Right of Line competition.

Detachments are judged for their university activities, community participation, military preparedness and success in meeting AFROTC goals in academics, fitness, retention and other areas. The ASU

detachment has been completely revamped since it last won the award in 2007.

"This designation really acknowledges the hard work we have put in over the last three years," said Col. Mike Buck, detachment commander. "We have spent a considerable amount of time changing the nature of the detachment to one that is really focused on producing leaders for the Air Force."

ASU's detachment was selected from among those of similar size at 36 universities in the 11-state Southwest Region. The region includes Texas, Arizona, Arkansas, California, Hawaii, Louisiana, Mississippi, Nevada, New Mexico, Oklahoma and Tennessee.



ASU AFROTC Detachment 847



'Military Friendly' Salute

For the second consecutive year, *G.I. Jobs* magazine has named Angelo State University to its national list of "Military Friendly Schools," counting ASU among the top 15 percent of universities, colleges and trade schools doing the most to embrace America's veterans as students.

"We are pleased to again be recognized as a military friendly school because providing quality service to military personnel and veterans is a major way we at Angelo State can thank them for

their service to our country," said ASU President Joseph C. Rallo. "Additionally, the recognition will benefit our new Center for Security Studies as it gears up to begin offering classes to military personnel in the fall of 2011."

Angelo State is one of 60 institutions in Texas to be named to the list of "Military Friendly Schools." Nationally, 1,220 schools received the designation out of more than 7,000 polled.

Exceptional Training

ASU's Athletic Training Education Program (ATEP) has been awarded continuing accreditation status by the Commission on Accreditation of Athletic Training Education (CAATE).

CAATE President Greg Gardner wrote that the Angelo State program "has met all of the nationally recognized standards for entry-level athletic training education."

As a result, ASU's program has been accredited for the maximum 10 years with its next comprehensive review set for the 2019-20 academic year. Dr. Kristi White, associate professor of athletic training, is the ATEP director.

Dr. Doyle Carter, who served as head of the ASU

Kinesiology Department from 2006 until last fall, credits White's efforts for the successful accreditation process.

"It is extremely rare for an Athletic Training Education Program to be found in compliance with all standards," Carter said. "Most programs have a few issues, but not ours. Because of Dr. White's efforts and leadership, the quality of our program and the contributions of everyone involved were recognized nationally."

Accreditation is necessary for students graduating in collegiate athletic training programs to take the National Athletic Trainers Association Board of Certification examination and receive their certification to practice. ■



Photos by Danny Meyer

Athletic Training

Amanda Marfisi

Psychology graduate student Amanda Marfisi has been elected international president of the Circle K International Board of Representatives.

Marfisi, who plans to graduate this spring with a Master of Arts in industrial/organizational psychology, was elected during the organization's annual convention last August in St. Louis.

"There is no greater honor than to be elected by your peers to serve alongside them in a community service capacity, and at an international level," Marfisi said. "Being able to help people around the globe, and with a vision of being the world's largest premier collegiate community service organization, is quite a feat. I can't wait to help contribute to this ideology."

Marfisi has held elected positions in Circle K for the past decade through her high school and undergraduate college years in Pennsylvania and, more recently, at the sub-regional level in the Midwest, serving Missouri, Arkansas, Kansas, Louisiana, Mississippi, Tennessee, Nebraska, Iowa, Oklahoma and Texas.

Circle K International, part of the Kiwanis Organization, is geared toward college students and has more than 14,000 members on some 450 university and college campuses in 17 nations.

Scott Hasson

Dr. Scott Hasson, professor and head of the Department of Physical Therapy, has received the 2010 Outstanding Physical Therapy Researcher Award from the Texas Physical Therapy Association.

The award recognizes individuals who have made significant contributions to physical therapy through excellence in research. An ASU faculty member since 2007, Hasson has been conducting research and publishing his findings since 1982.

His research has run the gamut of physical therapy issues, including muscle physiology, muscle soreness, rheumatoid arthritis, osteoarthritis, total joint arthroplasty, muscle fatigue, anterior cruciate ligament injury and case reports. His 55 peer-reviewed research articles have been cited more than 600 times, and he has also produced a textbook, *Clinical Exercise Physiology*.

Since 1985, Hasson has received research funding in excess of \$3 million from multiple entities, including NASA; the National Institute on Disability Rehabilitation Research; Department of Health and Human Services; National Institutes of Health; Department of Education; and Proctor & Gamble.

AEP Distinguished Prof

South Korean political science professor Dr. Mun Gu Kang, an authority on the political climate of the Korean peninsula, served last fall as the

AEP Distinguished Professor in Residence.

Kang introduced ASU undergraduates to the two Koreas and their socio-cultural, historical and political viewpoints as they have evolved over the past 60 years. He examined the political economic systems of both North and South Korea and how they deal with internal crises and external challenges.

A full professor at Kyungnam University in South Korea, Kang also has served as a visiting professor at Portland State University and the University of California at San Diego. He received his doctorate from the University of New Mexico and a master's degree from Ohio University.

AEP established the Distinguished Professor in Residence Program in 1997 to bring to ASU outstanding individuals in a variety of fields for extended interaction with students, faculty, staff and the public.

Susan L. Neste

Dr. Susan L. Neste, executive director of ASU's Office of Pre-declared Advising, is co-editor of a new publication released by the National Academic Advising Association (NACADA).

Comprehensive Advisor Training and Development: Practices that Deliver is the monograph, which is described by NACADA as a "complete collection of information and practical ideas for training and developing academic advisor skills and knowledge."

Neste joined ASU in 2004 and currently oversees the

academic advising of students who have not yet declared a major.

Rose Garza

Ozona accounting major Rose Garza is one of only 91 students nationally and 15 from Texas to receive an American Institute of Certified Professional Accountants (AICPA) Minority Scholarship.

Recipients earn scholarships of up to \$3,000 for the 2010-11 academic year. Garza is scheduled to graduate in May from ASU's Integrated Bachelor of Business Administration/Master of Professional Accountancy program with both her bachelor's and master's degrees. She is currently an accounting intern at Armstrong, Backus and Co. of San Angelo.

The AICPA Minority Scholarship program provides awards to outstanding minority students to encourage their selection of accounting as a major and their ultimate entry into the profession.

Loree Branham

Dr. Loree Branham, an assistant professor of animal science and research scientist, has received a \$44,582 grant sub-award from the U.S. Department of Agriculture to participate in a research project to help minimize antibiotic resistance throughout the food chain.

Branham's research will be part of a five-year, \$2 million project on "Practical Interventions to Effectively Manage Antibiotic

Resistance in Beef and Dairy Cattle Systems: A Fully Integrated Approach.”

“The overall goal of the project is to identify, evaluate and implement practical ways to manage antibiotic resistance in beef and dairy cattle,” Branham said. “This will be a multi-disciplinary, multi-state, multi-institutional integrated effort involving research, education and extension.”

Branham’s participation will mainly take place during years two and three of the project. She will work with Dr. Todd Brashears of Texas Tech University in using output from the initial objectives to revise current curricula, quality assurance and prudent-use guidelines. They will also work to disseminate the results.

The project will also involve researchers based in Kansas, Colorado, New York and Canada.

Richard Evans

Dr. Richard Evans, assistant professor of teacher education, has been named an Outstanding Multisensory Structured Language Education (MSLE) Professional by the International Multisensory Structured Language Education Council.

For his excellence in MSLE work, Evans received one of the council’s Innovator Awards for 2010. Since joining the ASU faculty in 2008, he has been the advisor for the special education undergraduate program.

The international council promotes and ensures quality MSLE training for teachers and therapists of individuals with dyslexia and related disorders.

June Smith

Dr. June Smith, professor of communication, has been named an Outstanding Scholar in Rhetoric and Communication Theory by the Texas Speech Communication Association (TSCA).

Smith was chosen for the honor by the TSCA’s Rhetoric and Communication Theory Interest Group, which reviews rhetorical papers presented by scholars and studies their curriculum vitae, or résumés. She is the first ASU faculty member to receive this recognition.

“Dr. Smith has a solid record of scholarship and service to the Texas Speech Communication Association,” said Dr. Shawn Wahl, head of the ASU Communication, Mass Media and Theatre Department. “This is clearly an honor and Dr. Smith deserves this recognition...This award is only presented to the top teachers and scholars in Texas.”

The TSCA is the largest state professional communication association in the U.S.

Ruben Sayavedra

Senior Ruben Sayavedra has been awarded a 2010-11 Subaru Minority Student Scholarship from the Geological Society of America (GSA).

An applied physics major with a double minor in earth

science and mathematics, Sayavedra is the sole recipient of the scholarship from the GSA’s South-Central Section, which covers Texas, Arkansas, Kansas, Louisiana and Oklahoma. He will receive \$1,500, free registration for the GSA Annual Meeting and a complimentary student membership for 2011.

A 2006 graduate of Iraan High School, Sayavedra is currently working on an undergraduate research project on systematic fractures in Permian bedrock exposures in San Angelo State Park.

Joseph C. Rallo

President Joseph C. Rallo has been named vice chairman and chair-elect of the Council of Public University Presidents and Chancellors (CPUPC) for the State of Texas.

The appointment came at the October meeting of CPUPC, which is composed of the chief executive officers of Texas’ more than 50 publicly supported senior universities, colleges, health-related institutions and system offices.

Established more than 20 years ago, the council provides a forum for discussing the mutual needs, concerns and issues facing public universities in Texas and encourages inter-institutional cooperation in meeting the higher education goals of the state.

Rallo assumed the position of vice chair immediately and will serve a two-year term as the chair, beginning in October of 2011. ■

Urban Cowboys

and girls

by Tom Nurre



Photo by Danny Meyer

Morgan Ostwinkle and Gil Engdahl

Morgan Ostwinkle's parents were a bit skeptical when she first expressed an interest in agriculture.

Growing up in a suburb of Phoenix, having few relatives with any ties to agriculture and having none herself, Ostwinkle had a hard time convincing her parents to let her join Future Farmers of America (FFA) in high school. Since at the time she was not planning a future in agriculture, they failed to see the point.

"I just wanted to do it for fun," Ostwinkle said, "but they said if it didn't have anything to do with my career, I shouldn't do it. So my senior year, I got all my classes set up and then went in and changed them all the next week so I could take ag. I told my parents 'I'm in FFA.' They acted OK with it, but I think it was just them picking their battles."

"I loved FFA," she added. "It was just like a family group that took me in. They knew I didn't know anything and were so eager to inform me, educate me and make me one of them."

Now a sophomore in the ASU Agriculture Department enjoying the full support of her parents and planning to become either a large animal veterinarian or an agriculture teacher, Ostwinkle has come a long way from helping out with elementary school Barnyard Day and learning about various agricultural issues. However, she is still a greenhorn due to the limited scope of her urban FFA activities. She is also a prime example of today's college agriculture student.

The ongoing population shift from rural to metropolitan areas means far fewer farm and ranch kids are entering university agriculture programs, and ASU's program is no exception. Currently, about 85 percent of students in the ASU Agriculture Department have urban backgrounds.

"They may have a bit of experience showing animals in high school, but not from being raised on a farm or ranch," said Dr. Gil Engdahl, Agriculture Department head. "They may have visited for a few days in the summer at an uncle's, aunt's or grandparents' place, but actually living on a farm or a ranch, you just don't see that very much anymore. We still get a few farm and ranch kids, but it has really changed a lot."

"At the start of every semester," he added, "I ask my beginning classes 'how many of you have ever milked a cow?' This last year I had about 55 students in my applied nutrition course, and I asked that question. Only one of them had ever milked a cow, and that was because his dad owned a dairy."

While the change in student backgrounds has been gradual, it has been ongoing since the late 1980s and has altered the way agriculture curriculum is designed and how the resulting courses are taught.

"You have to go back and start from stage one," Engdahl said, "whereas years ago the students already knew stage one, so we could start at stage two. But, now you really have

to start them at the very beginning. You just can't assume that they know all that stuff."

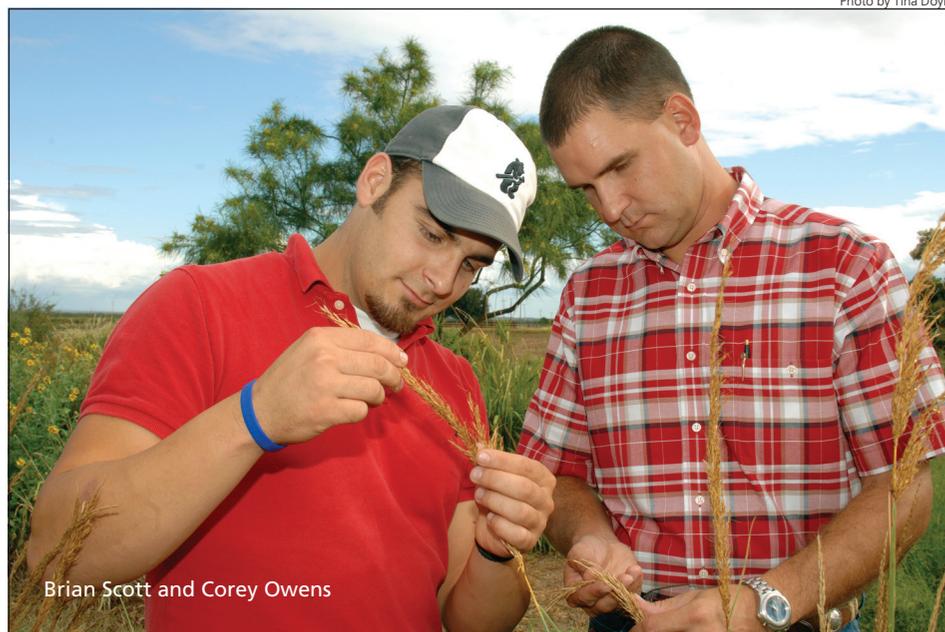
In his freshman animal science classes, ASU instructor Corey Owens is charged with giving the students a crash course in agriculture fundamentals.

"It can be as basic as simply understanding animal science terminology," Owens said. "Many students may not know the correct names for male and female swine. We also get into the different breeds of cattle, where they originated and what are the positive characteristics of each. A lot of it is general animal care and husbandry that you can't learn unless you grow up on a farm or ranch."

Starting at stage one was just fine with Ostwinkle.

"Corey Owens was my professor for my first two classes," she said, "and the way he explained things was very basic. I was super-intrigued, trying to memorize stuff and learn everything. It was very basic, but super-important for me. I needed that foundation."

Getting that basic foundation in agriculture and animal science is particularly important at ASU so that students can then



Brian Scott and Corey Owens

Photo by Tina Doyle

“Everything we talk about in classes, we can go out to the ranch and actually see it and do it.”

Brian Scott
Animal Science Major

take advantage of perhaps the Agriculture Department’s most impressive teaching tool, the Management, Instruction and Research (MIR) Center.

More commonly called the ASU Ranch, the MIR Center is a 6,000-acre working ranch located just eight miles north of campus. The facility is home to hundreds of sheep, goats and cattle that are used for classes, labs and livestock showing and judging teams. It is a perfect resource for student and faculty research projects, and it also has its own feed mill, barns, stock pens, maintenance shop, tractors and all types of ranching equipment.

“They get such a hands-on experience,” said ranch foreman Todd Schafer. “We are one of the few universities in the U.S. that has this kind of an operation. It’s not just a ‘this is how it is because the book says so’ kind of thing. They actually get to see how things work, what we do and how it’s done.”

“We do everything from digging post holes, digging ditches and building fence to working livestock and animal husbandry,” he added. “All of our sheep and goats go through a confined lambing and kidding situation and the students participate heavily in that. They get to see it all.”

Junior animal science major Brian Scott can attest to that. He had already seen it all as one of the increasingly rare ranch kids

entering the ASU program. Growing up on his parents’ spread near San Angelo, he raised sheep, showed livestock and also worked on his grandmother’s nearby farm. When it came time for college, he also considered Tarleton State University, but found ASU a better fit.

“The ranch was definitely a plus in ASU’s favor,” Scott said. “Everything we talk about in classes, we can go out to the ranch and actually see it and do it. I took an animal reproduction class last semester, and we actually got to go out and palpate cows.”

“It’s very beneficial to have such hands-on experiences,” he added. “Anything we see in our books, it is being done out at the ranch – from brushwork to mixing feed to working with animals and everything in between. The whole ranch is just awesome.”

But, Scott’s favorite ranch opportunity is the wide variety of range and wildlife management activities.

“I’ve sprayed mesquite and done mechanical brush work,” he said. “I’ve worked with the animals and I help with the deer hunts, which is a lot of fun for me, seeing what we’ve raised and been able to harvest. I’ve done spotlight counts and helicopter counts, and I’ve helped out with 4-H and FFA wildlife management contests.”

Dr. Cody Scott, recipient of the 2008 Outstanding Young Range Professional

Photo by Aeropixx Aerial Photography



Management, Instruction and Research Center

International Award from the Society for Range Management, oversees the ranch's range and wildlife management operation.

"Students are exposed to all types of range-related issues," he said. "Some of our research projects focus on targeted grazing, brush control and poisonous plants. These studies provide data for land managers throughout the southwestern U.S."

The newest component of the ranch is the USDA-inspected Food Safety and Product Development Laboratory, which is the main instructional setting for the Meat and Food Science program.

"We bring animals in, harvest them, fabricate them, process them and cook products," said Dr. Kirk Braden, assistant professor of animal science. "The facility deals with everything related to bringing the animals to a product and to the plate, as well as the research behind all that. We also have a classroom at the center where most of our food science courses are taught. It's real hands-on."

The resulting student-produced beef, lamb, pork and goat products are then sold at competitive prices in the ASU Meat Market from its locations at the ranch and the LeGrand Alumni and Visitors Center.

"There are a lot of good things to be said about a smaller school with the type of facilities we have," Engdahl said. "Books are good, but when you can offer real experience, it's much better for the students."

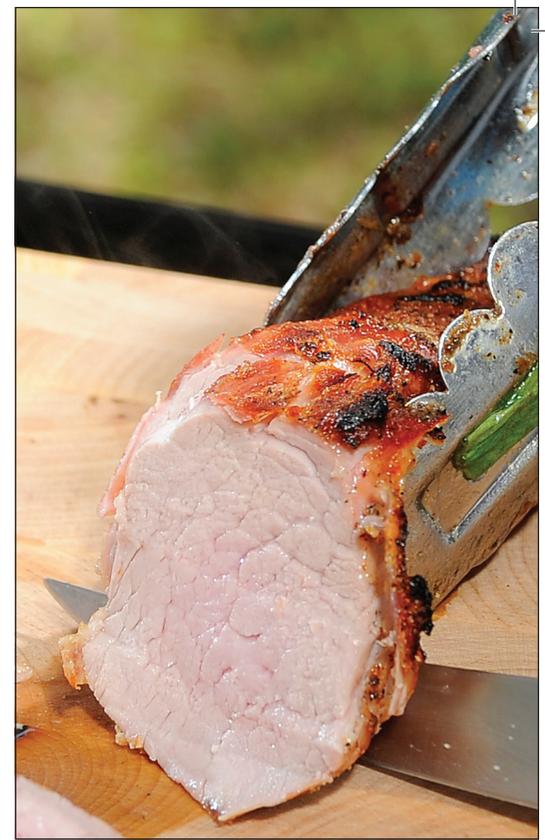
That is particularly true for the growing number of urban-raised students like Ostwinkle who need all the experience they can get. But, the ranch is not the only implement in ASU's tool belt that students can utilize for valuable learning. Livestock judging and showing teams, wool and meat judging teams and the Block and Bridle Club also contribute to the student educational experience.

The Livestock Judging Team is considered the most prestigious of the bunch, and ASU recently revived its program after a 10-year hiatus. In the meantime, the livestock show teams have adorned the MIR Center with ribbons and plaques won at many of the state's major stock shows, and the wool and meat judging teams are regularly among the top performers at national contests.

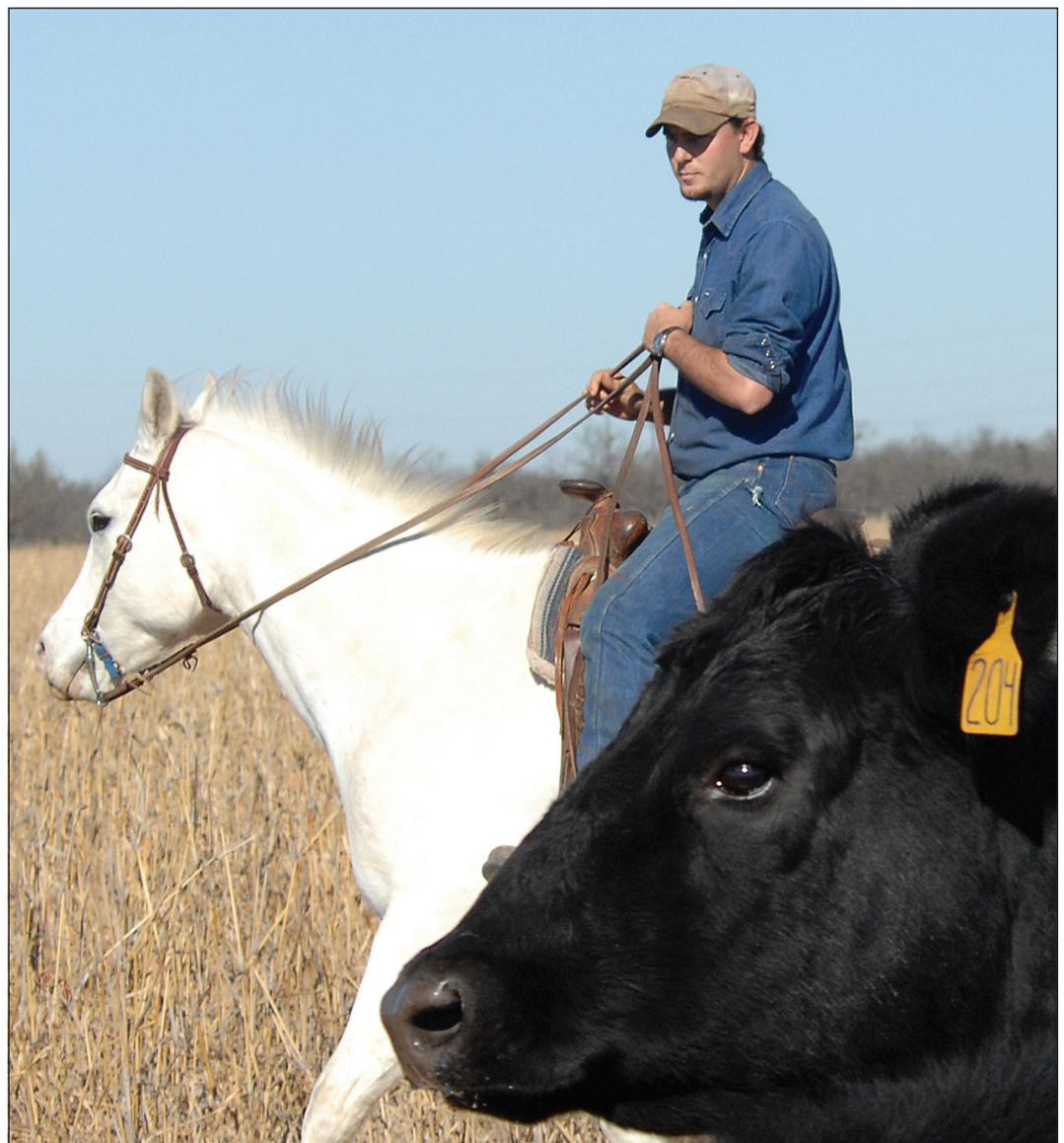
"Our kids have been able to do quite well and hold their own against some of the really big-name ranching outfits," Engdahl said, "and the same goes for our judging teams against bigger universities. We don't go to these contests expecting to get beat. We expect to win."

Being able to offer such a multi-faceted and distinctive educational experience is also winning the Agriculture Department more students as the number of undergraduate agriculture majors has grown from around 250 to more than 400 since 2005. Overall, these are great times for the department and for its students, regardless of their rural or urban background.

"I get really excited about our agriculture programs," Ostwinkle said. "We have a super department with great facilities, so I like to tell everyone about it." ■



Photos by Danny Meyer





YANKEE

Cowgirl

It's New York style with Texas attitude.

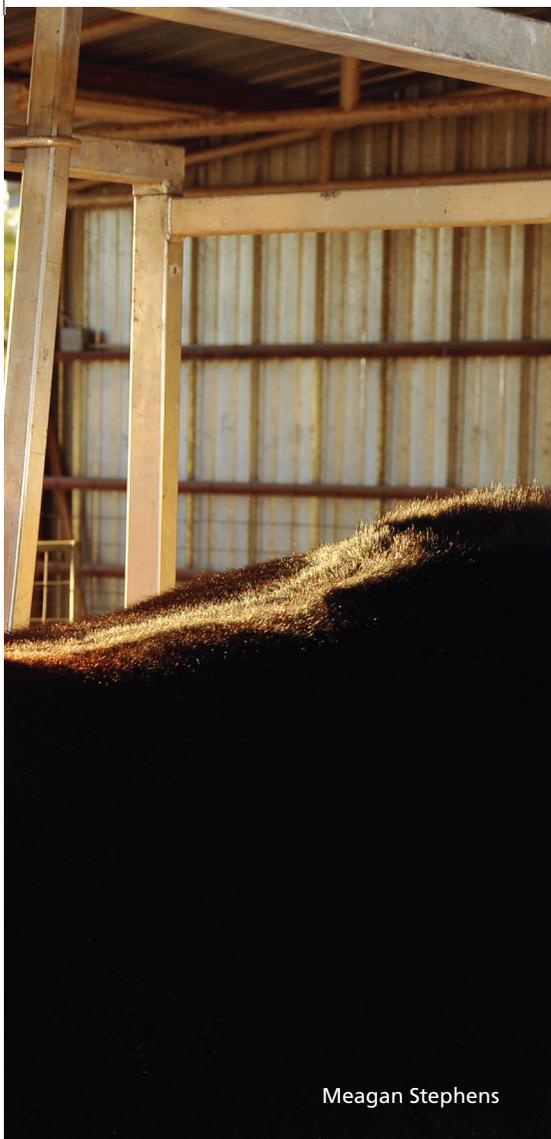
It turns out there are cows in New York, too.

Unbelievable as that may sound to folks in West Texas, ASU sophomore Meagan Stephens can prove it. Her dad is manager of Uphill Farm near her hometown of Clinton Corners, N.Y., where they raise Galloway, Belted Galloway and cross-bred cattle. It just so happens that farming and ranching is actually a thriving way of life in that part of the state.

"My dad's friends gave me a heifer when I was born," Stephens said. "I grew up participating in FFA and 4-H. I raised sheep, cattle, goats and pigs. Right now, my brother and I have about 20 sows, and we were running about 30 head of cattle. We also have about 50 sheep, which for New York is quite a few."

Instead of keeping her close to home, though, it was Stephens' love of all things livestock that actually paved the way for her to leave New York and head to Texas, with a brief stop along the way in Oklahoma.

"I went to the Be a Champ livestock show camp in Warner, Okla.," she said.



Meagan Stephens

Photo by Danny Meyer

New Fields of Dreams

Build it and they will come.

That is what the ASU Agriculture Department is counting on as it launches two new bachelor's degree programs designed to prepare students for careers in specialized areas of the agriculture industry.

The new food animal science and marketing degree program opened for students last fall as the department's second major course of study, along with animal business, that focuses more on the commercial rather than production aspects of agriculture.

"A lot of students are interested in agriculture, but they are not interested in the animal science part of it," said Dr. Gil Engdahl, Agriculture Department head. "They are interested in careers in the finance and business sides of agriculture. So, that is why offering these degrees became so important."

In only its third year of existence, the animal business degree program already boasts 75 undergraduate majors, and Engdahl is optimistic the food animal science and marketing program will be equally popular with incoming students.

"Students get a sprinkling of courses in animal science," Engdahl said, "but they get a heavy load of classes in marketing and agricultural economics. More and more students are getting interested in that side of the agriculture industry."

— continued on page 37

"Jerry McPeak runs it and, at the time, he was the coach for the livestock judging team at Connors State College there. He offered me in-state tuition and scholarships to go judge there. It is a junior college, and he told me I could go there for two years and it would benefit my future."

Now an Oklahoma state representative, McPeak was right. Stephens enjoyed her stay at Connors and adapted quickly to the southern lifestyle.

"The different food and the way people are, that southern hospitality really gets to you," she said. "I went home for the summer expecting sweet tea, biscuits and gravy, and good food. Instead I got Italian food, hard rolls and colder weather."

While she was hankering to return south, one year in a small Oklahoma town had been enough.

"It was fine, but I needed a change," Stephens said. "It wasn't big enough. They only had Subway and McDonald's, the campus was tiny and it was an hour and 45

minutes to the next town. After awhile, I just couldn't deal with it."

A fortuitous meeting between one of her livestock judging friends and ASU animal science instructor Kris Eade at the Fort Worth Stock Show and Rodeo led Stephens to move even farther south to Angelo State.

"This is the sheep capital of the world, and sheep are my thing," Stephens said. "I've shown everything, but sheep have always been my favorite. So ASU seemed like a good fit, and I started talking to Kris."

"ASU has great faculty and excellent facilities," she added. "The MIR Center is impressive. Agriculture here is completely different from anything I've ever seen."

Now an agribusiness major with a minor in communication, Stephens still loves agriculture, she just doesn't want to muck out stalls or work in the fields the rest of her life.

"Eventually I want to run my own livestock elite magazine," Stephens said. "Kind of like a *Ranch House Designs* kind of thing. They do a lot of ad designs for the

Show Circuit and *Banner* livestock magazines, things like that. That way, I can still be involved in agriculture, just on a different level. I think I will be able to benefit more agriculturalists this way, because I can relate to most people's scenarios."

Currently, though, she is still fully engaged in her passion for animals as a member of ASU's newly revived Livestock Judging Team, the cattle showing team and the Block and Bridle Club. In her limited spare time, Stephens makes jewelry in her ASU residence hall.

"I sell it out of my dorm and it is really taking off," Stephens said. "If anyone is looking for this big, chunky jewelry, they can find it at 'Yankeecowgirl' on Facebook. The style here is totally different from New York. I figured the Yankee Cowgirl name would fit. It's New York style with Texas attitude." ■

the Family Nurse

by Tom Nurre

A growing number of Texans

seeking general health care services are doing what they once did in grade school: going to see the nurse.

According to a 2008 Texas Higher Education Coordinating Board report, Texas medical schools cannot graduate enough doctors to keep up with the growing population. When combined with a majority of current med school graduates choosing a specialty over general family practice, the result is an alarming shortage of primary care physicians.

Stepping into the breach are advanced practice nurses (APNs), including clinical nurse specialists and nurse practitioners, who can provide many of the same basic services as primary care physicians and offer a popular alternative for those in need of immediate medical care. The Angelo State Nursing Department has embraced that trend by starting a new family nurse practitioner (FNP) master's degree program that enrolled its first class last fall.

"ASU has an opportunity to provide education for aspiring nurse practitioners in our area," said Dr. Molly Walker, nursing graduate advisor. "It is particularly important in far West Texas where counties are sparsely populated with small communities that are struggling to keep physicians. Nurse practitioners can provide adequate medical knowledge and intervention that can help keep patients out of acute care facilities, like hospitals."

The need for APNs and, particularly, FNPs will become even more critical as recent federal health care legislation extends medical coverage to millions of previously uninsured citizens, creating a large new influx of people seeking quality health care.

"The family nurse practitioner focuses on health promotion and disease prevention," said Dr. Beverly Greenwald, FNP

program coordinator. "We also manage chronic medical conditions like high cholesterol and hypertension. We do complete physicals; we are able to diagnose; we can prescribe and order medications; and we perform assorted treatments."

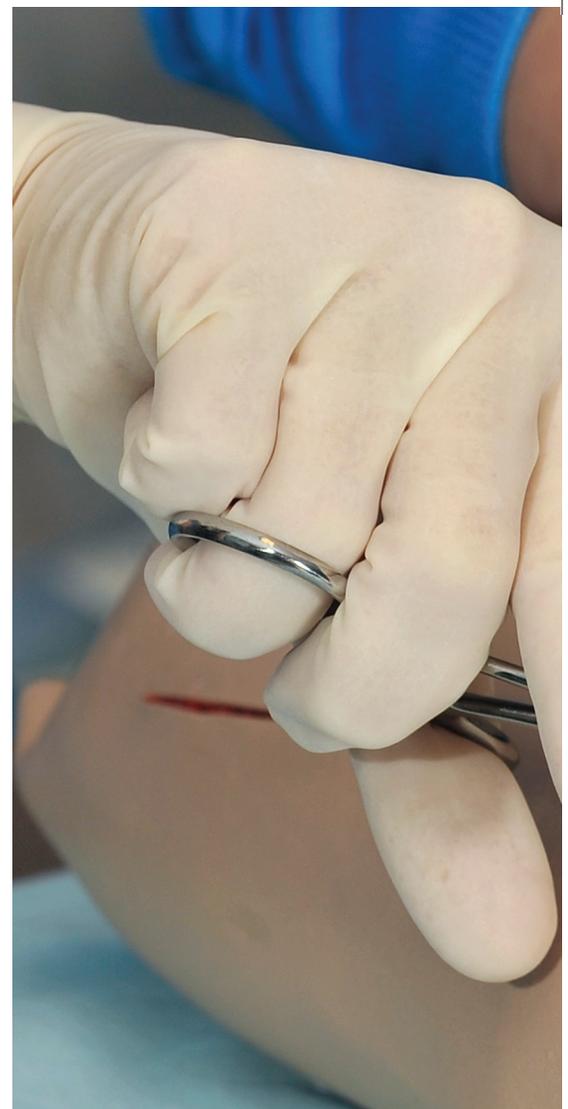
"About 90 percent of counties in Texas have areas that are medically underserved," she added, "and some counties don't even have health care providers. So, an FNP can fill those needs because we can treat a lot of conditions locally, and then refer as necessary. We can even do minor surgical procedures."

Ten students enrolled in ASU's first FNP class. Most are local, including four current ASU nursing faculty members, but others live as far away as Austin and Killeen. The classroom portions of the courses are taught online while the students do their clinical rotations in their home communities. The group gathered on the ASU campus in August for an intensive two-day session led by instructors Dr. Avis Johnson-Smith, a nurse practitioner with her own pediatric practice in Albany, Ga., and Greenwald, who is based in Fargo, N.D.

"They learned advanced directives, what people want done for them when they are unable to make decisions for themselves," Greenwald said. "They also learned about consents for procedures, ear wax impaction removal, laceration repair, pap smears and asthma treatments. We are having them learn to read X-rays, and Dr. Joe Wilkinson, an orthopedic surgeon, is teaching them about assessments and dealing with fractures."

Other procedures covered include spirometry, orthopedic radiology and assessment, chest radiology, splinting and physical assessments.

"We are also going to get feedback from the students on our topics," Greenwald said. "We want to know how they think we can



improve the program. We filled up the two days of on-campus instruction pretty quickly with lots of topics."

This first group will complete the three-semester program and be eligible for FNP certification in the summer of 2011. Cheryl English enrolled from Killeen, where taking the courses online allows her to advance her education while raising her six kids. She has nursing experience with the military, which also faces a shortage of doctors.

"There is a need for FNPs because they don't have as many doctors and the ones they have are spread too thin," English said. "So, as mid-level providers, FNPs are the No. 1 source for many types of care. We can handle a lot of the more common ailments, and that leaves the doctors to focus on the higher acuity patients."

Another student in the inaugural class, Susan Schultz, is an eight-year member of the ASU nursing faculty. Already a clinical nurse specialist (CNS), she also has a part-time San Angelo nursing practice. She enrolled in the FNP program to expand her capabilities.



Susan Schultz and Shonna Parks



Photos by Danny Meyer

“A lot of nurses who want to become advanced practice nurses are choosing to be family nurse practitioners because of the versatility,” Schultz said. “FNPs can practice in a lot of different settings because they can see patients of any age.”

“Right now I’m a CNS and I’m limited to the adult population,” she added. “I would like to take care of children as well as adults.”

The fact that it takes considerably less time to be certified as a FNP than it does to become a doctor is also contributing to the popularity of the field, and of ASU’s new program.

“It takes so many more years to educate a physician,” Schultz said. “I think that we can educate and certify a greater number of providers much quicker.”

Those providers also receive a different type of training. Reported patient feedback has convinced ASU graduate advisor Walker that people are often more comfortable seeing a nurse practitioner.

“Nurse practitioners are more likely to look at what the family and community needs are as a whole,” Walker said. “They are also

more likely to treat patients holistically.”

“Nurse practitioners are also trained to diagnose and treat,” she added, “but, nurses’ backgrounds are more about caring and dealing with the everyday problems of having an injury or illness. The popularity of nurse practitioners is that they are approachable, because the nursing background is just a different approach to health care.”

And, it is not just rural areas and the military where FNPs could be needed. According to the U.S. Health Resources and Services Administration, 236 of Texas’ 254 counties, including every county in the Concho Valley except Reagan County, has at least one medically underserved area. Also, the pending entry of the baby boomer generation into geriatric care, coined the “Silver Tsunami,” will dramatically increase the number of patients requiring medical treatment in virtually every community.

“Doctors and nurse practitioners everywhere are already very busy with the patient loads that they have,” Schultz said. “Now, there is going to be an influx of additional

people looking for health care providers. So, I think that advanced practice nurses will definitely have a place in the scheme of things.”

However, the growing need for FNPs is creating its own dilemma: how to educate enough of them to make a difference. Even larger schools are struggling to keep up. In a September 2010 article for NurseZone.com, Dr. Candice Covington, interim dean of the Texas Tech Health Sciences Center’s Anita Thigpen Perry School of Nursing, said she receives five to six applications for every slot in the nurse practitioner program, which already enrolls 400.

Though in its infancy, Angelo State’s FNP program is also starting to see a similar trend. For the next class to start in the fall of 2011, there are already more than 30 qualified applicants for 12 available slots, plus additional applicants that just need to complete a few prerequisite courses to be eligible.

“We are trying to be purposeful in selecting students who have specific goals in mind and are very clear about what they want to

– continued on page 37



Dollars & Sense

The work may just be beginning

for state representatives and senators when the 82nd Legislature convenes this January in Austin, but the Angelo State process leading up to that moment began a year earlier with the development of the university's Legislative Appropriations Request.

Part report, part projection and part wish list, the Legislative Appropriations Request (LAR) is prepared in even numbered years by the Office of the Vice President for Finance and Administration to give legislators a sense of ASU's general revenue needs for the next biennium, in this case fiscal years 2012 and 2013.

As a report, said Associate Vice President Angie Wright, the LAR documents how ASU budgeted and/or spent its revenues in the previous, current and upcoming fiscal years, in this instance 2009, 2010 and 2011. As a projection, the LAR outlines requested funding, including special items requiring new monies, and the method of all financing for the next biennium. As a wish list, the document allows the university to articulate its case for new funds. This is especially important in a tight economy such as the present, when an \$18 billion shortfall is projected in the state budget for the 2012-13 biennium.

"You have to remember that you're not accounting for money spent," said Wright, "but rather you're requesting money and identifying trends. It's an art, not a science."

Vice President Sharon Meyer said that while the LAR is not as complicated as the university budget, which totaled \$105,499,891 for the current fiscal year, it is a critical document in the overall fiscal process because it serves as ASU's primary fiscal report to the Legislature.

"Our budget is much more than just appropriations," Meyer said. "In fact, 53

Photo by Danny Meyer

percent of the budget is not related to appropriations at all, but rather is funded through a fee-supported account, a private donation account or an auxiliary enterprise. Even so, the LAR provides a solid snapshot for the Legislature on where we are as an institution and where we are headed.”

Once completed, the document is sent to Texas Tech University System officials for review. Next, the LAR is forwarded to the Governor’s Office of Budget, Planning and Policy and the Legislative Budget Board.

With the LAR due in Austin in August, development of the 102-page document began in January by identifying special items or new funding needs and continued through the spring by providing the documentation to support those requests. The work intensified in May with the issuance of LAR instructions and the approval of the university budget, a prerequisite to complete the appropriations request. LAR activities peaked in June and July with all the programmatic details worked out and the draft forwarded to the Texas Tech University System for review by the chief financial officer and by the governmental relations staff.

After the document was cleared by the system, it was forwarded to Austin. Even then ASU’s LAR work was not entirely done because the document had to be updated with the final numbers for the fiscal year, which ended Aug. 31. Those numbers, however, were not finalized until October when a new set of figures was submitted to Austin. ASU’s LAR and those from all other state agencies are then used by the Governor’s Budget Office and the Legislative Budget Board to shape the state’s overall budget for the next biennium.

At the state level, university appropriations are provided through two sources: general revenue and dedicated revenue. General

revenue comes from the state’s tax receipts while dedicated revenue equates to the statutory tuition set by the state for all universities. Statutory tuition for all Texas public universities is \$50 per semester credit hour. Individual institutions set their own “designated tuition,” which in ASU’s case is \$101.86 per semester credit hour. The sum of the statutory tuition and the designated tuition determines an institution’s overall tuition charge, \$151.86 per semester credit hour for ASU.

“We collect the statutory tuition locally for the state,” said Meyer. “Then they turn around and re-appropriate it to us, reducing the general revenue demands for the university.”

For all its detail on appropriation needs for special items, employee benefits and debt service provisions, the LAR is submitted to the state with no dollars requested in two critical areas: instruction and plant operations. The reason is that appropriations in those two areas are driven by formulas recommended by the Texas Higher Education Coordinating Board and adopted by the Legislature. While ASU has to show how monies in those areas were spent in previous years, the formula determines what the university will receive in 2012 and 2013.

The appropriation for plant operations is based on the square footage of buildings and state-determined averages of the cost of operations. By contrast, appropriation for instructional costs is determined by a formula based on semester credit hours recorded in the academic year prior to the start of the legislative session.

The 2010 calendar year was a strong one for ASU with both a record spring enrollment in January and an all-time high enrollment of 6,856 in the fall, when a record 84,567 semester credit hours were taken at ASU. Fall 2010 enrollment was up 469

students over the previous fall. Though the monetary value to the university of a student depends upon whether a student is taking graduate or undergraduate courses, a general average is that each student is worth an additional \$13,000 to the university. So, the increase in enrollment generally means additional monies to the university of approximately \$6.1 million, based on the formulas. The formulas, however, can be tricky because they factor in the growth of all institutions statewide.

“Even though we’ve grown,” Meyer said, “we don’t have any way of knowing exactly how that is going to impact our appropriations because it’s not just that you have grown, but that you have to have grown more than other schools have grown. And, if all the schools grew, but we grew at 5 percent and they grew at 6 percent, we’ve lost ground.”

While Meyer and Wright are always available to provide information, once the final LAR is submitted it falls to the TTUS Office of Governmental Relations to shepherd it through the legislative process.

“They really work hard for us in Austin,” Meyer said. “They make sure that Drew Darby, our state representative, and Robert Duncan, our state senator, stay informed of our needs. That really helps us because Rep. Darby is on the House Appropriations Committee and Sen. Duncan is on the Senate Finance Committee.”

Even with all the governmental relations support and strong elected representation in Austin, the appropriations bill is usually one of the last pieces of legislation to pass before the Legislature adjourns.

“So, you are never really certain how the university did,” Meyer said, “until you get a chance to read the final legislation.”

“It’s not football-game excitement,” said Wright, “but it is fun.” ■

The Accidental Career

Were it not for a suggestion from her mother-in-law, a long-time employee at Texas Tech University, Lubbock native Sharon Meyer might never have become vice president for finance and administration at Angelo State University.

After moving to Houston with her husband, Bryan, the 19-year-old followed up on her mother-in-law's idea that she apply for work at the University of Houston (UH). Starting in 1965 as a Clerk I in the Cashier's Office and working in what had once been a closet, Meyer began a 46-year-career in higher education finance.

On March 1, after nine years at ASU, Meyer will retire, concluding a career marked by hard work on the job and determination outside the office to further her education and her ability to provide for her family. By the time she closes her final spreadsheet, Meyer will have worked at six campuses in four states and managed budgets approaching \$2.5 billion, including ASU's record 2010-11 budget of \$105 million.

"I have had a long and rewarding career," Meyer said.

And, she did it the hard way, working during the day and going to school evenings to further her education, beginning with a shorthand course so she could apply for a secretarial position. A supervisor suggested she aim higher because of her numbers sense and helped Meyer get an assistant payroll manager position instead.

In 1974 she moved to the new UH campus in Clear Lake where the vice president delegated significant responsibilities to her and eventually promoted her to assistant vice president. Then in 1979 she received a personal blow when Bryan had a massive stroke at the age of 36.

"I struggled for one year while working three jobs to make ends meet," Meyer said. "I then realized I needed an education if I was going to support my family."

After 6½ years of night school, she earned her bachelor's degree in finance from UH-Clear Lake. In 1992, she was offered a position as vice president at Rocky Mountain College in Billings, Mont., but faced another personal challenge the next year when she was diagnosed with breast cancer. She remained positive through chemotherapy and radiation, never missing a day except for regular doctor's appointments.

In 1994, she became vice president of operations at Golden Gate University, where she completed her M.B.A. Then in 2000 she went to Bloomsburg University in Pennsylvania as vice president for administration and finance.

"What a beautiful place," Meyer said, "but a long way from Texas. I really missed my family and my home state."

Then the ASU vice presidential position came open.

"It was the right size institution and in West Texas," Meyer said. "I thought this might be my best opportunity to get back to Texas."

Her experience in finance and operations meshed nicely with the ASU position, which was responsible for overseeing both the financial and facilities areas. She liked what she found at ASU when she arrived in July 2002.

"The people are the best and their work ethic is amazing," Meyer said.

The same can be said about Meyer's work ethic as she regularly begins her workday no later than 7 a.m. and stays late when necessary to meet various deadlines. She developed a reputation as a logical, decisive and calm decision maker, who was direct in her communications, leaving no one in doubt where she stood on an issue.

"Among her many strengths," said ASU President Joseph C. Rallo, "she has been very innovative, a quality not always found in a chief financial officer."





Sharon Meyer

Photos by Danny Meyer



After almost a decade on the job, she is proudest of the implementation of the Banner system and the construction projects which helped change the face of ASU.

The Banner system was a \$6 million consolidation of the university's multiple administrative software systems into a single integrated software system. The project converted six independent systems into a single system that handles all administrative functions, ranging from accounts payable to registration and from human resources to financial aid. The conversion helped ASU go paperless with most of its administrative processes.

Construction projects during her tenure included badly needed residential facilities in Texan Hall and Centennial Village as well as the first phase of Plaza Verde, now under construction, to replace the high rises.

Other projects included the construction of Science III; the third-floor addition to the Porter Henderson Library and subsequent renovation of the first floor; the expansion of the Carr Education-Fine Arts Building; the addition of the Food Safety and Product Development Lab to the Management, Instruction and Research Center; and the renovation of the Center for Human Performance plus the addition of the Student Recreation Center, now under construction.

Her decision to retire was hastened by the passing of Bryan, "my life partner," in the summer of 2009 after years of bad health. To deal with her grief, she threw herself into her work, but has now decided she wants to spend more time at her retirement home at Lake Whitney near her sister and her family. As an avid gardener, she

looks forward to tending a large vegetable garden and fruit trees or to hosting her daughter and grandchildren, who live in California. Any spare time she will spend indoors quilting and crocheting.

Her retirement in many ways brings her career full circle with a Texas Tech connection. After all, it was her Texas Tech-employed mother-in-law who suggested she look into higher education for a job to begin with. That job led to a career and that career led to Angelo State where, in 2007, she was tasked with coordinating ASU's transition into the Texas Tech University System and bringing all of Angelo State's policies and procedures in line with those of the new system. That complicated task was just one of the many she successfully accomplished during her career. ■



the Soundtrack of our lives

by Roy Ivey



When Los Lonely Boys' Henry Garza makes his Fender Stratocaster scream or Lady Gaga astounds her fans with another outlandish costume, they add new stanzas to the saga of American popular music.

In the continually evolving soundtrack of American life, guitar heroes and "glam" performers intertwine with their musical predecessors, such as New Jersey crooner Frank Sinatra, Lubbock native Buddy Holly and the California-centric Beach Boys, to produce memorable Main Street melodies we all know. Angelo State University music professor Dr. John Irish studies the genre that stretches back almost 180 years and shares his love of notes with students in his "May-mester" music course, American Popular Music.

"All people have some kind of music as part of their human experience," Irish said. "Music is one of the stimuli of our being. Since most people aren't professional musicians, a simpler, more direct type of music is what they relate to best. Hungarian composer Bela Bartok stated there can never be complex folk music, so most people gravitate to a non-complex rhythm and simple melody as part of their interaction with the music around them."

"When American society went from a people who actively made music in their homes before player pianos and record-playing equipment to one of passive consumers buying pre-recorded music, they began consuming more popular music than classical," he added. "The marketplace has proven that popular music is part of everyone's life."

Popular music has become so pervasive that it is intertwined in virtually every aspect of American society.

"Today, we hear it on numerous media outlets, in commercial establishments and entertainment venues, such as clubs, bars and

dance halls, and we can buy it in an unprecedented number of delivery methods," Irish said. "We work to it, drive to it, exercise to it, relax to it, sleep to it and wake to it."

"One can say that popular music is a basic part of our lives and our culture," he added. "Americans can be proud to have given the world some great music that was developed in our country and exported across the globe."

Among those truly American music styles are blues, jazz, rhythm and blues, rock and roll, and more recently, hip-hop and rap.

Irish's research into pop music goes back to its roots when a cross-section of American society contributed to the culture through composers, musicians and singers. Minstrel shows beginning in the early 1830s gave way to vaudeville after the Civil War. Vaudeville passed into history when vocalists and the bands they fronted arose in the 20th century.

"Early successful 20th-century singers included Vernon Dalhart and Jimmie Rodgers," Irish said. "Both sold many records and influenced the following generations. Certainly, one of the most popular vocalists of all was Bing Crosby, whose crooning style took full advantage of then-new technology of electric microphones and amplification."

"Early blues singers and musicians, such as Bessie Smith and Robert Johnson, were models for future blues players," he said. "Frank Sinatra was one of the biggest pop singers of all time, and folk singers like Woody Guthrie





Paul McCartney

and Pete Seeger brought a style of music and consciousness of life's struggles to the folk tradition. When the taste for pop singers, such as Sinatra, Crosby and Rosemary Clooney, ran its course, then one would have to include Chuck Berry, Little Richard, Buddy Holly and Elvis Presley as important figures in early rock and roll."

"The great composers of Broadway and Hollywood, often the same people, wrote music that was highly popular in the first half of the 20th century," Irish said. "Many became jazz standards that are still played today. They have stood the test of time."

Noted musical pioneers, such as George M. Cohan, George and Ira Gershwin, Richard Rodgers and Lorenz Hart, Rodgers with Oscar Hammerstein II, Irving Berlin and Cole Porter, were followed by newer songwriting teams, such as Barry Mann and Cynthia Weill, Carole King and Gerry Goffin, and Neil Sedaka and Howard Greenfield, in the 1950s and '60s.

"Jerry Lieber and Mike Stoller, composers and producers who wrote so many hits for Elvis, and the incredibly talented Quincy Jones, who has been a crucial force in popular music for five decades, all contributed much to popular music," Irish said.

British songwriters and performers, who were influenced by American pop music, put their own stamps on it with profound results as the 1960s blossomed. Most notable were John Lennon and Paul McCartney who, along with Beatles band mates George Harrison and Ringo Starr, turned the music world on its ear in the '60s.

The lads from Liverpool and their mop-topped brethren, inspired by America's own innovative musicians of the late 1950s, offered new performances of that previously recorded early rock music.

"Buddy Holly and Chuck Berry were very influential to that second wave of rock, particularly for the British groups," Irish said. "Then Lennon and McCartney produced a large number of songs that took live and studio techniques to new heights."

Berry's influence on the Beatles was vividly illustrated when Lennon said, "If you tried to give rock and roll another name, you might call it 'Chuck Berry.'"

The Beatles took their name as a tribute to Holly and his band, The Crickets.

Although their guitar techniques were fairly straightforward and reminiscent of Holly's and Berry's, the Beatles and the Rolling Stones set the stage for the guitar slingers of the late '60s and '70s on up to current groups, like San Angelo's Grammy-winning Los Lonely Boys, who infuse their performances with Latin sounds and classic rock.

"The great guitarists, such as Jimi Hendrix, Stevie Ray Vaughan, Carlos Santana and Eric Clapton, also influenced the era of rock guitarists following them," Irish said. "The singer/songwriter solo performers were influential, as were their folk-singing predecessors. Singer/songwriters wrote and performed music that worked more on a personal level. Since many of them were women, awareness of feminist issues was heightened when this genre became popular in the 1970s."

Among those were Joni Mitchell, Joan Baez, Dusty Springfield, Janis Joplin, Aretha Franklin, Diana Ross, Linda Ronstadt, Carly Simon, Carole King and Grace Slick.

"Songwriters explore the human condition – good and bad, high and low, happy and sad," Irish said. "The really good songs speak directly to us, whether through melody, through the beat or through the lyrics. We can relate to the sentiment of the songs, take heart in the lyrics, become inspired by them, or they allow us to look at things differently. That is the power of music – and the universality of it. Music knows no language barrier."



Stevie Ray Vaughan



Jimi Hendrix



Janis Joplin

Photos by Larry Hulst

Rock music ruled the second half of the 20th century with big names like Elvis, the Beatles, the Beach Boys and Michael Jackson, while country music, rap and hip-hop artists influence current popular culture.

“The Beach Boys and the Beatles tried to outdo each other in the ‘60s by producing the concept albums ‘Pet Sounds’ and ‘Sgt. Pepper’s Lonely Hearts Club Band,’” Irish said, “and soul singer James Brown was an influence on singers such as Mike Jagger of the Rolling Stones.”

“Bob Marley and his reggae colleagues were an important force for a new type of music and lyrics that dealt with an impoverished and underserved people,” he added.

A dark side of the rock lifestyle took its toll during the Vietnam War and peace movement era of the 1960s.

“Janis Joplin, Jim Morrison and Jimi Hendrix were all highly influential and all three died at age 27,” Irish said.

Each died from substance abuse that permeated the rock scene then and continues today.

The MTV era from the 1980s into the 1990s ushered in the use of music videos to market albums and created its own place in popular culture.

“That generation watched videos as Madonna, Michael Jackson and Prince rose to the top,” Irish said. “In addition, Jackson’s videos started a trend of high-end production, which oftentimes eclipsed the songs’ importance and notoriety.”

After giving way to reality shows and documentary-style popular culture clip shows on MTV, music videos are making a

comeback on the Internet for musicians who would otherwise have little chance taking their music to the public.

In his class, Irish also profiles the behind-the-scenes figures who helped push popular music to the forefront in the first place.

“We don’t want to forget the producers and impresarios, without whose vision, funding and networking, many performances would never have been realized,” he said. “It was Florenz Ziegfeld who integrated his Follies with the great Bert Williams, and it was Ziegfeld who produced the first great American musical, ‘Showboat.’”

More recent contributors to the entrepreneurial spirit of popular music are Berry Gordy, founder of Motown Records, and Phil Spector, developer of the iconic 1960s’ “wall of sound,” which layered vocal and orchestral performances in the studio.

Other key elements in the rise of pop were record companies, talent scouts, disc jockeys and their radio stations.

“Record companies helped disseminate the music of artists we might never otherwise hear,” Irish said. “With the advent of record-playing technology and lower costs, people could listen to music from anywhere in the country.”

“The music the disc jockeys played could make or break an artist’s career,” he added. “Even the Carter family of country music wintered in Del Rio so they could perform on the megawatt radio stations across the border in Acuña. Alan Freed, who is said to have coined the term ‘rock and roll,’ played a huge part in the airplay of early rock and R&B. Dick Clark also had a

hand in shaping tastes with his hit TV show, American Bandstand.”

Like many societal trends, popular music shaped American tastes which, in turn, moved popular music in new directions.

“Popular music started with small groups that were popular in early jazz and then grew into big bands toward the end of the 1920s and into the 1930s,” Irish said. “There was a shift in taste and economics, and exposure to new sounds that occurred right around World War II.”

“After the war, the emphasis was on small groups again,” he added. “As the instruments of R&B, jump bands and early rock artists became more widely heard, the market for larger bands dwindled. Young people liked the new guitar-based sounds, but their parents didn’t. Once that ‘rock ‘n’ roll’ generation became old enough to have children, the paradigm had shifted. They held on to the music and instruments they grew up on.”

Irish noted that despite the popularity of rock and dance music, most major films’ scores feature full orchestras, much larger than the big bands of the 1930s and ‘40s.

“You can’t dance to those film scores and many don’t have words like most big hit songs do,” he said. “So their success is on another level compared to the pop music most younger folks listen to.”

Still, when rock bands looked past their guitars and drum kits for a unique sound in the ‘60s and ‘70s, which they did on a regular basis, big-band instrumentation again rose in prominence with groups like Jethro

– continued on page 37

A New Ewe

She's a "Bella" with a cause, and that cause is Angelo State women's athletics.

A costumed Rambouillet ewe, Bella made her campus debut during October's Midnight Madness. A crowd of almost a thousand ASU students and fans, including fellow mascot Roscoe, welcomed Bella into the ASU family.

In the coming months and years, ASU will be seeing a lot more of Bella, primarily at women's athletic events as well as at community activities representing the university, both independently and with Roscoe.

Bella is a member of Delta Zeta sorority, her sponsor, and an avid sports enthusiast. In addition to Rambouillet athletics, she likes children, group study sessions, long walks in the pasture and the "Twilight" series of novels with heroine Isabella "Bella" Swan.

ASU's Bella is considered part of the Angelo State spirit team, along with Roscoe and the ASU cheerleaders. The Delta Zeta sister who serves as Bella remains confidential, as is the case with Roscoe. ■



Photo by Danny Meyer

Soccer Scores

by Tommy Schield

The Angelo State soccer team rewrote the record books in the fall and capped off the year with its first-ever appearance in the NCAA Division II Women's Soccer Championship Tournament.

In his third year as head coach, Travis McCorkle guided ASU to a 13-7-1 record – the most wins in school history – and directed the Rambelles to a school-record nine conference victories. The dream season continued into the Lone Star Conference Tournament as the team logged its first-ever postseason win.

Though the team was picked to finish eighth in the LSC preseason poll, the young squad improved throughout the year and moved its way up the standings. Angelo State ended the season tied for second and earned the No. 3 seed in the LSC Tournament. There the Rambelles defeated Texas A&M-Commerce, 2-0, in the opening round, then fell to Abilene Christian, 2-0, in the next round.

ASU was then selected as the No. 5 seed in the NCAA's South Central Regional in Austin, but was defeated by Abilene Christian, 5-0, in the opening round.

Veteran forwards Brandie DeBacker and Ashley Brown were the offensive centerpieces for the 'Belles. DeBacker, a junior from New Braunfels, netted a team-best 10 goals, including five game winners. Brown, a senior from Harlan, Iowa, tallied seven goals with four of those providing the difference on the scoreboard. Brown's most notable goal came against then-No.18 Midwestern State on Senior Day, as the Rambelles handed the Mustangs their first conference loss, 1-0, with 12 seconds remaining.

As the forwards punched the goals in on one end, senior keeper Melanie Peterson kept the goals out on the other. The Fort Worth product recorded nine shutouts in 2010, a new ASU season record. ■



Photo by Danny Meyer

Ashley Brown

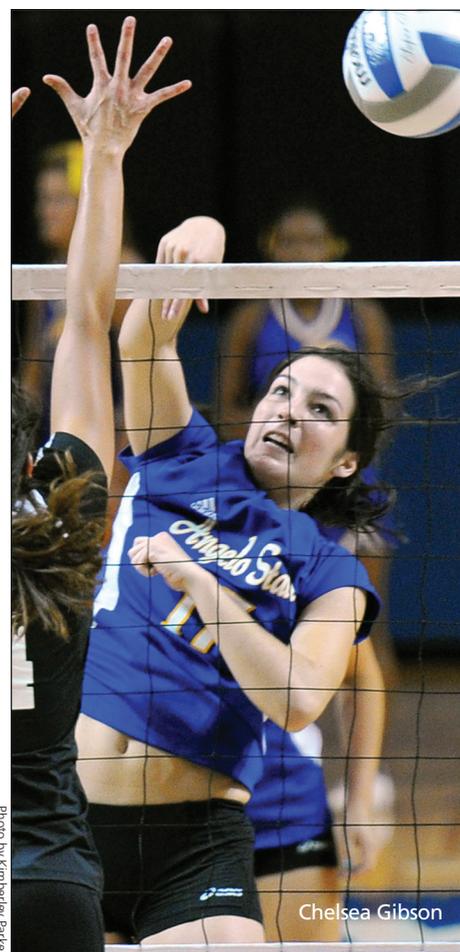


Photo by Kimberly Parker

Chelsea Gibson

Volleyball Uprising

by Belinda Zamora

Angelo State volleyball is on the rise under Chuck Waddington. In his first year, the team made it to the Lone Star Conference Tournament. In his second, ASU made it to the semifinal round. In his third, the Rambelles were playing for a championship.

The Rambelles finished the 2010 season with a 19-12 record and were third in the LSC at 12-2, while advancing to the LSC Tournament's title match for the first time since 1993. Despite losing to top-seeded and regular season champion West Texas A&M, the Rambelles had a banner year, including a 10-match win streak, their best since 1992. The team also narrowly missed qualifying for the NCAA Division II National Tournament.

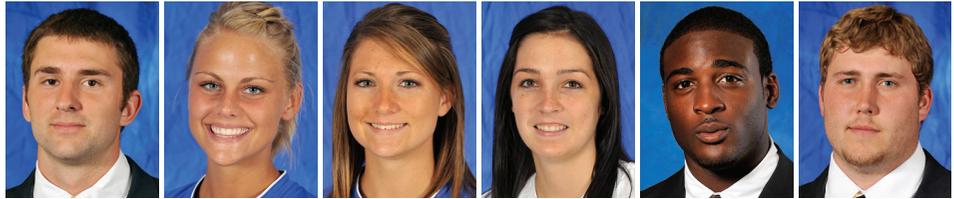
Along the way, four Rambelles collected individual LSC awards. Sophomore Chelsea Gibson was named LSC Offensive Player of the Year and garnered All-LSC first team honors along with sophomore

setter Alex Woolsey. Gibson entered the ASU record book when she hit a school-record .800 against Southeastern Oklahoma. Woolsey also had a noteworthy season, amassing 1,147 assists (10.82 assists per set) to lead the conference. With 2,145 assists in just two seasons, she is sixth on ASU's career list.

Freshman outside hitter Kaelen Valdez earned second team LSC accolades and junior transfer Debbie Ohl received honorable mention.

The Rambelles grew as a unit during a grueling early slate against the top teams in the South Central Region. The growth was evident in conference play as the team sandwiched a remarkable 12-match conference win streak between losses to Abilene Christian and West Texas A&M. In one of the most exciting matches of the season, ASU avenged two regular-season defeats to ACU with a 3-0 sweep in the semifinal round of the LSC Tournament. ■

Sportsbriefs



Bayless

Brown

Dean

Gibson

Johnson

Merryman

Fall Wrapup

Angelo State's fall sports slate was filled with success stories. For the third time since fielding a women's soccer team in 1995, Angelo State's football, volleyball and soccer teams finished the fall with records of .500 or better and, for the first time, accomplished that feat in back-to-back seasons.

ASU's student-athletes also produced in the classroom as seven Rams and Rambelles were honored as ESPN Academic All-District selections. Nate Bayless (football), Ashley Brown (soccer), Shannon Dean (soccer), Chelsea Gibson (volleyball), Alvin Johnson (football) and Ryan Merryman (football) were all voted to their respective teams by athletic communications representatives in the region. ■



Crutcher

Photo by Danny Meyer

Josh Neiswander

Angelo State quarterback Josh Neiswander concluded his career as the most prolific passer in ASU history. The Winnsboro native accumulated 8,212 yards through the air and set 18 passing records before hanging up his No. 8 jersey.

Neiswander's 391-yard effort against Central Oklahoma in the final game of the season helped him finish with a new season-best 2,983 yards, while his five scores moved him into first with an ASU record 61-career touchdowns. It was the last of five-consecutive games with 300 yards or more passing, also a school record. Neiswander added to his accomplishments in December as he earned a Master of Business Administration. ■



Neiswander

Photo by Danny Meyer

Cross Country

Emeline Crutcher led Angelo State's women's cross country team in each of the final three races of the regular season, including a seventh-place finish at the Lone Star Conference Championship in Abilene with a time of 16:58.72 on the 4.5 kilometer course.

Crutcher's efforts helped the team win two of the last three meets and take second at the conference championship. With the top-10 finish at the conference meet, the Wellman native was named to the All-LSC first team. Crutcher and the Rambelles reached No. 9 in the South Central Region rankings by the season's end and competed at the regional meet in November. ■

Lemons to Lemonade

by Kevin McCarty

Great football players have a knack for turning a broken play into something special on the field, but true greatness can also be measured off the field in how they deal with the adversity of potentially career-ending circumstances.

Simply returning to the field in 2010 after a fight with non-Hodgkin's lymphoma, a completely blown out knee or a broken leg would be impressive feats, but tight end Nate Bayless, safety Brandon Eubanks and quarterback Josh Neiswander also leveraged their extra eligibility into work on Master of Business Administration degrees.

"Getting hurt was almost like a blessing in disguise," said Bayless, who missed the entire 2009 season and dropped more than 50 pounds after undergoing chemotherapy for his cancer. "At the time of the injury, it was one of the worst things that could happen because we all missed a whole season. You wonder why this had to happen to you, but then when you start looking at the future, it worked out pretty well in the long run."

While Bayless faced a life-threatening illness, Eubanks tore his knee ligaments during 2009 two-a-days and Neiswander suffered a broken leg against Texas State in the 2008 season opener. Instead of becoming disgruntled former players, the trio used the mentality that made them good athletes to work toward recovery and challenge themselves academically.

"As a football player, excellence is what you strive for," Bayless said. "You don't want to lose every game. You don't want to finish second. Excellence is a trait that's bestowed in you since you were five years old. No boy wants to lose. Growing up with that is something that translates to life – whether it's school or football."

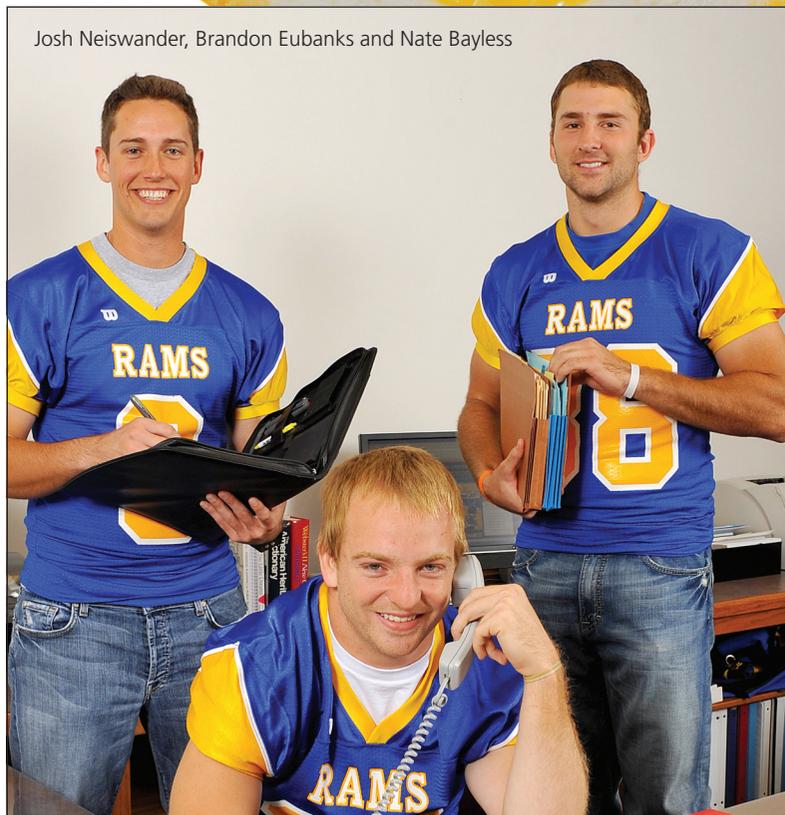
Neiswander was already on an accelerated path to graduation, having taken a voluntary redshirt during his freshman year. He graduated with his M.B.A. in December. The accomplishment capped an incredible career for the Winnboro native, who left campus as ASU's most prolific passer ever, setting school records in 18 different categories.

Neiswander helped Bayless and Eubanks adjust to their first semester of grad school and their first season back on the field last fall, but admits it is not for everyone.

"It's a grind, but you know in the end it's going to pay off," Neiswander said. "We want to play football and we want to get a good education. There is a reason everyone doesn't do it."

A typical day for the three players during the season began at 5:30 a.m. when they would drive to the Junell Center for weightlifting and film study. They managed homework between 8 a.m. and noon before returning to the Junell Center for team meetings, more film study and practice. Night or online graduate classes kept the players on campus until 9 p.m. or later with time for only a quick dinner.

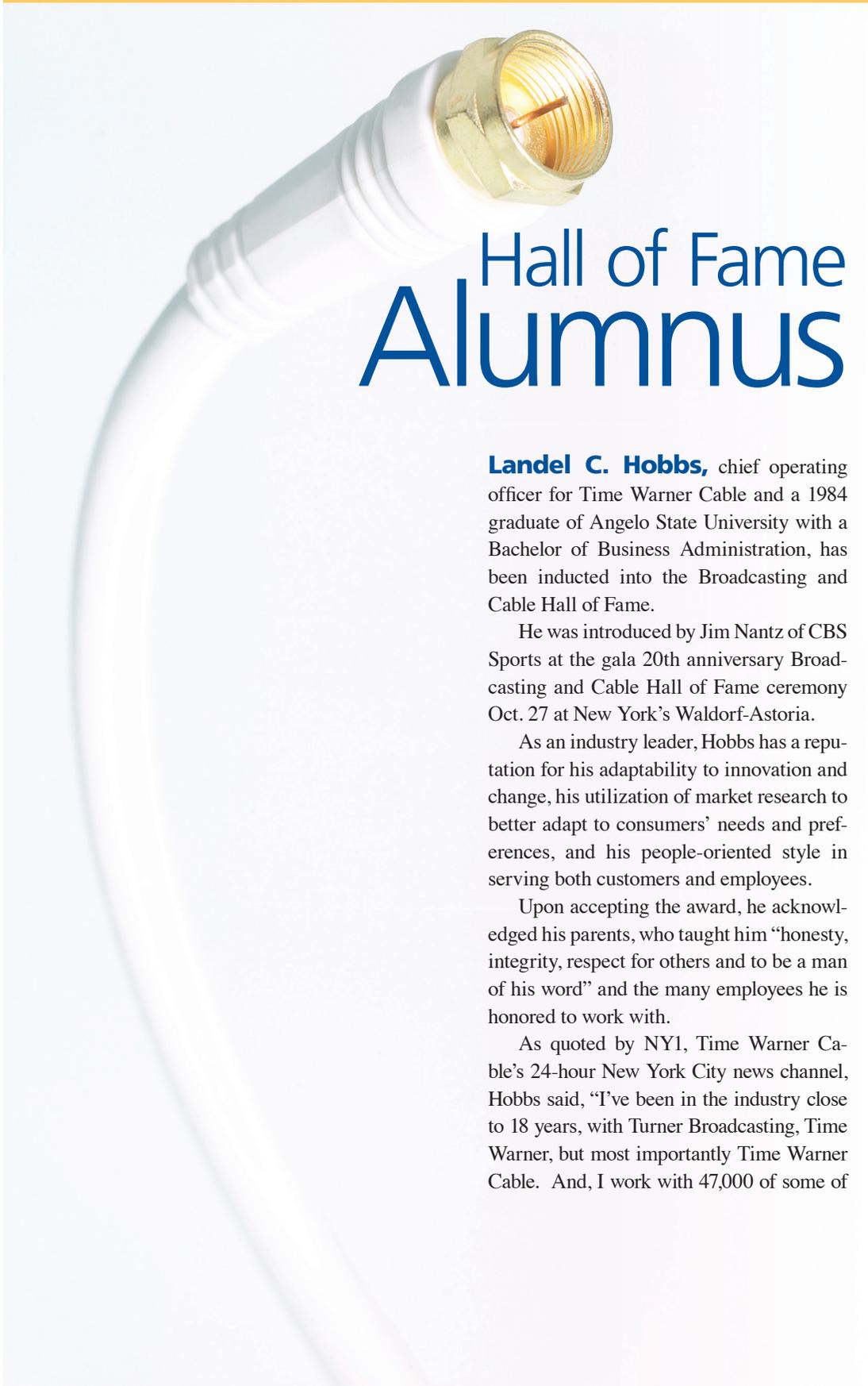
Bayless, who has one more season with the Rams, hopes to find a job in financial



Josh Neiswander, Brandon Eubanks and Nate Bayless

planning when he graduates, while Eubanks is undecided. Neiswander will try to keep his football career going on the professional level.

"It's nice to know that if this doesn't work out there's always a backup plan, and that is having a good education," Neiswander said. "I don't know what that entails as far as what I'll be doing. I just know that I want to be in a position to have an influence in people's lives every single day." ■



Hall of Fame Alumnus



Landel Hobbs

Photo Courtesy of Time Warner Cable

Landel C. Hobbs, chief operating officer for Time Warner Cable and a 1984 graduate of Angelo State University with a Bachelor of Business Administration, has been inducted into the Broadcasting and Cable Hall of Fame.

He was introduced by Jim Nantz of CBS Sports at the gala 20th anniversary Broadcasting and Cable Hall of Fame ceremony Oct. 27 at New York's Waldorf-Astoria.

As an industry leader, Hobbs has a reputation for his adaptability to innovation and change, his utilization of market research to better adapt to consumers' needs and preferences, and his people-oriented style in serving both customers and employees.

Upon accepting the award, he acknowledged his parents, who taught him "honesty, integrity, respect for others and to be a man of his word" and the many employees he is honored to work with.

As quoted by NY1, Time Warner Cable's 24-hour New York City news channel, Hobbs said, "I've been in the industry close to 18 years, with Turner Broadcasting, Time Warner, but most importantly Time Warner Cable. And, I work with 47,000 of some of

the best people I have ever met at Time Warner Cable. And, they're the reason I'm here, so I'm honored because I'm representing all of the great folks I've ever worked with."

Hobbs joined the Turner Broadcasting System as senior vice president, controller and chief accounting officer in 1993 and remained at Turner until 2000, when he joined Time Warner, which had acquired Turner in 1996.

First working at Time Warner as vice president of financial analysis and operations, Hobbs oversaw budgeting, financial forecasting and profit improvement for Time Warner's entertainment divisions, including AOL, Warner Bros., Time Warner Cable, Warner Music, Time Inc., HBO, Turner Broadcasting, New Line Cinema and the WB network.

In 2001 Hobbs moved to Time Warner Cable as executive vice president and chief financial officer. Four years later he became the cable giant's chief operating officer.

The Broadcasting and Cable Hall of Fame is sponsored by *Broadcasting & Cable* magazine, a television industry trade journal. ■



Photo by Danny Meyer

Building on Adversity

by Roy Ivey

The holiday season of 2002 was anything but jolly for ASU alumnus Jimmy Disler, who was in the midst of overseeing construction to keep up with the explosive enrollment growth in the Leander Independent School District.

Even a rack of bad ties or a truckload of coal would have been a better present than the news he received when he sought treatment for the shortness of breath he experienced during the holidays. It was then he found out he might have only six to 18 months to live.

"I went to the doctor," Disler said, "and about 10 minutes after I left her office, she called and said 'you've got some serious issues and you need to see an oncologist.'"

Diagnosed with myelodysplasia, a blood disorder in the leukemia family, Disler was told he needed a bone marrow transplant to survive. Doctors also told him to go home and get his affairs in order.

"I considered hospitals in San Antonio, Houston and Dallas, and went to San Antonio for treatment," Disler said.

Luckily for him, three of Disler's four siblings were bone marrow matches, so he was able to undergo the needed transplant.

"Doctors said it was typical to be out of work for six months," he said. "I started the transplant on Feb. 5, 2003, and came home on March 28. I wanted to go back to work right away, but the doctor wouldn't let me. I actually started back in the middle of April."

His return was great news for the Leander Independent School District (LISD), where he oversees facilities construction as executive director of capital improvements. Located in a northwest Austin suburb, the district was experiencing explosive growth, and its inventory of two elementary schools, one middle school and one high school at the time needed to be expanded quickly.

"There is never any repetition in these building projects," Disler said. "Getting each one under way, working through all the cities and various entities to get them done, there are always challenges. We hire the architects and contractors, who work off our specifications, and we drive the process. I'm very heavy into facilitating that process and overseeing the designs."

Under Disler's guidance, the LISD has expanded to 23 elementary schools, seven middle schools and five high schools. In all, he has overseen \$1.3 billion in building

projects across the 199-square-mile school district that now educates a student population of 32,000.

"We're not done growing, either," Disler said. "Our demographer says we will be right at 53,000 students in 10 years. We're the third-fastest growing district in Texas behind Keller and Denton, which are in the Dallas area."

While managing the building boom, Disler has also managed a victory over his disease. After eight years of fighting transplant rejection with medication, he has been off the meds for a year and is back to normal activities, including golf, which he had given up because exposure to the sun's ultraviolet rays can increase the risk of rejection.

And, Disler has a lot to live for. He and his wife, Debbie, have two daughters, Katelyn, a sophomore at Sam Houston State University, and Kelsey, who teaches math at a Leander middle school. He also has his work with LISD.

"I love what I do," Disler said, "and the reward comes when kids come into the new facilities and are amazed and happy to be there. It's exciting to help enhance their environment to learn better." ■

RING *of Success*

In just six years, the ASU Alumni Association's semi-annual Ring Ceremony has become one of Angelo State's most symbolic and meaningful traditions.

"It's a tradition that links both the students and alumni," said Kim Hunter, association executive director. "We want the students to interact with our alumni and know they support ASU."

Students are eligible for the official ASU ring once they have completed 75 hours of coursework. They can purchase rings on campus during the months of February and September or online all year long. Students can choose rings of different styles and metals and then customize the inside of the ring with their names or initials.

"The Ring Ceremony," said Kyle Box, association past president and Class of 1981, "is one of the first tangible milestones that indicate all the hard work towards graduation is paying off, and it is always fun to share this time with the students and their families."

The alumni association organizes the ring ceremony at the end of the fall and spring semesters and invites all new ring recipients to participate in the festivities in the LeGrand Alumni and Visitors Center. ASU's live mascot, Dominic VII, even makes an appearance for students to rub his wool for good luck or his horns for strength.

"It's a great event overall," Isabel Carrillo, Class of 2010, said. "The presentation is upbeat and keeps the crowd involved while explaining the ring traditions."

At the end of the ceremonies, ASU alumni meet the new ring recipients and welcome them into the tradition of wearing the ring. They remind them of the slogan engraved inside each ring, "Continue the Quest."

"Being able to participate with the recipients and their families is truly an honor," Box said.

Students or even alumni interested in purchasing an official ASU ring can contact the Angelo State Alumni Association at (325) 942-2122 or alumni@angelo.edu for details. ■



Photo by Danny Meyer

Students can also minor in food science or animal business.

The department's newest program, which kicked off this spring, is a bachelor's degree in agricultural science and leadership that includes a teacher certification component and is designed mainly to produce future agriculture teachers. Thriving metropolitan FFA programs and a shortage of high school ag teachers reported by the Vocational Agriculture Teachers Association of Texas (VATAT) spurred ASU to add the new program.

"FFA in Texas high schools is growing by leaps and bounds," Engdahl said. "We already get students from the Dallas/Fort Worth area and from San Antonio, and those programs are getting even bigger. From talking to the agriculture teachers, they think we can have one of the best agriculture education programs in Texas."

"Some agricultural education programs," added Dr. Cody Scott, professor of animal science, "have migrated more toward research. We are structuring our program to be based in classroom teaching."

One particular area where the ASU program plans to excel is in teaching the more hands-on skills, including welding, small engine repair and woodworking, that Engdahl said are important for ag teachers to know, but are being phased out by some of the larger universities. To provide a suitable environment for that type of instruction, ASU has partnered with the West Texas Training Center.

"We will have the opportunity to teach students some of those skills out there, like welding and such," Engdahl said. "There are a lot of things we need to do to make this program work, and we are making them happen."

Despite already bursting at the seams with more than 400 undergraduate majors, the Agriculture Department continues to adapt to the changing needs of both its students and the industry by adding programs that can lead students to successful careers, regardless of their agricultural interests.

"It's all about students and it's all about having a well-rounded program," Engdahl said. "You've got to have what students want." ■

do as a nurse practitioner," Walker said. "We will probably give a bit of preference to anyone who would go into a rural community because that is our mission, to provide health care for areas that are underserved."

"At this point, it is a good thing," she said, "because we want to have the best of the best. We want to make sure the nurses can function independently in rural areas and that they are successful."

To expand its program and accept more students, ASU will have to add clinical professors who are nurse practitioners because each one can only supervise up to six students. Luckily, help is coming from the inaugural FNP class itself.

"We are going to need instructors to help with the influx of students we are going to have," Schultz said. "The four of us faculty in the class all anticipate the department is going to utilize us in that capacity. We all enjoy our practices a lot, so we are eager to help out the program in that way so more nurses can practice."

The search is also already on for addi-

tional doctorally prepared faculty to teach the didactic, or classroom, portions of the FNP program, which will further aid in increasing the number of slots available.

Overall, the new program has created an air of excitement in the ASU Nursing Department as the latest entry in a growing list of department initiatives designed to address the health care needs of the local, regional and state communities. It is also a feather in the caps of Dr. Leslie Mayrand, dean of the College of Nursing and Allied Health, and Dr. Susan Wilkinson, head of the Nursing Department, who spent the last several years working to bring the program to fruition.

"I'm so grateful to Drs. Wilkinson and Mayrand for the effort they put into getting us to this point," program coordinator Greenwald said. "The impact of this new program is hard to imagine. Leslie is worth her weight in gold for her forward thinking and concern for the health of people in West Texas. We are at a crossroads in health care, and the futures for our graduates will be nothing short of amazing." ■

Tull; Chicago; Blood, Sweat and Tears; and the Beatles using the flute, trumpet and Indian sitar.

"Each group was looking for a sound," Irish said. "Some of those groups incorporated horns and had roots in jazz or rhythm and blues, and many others found the typical rock instrumentation was their preferred sound. Don't forget that Motown songs have tons of strings in the background. That sound helped define that style."

"In the late 1980s, rap and hip-hop artists also influenced the next era of singers with their new style of music," he said. "Hip-hop and rap base songs more on the rhythm and words, not focusing on the melody or harmony as much as previous music genres. Emphasizing rhythm is not new to music, but the diminution of harmony and melody is a recent development."

The music business roils these days with individual songs increasingly downloaded onto computers and portable music players like the iPod, causing album sales to tank.

"There are those who want to offer their music for free with the hope of future success in sales of recordings, endorsements and concert tours," Irish said, "while others want to maintain traditional sales of their materials, but are willing to do this in a wider array of methods, such as downloads from the Internet. In 2003, there were almost twice as many downloads of singles as there were CD sales, and for the past few years, CD sales have continued to fall while downloads have increased."

"With the widespread ease of use and availability of home computers and software," he added, "groups can record very inexpensively. This also leads to a wider range of talent and could point to what my course's textbook, *American Popular Music; The Beat Goes On*, calls an 'unsustainable glut of mediocre music.'"

If the past is any indicator, the music scene will change, but into what remains a mystery.

"It is anyone's guess what the next trend in popular music will sound like," Irish said. ■

alumni association century club

DIAMOND

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J. Milton and Terri Swift, Montgomery
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Dr. Joseph and Barbara Rallo,
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Roger Richards, Dallas
Cmdr (Ret) Keith and Carol Roberts,
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CLASSnotes

Each issue of the *Angelo State University Magazine* will highlight selected alumni and then invite readers to visit the Angelo State University Alumni Association website for the latest on your former classmates. To learn more about Angelo State alumni, visit angelostatealumni.com. Better yet, see what your friends are up to and then update the site with news about you, your family and your accomplishments.

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Chris Medical, San Angelo
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Gwendolyn Smith, San Angelo
Gene and Deidra Tuttle, Burleson
Nolan and Pamela Venable, San Angelo
Edward and Theresa Welch, San Angelo
Dr. Kelly and Lesa Wilson, San Angelo

1981

Heather McDonald Bushnell has been named the RN recruiter/retention specialist for the ASU College of Nursing and Allied Health.

She recruits potential nursing students to ASU. Over the years Bushnell has worked in intensive care and pediatrics and as a diabetic foot specialist.

Bushnell works offsite and lives in New Braunfels with her husband David, who also graduated from ASU in 1981. They have two grown children, Derek and Emily.

Lambda Chi Alpha

During Homecoming more than 60 alumni and over 30 actives celebrated the 40th anniversary of the chartering of Lambda Chi Alpha at Angelo State University. As part of the celebration at the ASU Alumni Association's Reunion Round Up, the fraternity's alumni association presented the active chapter with a newly framed charter from the 1970s.

In Memoriam

Dr. Holland Dempsey Watkins, 82, distinguished professor of history emeritus who taught fulltime at ASU from 1966-97 and part-time from 2004-09, died Nov. 11 in San Angelo. He taught U.S. and Latin American history, touching the lives of numerous students and faculty and earning a reputation as an exceptional educator. In 1988 and 1997 he was recognized by the ASU student body as Teacher of the Year.

Dr. Kenneth J. Heineman, professor and head of the History Department, said Watkins "spent decades at ASU, earning the reputation as one of the most beloved teachers on campus." Dr. Watkins was a gentleman of great humility and fine humor."

Watkins, a native of Lone Wolf, Okla., earned his bachelor's degree from Austin College, his master's degree from North Texas State University and his doctorate from Texas Tech University. The former member of the U.S. Marine Corps died on Veterans Day.

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