Dear Friends:

With the start of the fall semester, we are beginning to see some significant benefits from the integrated marketing and communication effort we began nearly two years ago. Our goal to increase enrollment to 10,000 students depends greatly on how we present Angelo State University to student and parent audiences across the region, the state and the nation. Our Angelo State University Magazine and a sophisticated interactive Web site are important aspects of crafting that message. So, too, is a marketing and branding budget which has grown from $300,000 to nearly $400,000 to refine our institutional message and create a family of publications with a consistent theme. Now these campus initiatives are paying off through three very important external recognitions for ASU.

First among these is our inclusion by Princeton Review in its listing of the “Best 371 Colleges” for 2010. The Review has a national audience and is viewed as one of the premier measures of institutional quality when high school students and their parents seek information about college. ASU’s first-ever inclusion in the Review occurred as the result of a competitive process of data collection that included completion of a 79-page questionnaire and an electronic survey of ASU students. This recognition and the Princeton Review logo will be included in our marketing materials for the next academic year, as well as in a special mailing this fall to high school guidance counselors throughout the state.

Our second recognition was inclusion in the Chronicle of Higher Education’s national list of “Great Colleges to Work For” in 2009. ASU was one of 150 higher education institutions to be selected by the Chronicle after surveying faculty and administrators on job satisfaction in 26 categories. As the major news source for college and university faculty and administrators, the Chronicle is seen by thousands of readers on a daily basis. Since all of our faculty and senior staff positions are advertised in the Chronicle, this recognition should ensure an even more diverse and quality applicant pool for our open positions.

Finally, we have been recognized by G.I. Jobs magazine as one of its “Military Friendly Schools” for 2010. The Holm Center for Officer Accessions and Citizen Development at Maxwell AFB, Ala., already lists Angelo State as No. 7 on its ARFOC “Enlisted Friendly” schools that work with ROTC students to complete their bachelor’s degree. The new G.I. Jobs recognition will extend our reputation even farther among active military personnel and veterans. As colleges and universities brace for a campus influx of veterans who bring with them enhanced G.I. Bill benefits to pay for college expenses, these recognitions will position ASU well in that growing market segment.

While these tributes are important, the greatest measure of ASU’s success rests with the careers of its graduates. Thus, it is fitting that this issue also honors Mickey and Renee Long, both Class of ’76. They have been active members of their community and have supported ASU in so many ways, from athletics to academics. Mickey’s January appointment to the Texas Tech University System Board of Regents makes him the first ASU alumnus to serve on the board since Angelo State joined the system. Renee and Mickey are great ambassadors for ASU and the Texas Tech system. They and the other members of the ASU family who are profiled in this magazine for the recognition they will receive during Homecoming are testament to the vitality of this university.

Best wishes for an enjoyable and safe fall season.

Sincerely,

Joseph C. Rallo, President

Message from the President
Big Dreams for ASU

Sold on the university's mission, Dr. Jason C. Penry joined the administration in July as Angelo State University's new executive director of development. In the coming years as ASU's chief fundraising officer, Penry will be selling others on the university as well.

“I have a great appreciation for higher education and for the impact it has on lives,” Penry said. “Higher education has greatly influenced my life and the lives of many of my family members. Higher education is something I truly believe in. Coming from a regional institution for my undergraduate education and for the impact it has on lives, I see the value of a campus of this size and scope, and I believe in the mission so much more because it is student-focused, student-based.”

In making the appointment, ASU President Joseph C. Rallo said Penry will oversee the university's advancement program, including the annual fund, donor cultivation, major gifts and foundation support. Penry will also coordinate development activities in line with the broader fundraising goals of the Texas Tech University System, including a major capital campaign.

“Dr. Penry’s solid fundraising experience plus his youth and enthusiasm will serve the university well,” Rallo said.

Penry said, “I am excited about Dr. Rallo’s and the Texas Tech University System’s vision for Angelo State. Without a doubt, we are moving toward big goals and big dreams and it is something I want to be a part of.”

On top of that, the appointment meant a return to Texas for him and his wife, Erin, who grew up in Monahans. He comes to ASU after two-plus years as executive director of the Oklahoma State University POSS, the fundraising arm of athletics.

In that capacity he managed an 11-member staff and a $350 million budget. “Everything they have learned is in line with the broader fundraising goals of the university as well,” Penry said.

While Penry was at Oklahoma State, POSSE, the fundraising arm of athletics, was an $80 million budget organization. During his tenure, the organization raised $26 million in annual fund revenues.

Prior to serving OSU, he worked three years with the 12th Man Foundation at Texas A&M University. Most of his time with the foundation was as development officer for major gifts. In that capacity he assisted in the successful completion of a $50 million capital campaign for A&M athletics.

The Houston-area native holds his Ph.D. in higher education administration from Texas A&M. He earned a Master of Science in sport management from Louisiana State University in Baton Rouge. Penry received his Bachelor of Arts in secondary education from LSU-Shreveport, where he was a member of the intercollegiate baseball team and student body president for the 2000-01 academic year.

By Tam Huns

‘The Streak’

Secondary teacher certification

Students in the ASU Mathematics Department are riding a 12-year winning streak.

Since 1998, 100 percent of the ASU students who have completed the program and taken the Texas Examination of Educator Standards (TExES) teacher certification test for secondary mathematics have passed on their first attempt. A passing grade on the TExES is required to teach in Texas public schools. Not only is the ASU pass rate much higher than the state average of about 65 percent, its average individual student test scores of 270 out of 300 are well above the state average of about 226.

“It is validation of what we know our program is doing,” said Dr. Paul Swets, head of the Mathematics Department. “It is one thing to say we have a strong program, but it is another thing to have this kind of data that shows it is strong. It’s not just my opinion, so that is really nice.”

The foundation of the streak can be found in the capstone course MATH 4322 Survey of Mathematics that was formulated by then-department head Dr. Johnny Bailey and mathematics senior instructor Ellen Moreland in 1997 in response to ASU’s 65 percent pass rate on the old Examination for the Certification of Educators in Texas (ExCET). Students take the class during their junior and senior years and are expected to take a different approach to math.

“When the state announced that the high school certification test is going to be available, we used our secondary program as a model to help set up a middle school program,” Swets said. “We have never had a student not pass the middle school exam.”

The middle school certification capstone course is taught by mathematics senior instructor Cathy Talley. However, while the two capstone courses have played a major role in both streaks, they are not the only factors.

“With the state announced that the high school certification was going to be available, we used our secondary program as a model to help set up a middle school program,” Swets said. “We have never had a student not pass the middle school exam.”

The middle school certification capstone course is taught by mathematics senior instructor Cathy Talley. However, while the two capstone courses have played a major role in both streaks, they are not the only factors.

“We have a very strong curriculum for our students,” Swets said. “They have to work really hard to earn a mathematics degree. We are constantly looking at where their weak points might be, on the TExES and in the classroom, and then fiddling with our curriculum. It is a group effort among all the faculty that teach these classes.”

The streak has also spawned a couple of traditions. Swets gives the students a pep talk every spring right before they take the TExES and Moreland meets them right after the test for lunch.

“I tell them that we are 100 percent and not to be the ones that blow it,” Swets joked. “It is all in good fun, but I know that nobody wants to be the one that breaks the streak. We have never had a student not pass the middle school exam.”

“The streak has also spawned a couple of traditions. Swets gives the students a pep talk every spring right before they take the TExES and Moreland meets them right after the test for lunch.

“I tell them that we are 100 percent and not to be the ones that blow it,” Swets joked. “It is all in good fun, but I know that nobody wants to be the one that breaks the streak. We have never had a student not pass the middle school exam.”

“We have a very strong curriculum for our students,” Swets said. “They have to work really hard to earn a mathematics degree. We are constantly looking at where their weak points might be, on the TExES and in the classroom, and then fiddling with our curriculum. It is a group effort among all the faculty that teach these classes.”

The streak has also spawned a couple of traditions. Swets gives the students a pep talk every spring right before they take the TExES and Moreland meets them right after the test for lunch.

“I tell them that we are 100 percent and not to be the ones that blow it,” Swets joked. “It is all in good fun, but I know that nobody wants to be the one that breaks the streak. We have never had a student not pass the middle school exam.”

“The streak has also spawned a couple of traditions. Swets gives the students a pep talk every spring right before they take the TExES and Moreland meets them right after the test for lunch.

“I tell them that we are 100 percent and not to be the ones that blow it,” Swets joked. “It is all in good fun, but I know that nobody wants to be the one that breaks the streak. We have never had a student not pass the middle school exam.”

“We have a very strong curriculum for our students,” Swets said. “They have to work really hard to earn a mathematics degree. We are constantly looking at where their weak points might be, on the TExES and in the classroom, and then fiddling with our curriculum. It is a group effort among all the faculty that teach these classes.”

The streak has also spawned a couple of traditions. Swets gives the students a pep talk every spring right before they take the TExES and Moreland meets them right after the test for lunch.

“I tell them that we are 100 percent and not to be the ones that blow it,” Swets joked. “It is all in good fun, but I know that nobody wants to be the one that breaks the streak. We have never had a student not pass the middle school exam.”

“We have a very strong curriculum for our students,” Swets said. “They have to work really hard to earn a mathematics degree. We are constantly looking at where their weak points might be, on the TExES and in the classroom, and then fiddling with our curriculum. It is a group effort among all the faculty that teach these classes.”

The streak has also spawned a couple of traditions. Swets gives the students a pep talk every spring right before they take the TExES and Moreland meets them right after the test for lunch.

“I tell them that we are 100 percent and not to be the ones that blow it,” Swets joked. “It is all in good fun, but I know that nobody wants to be the one that breaks the streak. We have never had a student not pass the middle school exam.”

“We have a very strong curriculum for our students,” Swets said. “They have to work really hard to earn a mathematics degree. We are constantly looking at where their weak points might be, on the TExES and in the classroom, and then fiddling with our curriculum. It is a group effort among all the faculty that teach these classes.”

The streak has also spawned a couple of traditions. Swets gives the students a pep talk every spring right before they take the TExES and Moreland meets them right after the test for lunch.

“I tell them that we are 100 percent and not to be the ones that blow it,” Swets joked. “It is all in good fun, but I know that nobody wants to be the one that breaks the streak. We have never had a student not pass the middle school exam.”

“We have a very strong curriculum for our students,” Swets said. “They have to work really hard to earn a mathematics degree. We are constantly looking at where their weak points might be, on the TExES and in the classroom, and then fiddling with our curriculum. It is a group effort among all the faculty that teach these classes.”

The streak has also spawned a couple of traditions. Swets gives the students a pep talk every spring right before they take the TExES and Moreland meets them right after the test for lunch.

“I tell them that we are 100 percent and not to be the ones that blow it,” Swets joked. “It is all in good fun, but I know that nobody wants to be the one that breaks the streak. We have never had a student not pass the middle school exam.”

“We have a very strong curriculum for our students,” Swets said. “They have to work really hard to earn a mathematics degree. We are constantly looking at where their weak points might be, on the TExES and in the classroom, and then fiddling with our curriculum. It is a group effort among all the faculty that teach these classes.”
Some memories may fade over time, but for two Holocaust survivors, the horrors of what they lived through seven decades ago are still vivid enough to enthral an Angelo State University audience with their recollections.

The Polish born survivors, Walter Feiger and Wanda Wolosky, shared their personal experiences with a hushed crowd of more than 500 during Holocaust remembrance events on campus this spring.

“I’ve made it my responsibility to educate people about it,” Feiger said. “History’s very easily forgotten. Genocide is still going on. No country is immune to it.”

Both speakers today reside in Tucson, Ariz., but Feiger came to San Angelo with Gail Wal len, Ph.D., director of Holocaust services for the Jewish Family and Children’s Service of Southern Arizona. The Anglo State Multi-cultural Center helped sponsor the event.

Wolosky said requests to speak about her experiences four years ago, said they do not dwell on their recollections. Wolosky, who only began talking about her experiences four years ago, said they do not dwell on their recollections. Wolosky, who only began talking about her experiences four years ago, said they do not dwell on their recollections.

“But, from what I know of companies around the world, there are drugs going into clinical trials that, to me, look as if they are likely to be successful.”

Finding ways to keep our bodily systems working properly as we age is now at the forefront of Dobson’s research. As diseases like Alzheimers, Parkinson’s and adult-onset diabetes become more common, they are also generating more interest from other scientists and drug manufacturers.

“If I can play a small part in getting students excited about science and maybe motivate them to think about it as a career, then I think that is a worthwhile activity,” Dobson said. “It is fun to do science and it is a tremendous benefit to mankind, when you look at what science has done and still needs to do to solve the great problems of the world, like poverty, global warming and energy shortages. It is a great voyage of discovery.”

Dobson strength to keep working. Feiger spoke German, which helped him obey German orders to avoid some of the abuses that others endured. They kept us busy, they kept us hungry and they beat us,” Feiger said.

“Hunger drove prisoners to desperate acts. His barracks, despite the squalor, had no problems with cockroaches, he said, because the prisoners ate them when they found them.

It was easy to spot the people at the camps who had given up and were close to death because they were the ones who stopped washing up after working all day, Feiger said.

Wolosky said requests to speak about her experiences four years ago, said they do not dwell on their recollections. Wolosky, who only began talking about her experiences four years ago, said they do not dwell on their recollections. Wolosky, who only began talking about her experiences four years ago, said they do not dwell on their recollections.

“Hunger drove prisoners to desperate acts. His barracks, despite the squalor, had no problems with cockroaches, he said, because the prisoners ate them when they found them.

It was easy to spot the people at the camps who had given up and were close to death because they were the ones who stopped washing up after working all day, Feiger said.

Wolosky, who gave a Holocaust overview as part of the presentation, said the Nazis operated with the idea that if they could destroy people’s spirit, they could destroy the body. As the victims of the Holocaust are dying off, Wolosky said their stories should be shared so people of subsequent generations will not forget.

Both Wolosky and Feiger said their Holocaust memories never go away, but that they do not dwell on their recollections. Wolosky, who only began talking about her experiences four years ago, said they do not dwell on their recollections. Wolosky, who only began talking about her experiences four years ago, said they do not dwell on their recollections.

“‘I’m alive,’ Feiger said. “I have a lot to be grateful for. I have a great appreciation for my freedom.”

Dobson leads a team exploring the world’s most debilitating neurodegenerative diseases. As the John Humphrey Plummer Professor of Chemical and Structural Biology at Cambridge, Dobson’s research is now at the forefront of Dobson’s research. As diseases like Alzheimers, Parkinson’s and adult-onset diabetes become more common, they are also generating more interest from other scientists and drug manufacturers.

Dobson said he accepted the WTMA Lectureship at ASU because it allowed him to impart his enthusiasm for science to the students on a personal level.

“Finding ways to keep our bodily systems working properly as we age is now at the forefront of Dobson’s research. As diseases like Alzheimers, Parkinson’s and adult-onset diabetes become more common, they are also generating more interest from other scientists and drug manufacturers.”

Dobson said he accepted the WTMA Lectureship at ASU because it allowed him to impart his enthusiasm for science to the students on a personal level.

“Finding ways to keep our bodily systems working properly as we age is now at the forefront of Dobson’s research. As diseases like Alzheimers, Parkinson’s and adult-onset diabetes become more common, they are also generating more interest from other scientists and drug manufacturers.”

Dobson said he accepted the WTMA Lectureship at ASU because it allowed him to impart his enthusiasm for science to the students on a personal level.
Major NSF Grant
Dr. Conrie Russell of the biologv faculty has received a National Science Foundation (NSF) grant of almost $1 million to increase by 20 percent the number of ASU science, technology, engineering and mathematics majors and graduates, particularly in underrepresented populations.

Her project “Angelo Science Partnership for Undergraduate Recruitment, Retention and Success,” or Angelo SPURRS, is being funded through the Texas Engineer Experiment Station. The first installment is a three-year award of $581,474. Pending a successful third-year review, Russell will receive an additional $417,820 for years four and five of the project, for a total award of $999,294.

The ASU project was one of 22 chosen from 186 applications to the NSF’s Science, Technology, Engineering, and Mathematics Talent Expansion Program. Under Russell’s guidance, the project director will be Dr. Kit Price Blount, a research scientist in the ASU College of Graduate Studies. An associate professor of biology, Russell is president of the Society for College Science Teachers.

English Language Institute
ASU’s Center for International Students now has more than 170 chapters worldwide. However, people who would like a short-term American study experience to improve their English are also encouraged to attend the institute.

The program coordinator is Carole Simpson, who came to ASU after 25 years of teaching teachers and designing English programs in a variety of countries, including United Arab Emirates, the former Yugoslavia, Brunei, China, Malaysia, Morocco and England.

Nursing Grants
The Department of Nursing has received two federal awards to encourage nursing education opportunities. A $46,425 grant from the U.S. Department of Health – Health Resources and Services Administration will be used to continue the departmen’s Nursing Faculty Loan Program, which awards low-interest loans to selected ASU graduate students to pay for tuition, fees, books and supplies as they work towards master’s degrees in nursing with a nurse educator focus.

The ASU Nursing Departmen’s has been funded by the NFLP since 2003 and this year’s grant total is the largest ever awarded to ASU. Since ASU’s nurse educator master’s program is offered totally online, it also has statewide and national appeal since the NFLP will also pay out-of-state tuition.

A second grant of $21,952 from the Health Resources and Services Administration will help fund the department’s Advanced Education Nursing Traineeship program for the 2009-10 school year. This year’s grant will be utilized to provide traineeships to graduate students enrolled in the Master of Science in Nursing program with the option of medical/surgical/critical care nurse specialist or nurse educator. The students can use the traineeships to help pay for tuition, books and other fees.

Strand of Six Pearls
ASU’s Pearl of the Concho Writing Project received a $46,000 continuation grant from the U.S. Department of Education’s National Writing Project, aimed at providing continuing education and training for area teachers to improve the writing skills of the region’s elementary and secondary school students.

Dr. Marilyn Eisenwine, associate professor of teacher education, received the grant which funded ASU’s Summer Writing Institute for the sixth straight year.

The Pearl of the Concho Writing Project is a non-profit organization funded by the Department of Education through the ASU Department of Teacher Education and is an authorized provider of professional development in accordance with the No Child Left Behind law.

Fish Tale
ASU Bass Club members Austin Adcock of Leander and Josh Seale of Breckenridge landed five fish, totaling 15 lbs. 13 oz., to win the third place and a $4,000 prize last May in the National Guard FLW College Fishing Texas Division Tournament on Lake Amistad near Del Rio.

Adcock and Seale placed fifth in another National Guard-sponsored tournament to qualify for the Texas Regional Championship in November at the Grand Ecore Recreation Area in Natchitoches, La.

Full-time students enrolled in their first three college or university years are eligible to participate in the FLW College Fishing series, which is organized into five geographical divisions.

One student can use the traineeships to help pay for tuition, books and other fees.

On-Time Dividend
Beginning this fall, entering ASU freshmen who fulfill requirements for their bachelor’s degrees and graduate in four years will stand to receive $1,500 in cash as part of the university’s new “Graduation Incentive Program.”

ASU President Joseph C. Rallo announced the program in April. When combined with a similar $1,000 incentive from the State of Texas, successful students could graduate with their diploma and $2,500 cash.

“It’s not like winning the lottery,” said Rallo, “but for a new graduate the incentive monies can provide some financial comfort until they can get settled in their careers or take the next step in higher education by pursuing a graduate degree. Additionally, graduat-ing on time will allow parents or students to save a semester or more of tuition and fees.”

Like the State of Texas, ASU has initiated the program to help improve retention rates and to encourage students to graduate in four years.

The Graduation Incentive Program is open to bona fide Texas residents. To be eligible, they must declare a major before registering, complete any required developmental courses mandated by their test scores or major and follow published catalog requirements for their major.

Additionally, they must meet each semester with their academic advisor and enroll in eight consecutive long semesters over a four-year period. Finally, they must maintain the grade point average for their major and file an application for graduation before the deadline.

Honorary Doctorates – Jean Ann and Dr. Robert LeGrand acknowledge the crowd at May commencement after the San Angelo couple received Doctors of Humane Letters for their long-time philanthropic support of Angelo State University. Their contributions over the years have provided both academic and ethico-scholarships as well as new and upgraded ASU facilities.

Where’s the Wool?
The Management, Instruction and Research (MIR) Center this summer conducted a Dorper Ram Performance Test, the first-ever U.S. test dedicated exclusively to the Dorper breed of sheep.

The test was conducted in conjunction with the annual ASU Meat Goat Performance Test and utilized the same principles to identify rams as potentially superior breeding sires. Dorper sheep are more commonly known as “hair sheep” since they do not produce wool and are bred mainly for slaughter and consumption.

“Our take them from their environment to a central location where we can remove feed differences, location and elevation differences based on where they were born, plus heat and environmental differences,” said Dr. Mike Salisbury, associate professor of animal science and test director. “We put them all in the same health program and provide them nutrition where it meets all their body’s needs for growth. That way, it allows us to remove all those environmental factors so that the true differences are genetic.”

“Just like in goats or all other breed of sheep, the faster we can get them to grow, the more economical they are,” Salisbury said.

“But, we have to have a
In recent years, with both the availability of shearing crews and the price of wool in decline, some West Texas sheep ranchers are turning to the Dorper breed over the merino and Southdown breeds. ASU ag faculty have seen the potential for the Dorper breed and currently maintain a flock of about 30 at the MIR.

The Supreme Court of the United States has a nine-member body of judges known as justices. The current justices are appointed by the President and confirmed by the Senate. Remuneration is set by Congress and paid by the federal government. The pay varies annually based on the Consumer Price Index. The justices are considered to be among the highest paid public officials in the United States. The justices serve until death, retirement, resignation, or impeachment.
People across the nation are learning what those familiar with Angelo State University have long known – ASU is a great place to earn a degree and to work.


“Something that should be stressed,” said C&M Director Tom Lewis, “is that while communications and marketing may have made certain Princeton Review received the complete story, this recognition would not have been possible without the hard work of students, alumni, faculty and staff, who have shaped our university with an emphasis on securing a ‘Best Region’ designation in its 2010 edition. In addition to completing the Princeton Review’s annual survey questionnaire, which printed out at 79 pages, the office reallocated $4,500 in branding and marketing monies for an enhanced university profile on both the Princeton Review’s Web site and in its annual publication. The office then completed a separate best regional university questionnaire and agreed to allow Princeton Review to survey undergraduate students. Student comments are a major component in the Princeton Review selection process, another reason C&M focused on this guide.

Chancellor Kent Hance of the Texas Tech University System, ASU’s governing body, said “We have always known what a great university Angelo State is and this makes us proud that we are now being recognized on a national basis.”

When Rallo became ASU president in June of 2007, one of his first actions was to identify some “distinctives” that could be used to promote Angelo State. That charge, along with the strategic decision in the summer of 2008 on how the university would handle the dozens of surveys it receives each year from various publications, culminated this past summer with the multiple recognitions.

Until the fall of 2008, all external surveys were handled by the Office of Institutional Research and Effectiveness (IRE). While some data requests were mandatory from accrediting, federal and state offices such as the Texas Higher Education Coordinating Board, other surveys came from a variety of publications, which used the information in various rankings and college guides, the most widely recognized being the annual guide from U.S. News and World Report. IRE responded to those on a time-permitting basis.

As the newly named vice president for strategy, planning and policy in the summer of 2008, Dr. James M. Limbaugh approached Preston Lewis, ASU’s director of communications and marketing, about the C&M office splitting up the reporting duties with institutional research. Although IRE would still provide the base data for all reports, C&M would become the contact and responding office for those originating with various publications or with marketing potential for the university. Meanwhile, IRE would continue to provide requested data for state, federal and accrediting agencies.

“Our goal was to better evaluate and capitalize upon the marketing opportunities that these surveys offered Angelo State,” said Limbaugh. “The results have certainly justified our joint decision.”

After the new responsibilities were defined, C&M staff began to contact various publications, gathering information on differing criteria they used to rate universities, and to determine possible “distinctives” or designations ASU might be able to secure. The possibilities were limitless, ranging from a “Tree Campus USA” recognition for colleges that excel in planting and caring for trees to various “green” designations for campuses with strong conservation/ environmental programs to – don’t laugh – universities with the best bathrooms.

No kidding, the higher education marketing firm TargetX earlier this year started its TargetXBowl to identify classy college water closets. At first blush, it might sound silly, but TargetX officials make the point that a great impression made in the admissions office can be quickly undermined by a lavatory that is outdated or poorly maintained.

After reviewing more upstanding possibilities for recognition from various publications, including U.S. News, Princeton’s Guide and the College Guide, among others, C&M focused on Princeton Review with an emphasis on securing a “Best Regional University” designation in its 2010 edition. In addition to completing the Princeton Review’s annual survey questionnaire, which printed out at 79 pages, the office reallocated $4,500 in branding and marketing monies for an enhanced university profile on both the Princeton Review’s Web site and in its annual publication. The office then completed a separate best regional university questionnaire and agreed to allow Princeton Review to survey undergraduate students. Student comments are a major component in the Princeton Review selection process, another reason C&M focused on this guide.

To encourage undergraduates to participate in the survey, then Student Government Association President Seth Chomout promised to “paper” Dr. Rallo’s home if 75 percent of the students responded. As Princeton Review does not release the number of responses, Chomout was off the hook for fulfill his promise, which nonetheless helped provide adequate returns for consideration.

“We brought a different eye to this process,” C&M Director Lewis said. “Instead of just seeing the surveys as another set of questionnaires to be filled, we looked for ways we could market the university with those answers. One of the reasons that we focused on Princeton Review is that they are amenable to explanations as opposed to merely accepting numbers.”

For instance, Lewis pointed to student retention as a perfect example. While the university is working to improve its retention rate of 56 percent, a mitigating factor is the high percentage of first generation students who enroll at ASU. In recent years, more than half of each entering fall class has been made up of first generation students who begin higher education without the college support system of other students whose parents have gone to college. Many college surveys do not account for such mitigating circumstances.

“Something that should be stressed,” Lewis said, “is that while communications and marketing may have made certain Princeton Review received the complete story, this recognition would not have been possible without the hard work of students, alumni, faculty and staff, who have shaped
Mission Specific

The eight-month process that ended in April with a new mission statement for Angelo State University produced a critical document for a changing environment in how higher education is evaluated and how universities are accredited.

“Our mission statement,” said Dr. James M. Limbaugh, “is a fundamental statement about why we exist and what we do.”

Limbaugh, ASU’s vice president for strategy, planning and policy, led the campus-wide effort, involving faculty, staff, students and alumni, in producing a 53-word mission statement concise enough to fit on the back of new ASU business cards. Its cumbersome 675-word ASU predecessor would barely fit on a standard piece of stationery.

The new mission statement received approval from the Texas Tech University System Board of Regents on March 6 and from the Texas Higher Education Coordinating Board on April 30. With its formal adoption, the mission statement becomes a critical element in the university’s accreditation by the Southern Association of Colleges and Schools, or SACS.

“SACS wants to make sure everything we do supports our mission,” Limbaugh said. “Now everything is predicated on our mission and what we do to support our students and their needs.”

In essence, SACS has elevated outcomes over the processes that previously validated accreditation. This is the direction of higher education as greater transparency and accountability are being demanded by various constituencies nationwide and by the federal government, Limbaugh said.

The mission statement is one third of the strategic triad all universities are now establishing. The second component is a statement of values while the third element is a vision statement.

“A statement of values represents the principles that guide us,” Limbaugh said. “These are the principles that we hold inviolate as educators.”

ASU developed its value statements as it wrote its mission. The vision statement represents our aspirations and where we see ourselves going as an institution,” Limbaugh said. “Our vision articulates both what we hope to do and to be in the future.”

As the vision for ASU must be intertwined with the university’s academic master plan, its development was delayed, pending the completion of the document this year. Limbaugh will be in a critical position to oversee completion of the academic master plan after he accepted an interim, one-year appointment as provost and vice president for academic and student affairs following the decision by previous provost Don Coers to return to teaching at the conclusion of the spring semester.

The academic master plan will help chart the university’s future as it identifies programs and opportunities that ASU can develop and enhance both to distinguish the university from its competitors and to develop areas of recognized expertise in the state and in the nation. The results will help shape how ASU grows academically and utilizes its resources to address priorities in the future.

“These are exciting times for Angelo State as we look to the future and embrace the change that will allow us to grow in enrollment and in reputation,” Limbaugh said.
W
d
While today's Standard-Times may still carry San Angelo as its first name, the newspaper's battle to remain a viable hometown publica-
cation means its stories are sent to Corpus Christi for final editing and page production and then relayed to Abilene for printing.
The same electronic communication which makes possible the 828-mile prod-
tion triangle to deliver hometown papers to the front yards of San Angelo residents con-
tributed to its necessity. Over the last decade, the 24/7 electronic world of the Internet, in concert with the more recent recessi-
onary economy, has cut into the paper's circula-
tion and print advertising as well as changed the reading habits and expectations of a new generation of Americans, whose hands are more accustomed to holding an iPod or a Blackberry than a daily newspaper.

Countless SAC and ASU journalism and communication students have interned or worked after graduation at the Standard-
Times. Even today, the Standard-Times prints the Ram Page for the university, even though the weekly paper is now trucked from Abilene rather than from its downtown San Angelo offices. Beyond that, the Standard-Times has been the window through which many people, both regionally and beyond, have viewed the university, either in news accounts of Angelo State events or through sports stories tracking the Rams and Rambelles.

What remains as the great irony in the dilemma of the Standard-Times is that the World Wide Web, which makes it simple to read up on San Angelo and ASU from nearly any place on the globe, is the very instrument that is challenging the newspaper industry.

"Journalism as we know it is changing," said Dr. Cathy Johnson, Ram Page adviser and associate professor of journalism at ASU. "It has changed more in the past year than perhaps at any other time in history. I hope we don't evolve into a Twitter society where that is the only level of information we crave. Historically, younger people didn't read the newspaper until they were more established in their careers. Now, I wonder if in-depth in-
formation even matters to young people."

That shift in where and how more people are getting information — especially when combined with a weak economy, stiff com-
petition from other advertising sources and the rise of free Internet content purveyors, who many times parcel their reports from, you guessed it, online newspaper sources — presents practical problems for Brackin and Editor Tim Archuleta.

"Many companies are responding with drastic cuts," Brackin said. "One of the quickest ways to see expense cuts is on the personnel side because, obviously, that's where a lot of your expense is. Unfortu-
nately, cutting expenses is one of the first places we've had to look."

From the time Archuleta became editor in 2003 until the present, he has watched the paper's newsroom staff shrink from more
than four full-time positions to just 20, a de-
crease of seven coming just in the past year. Today's newspaper staff totals the equiva-
 lent of 87 full-time employees, compared to 140 a year ago. Most of the drop has come from attrition — not replacing people as they
leave — and through consolidation of op-
erations with other newspapers. While the paper also uses many part-timers, Brackin said their numbers fluctuate.

To adapt to changing tastes and times, the Standard-Times has also reduced a circu-
lation area that once was the size of Ohio and encompassed 53 counties extending south to Laredo, north to Lamesa, east to Lampasas and just short of El Paso on the west. Today, Standard-Times circulation extends to 18 counties, an area smaller than West Virginia. The news hole and even the size of the paper has shrunk. Some services were outsourced.

On Jan. 5, the Standard-Times ran its press for the first time, then transferred the printing operation to its sister paper, the Abilene Reporter-News. The newspaper produc-
tion desk, which provided copy editing and layout, moved soon afterward to a consoli-
dated operation in Corpus Christi, which now provides those services for the Abilene and San Angelo papers as well as for the Wichita Falls Record-News and the Corpus Christi Caller-Times, all owned by the E.W. Scripps Co. of Cincinnati. Each move fur-
ther reduced the Standard-Times payroll. Despite their declining numbers, the Standard-Times management is committed to keeping the local news local with reports
from its own reporters and with contribu-
tions from citizen journalists. The tradition of local news remains deeply entrenched at the Standard-Times, going back to Houston Harte, who felt so strongly about his newspaper focusing on local news that in 1922 he coined the term "Afghanistanism," which alludes to filling the news hole with for-

terign stories. Harte believed that Standard-
Times readers wanted to see stories about themselves and their neighbors rather than accounts of occurrences half a world away.
The Standard-Times never gave up completely on foreign and national news, which does appear daily in abbreviated form and touch on major world events, including the wars in Iraq and, yes, even Afghanistan. But local news is job No. 1 at the Standard-Times, Archuleta said.

"We are focusing on producing content," he said. "With the production staff in Corpus Christi, we can concentrate more resources on reporting and less on mundane tasks." Archuleta said he considers the production employed in the Garza Council office as part of the Standard-Times staff, as they produce the pages for the newspaper's readers.

"It makes economic sense for one operation to produce all the comics and other such pages for all four newspapers," he said.

Some newspapers are outsourcing production and even some reporting to foreign countries. The Orange County (Calif.) Register, for example, announced in July 2008 that it was sending stories to India for editing. Just over 30 miles to the north, the Paducah Whistle-Bone Web site has contracted with a company in India to cover city council meetings via the streaming Web. While most American newspapers have avoided that extreme, they have cut back on coverage. The Standard-Times Sports Department no longer sends reporters to routine away games for many of its teams but trades coverage with the Reporter-News and other newspapers looking to whittle down their own expenses.

Even such old-school rivals as the Fort Worth Star-Telegram and the Dallas Morning News are now pooling resources and splitting coverage of many events, such as professional sports, that are of mutual interest to their readers.

Cost-saving reductions are vividly illustrated in areas of the Standard-Times building. Some desks sit empty. The press is quiet. Some desks sit empty. The press is quiet. Other presses are running on reduced staffs and reduced contents, all to save money.

Despite these size reductions, Brackin said Standard-Times' retail and classified advertising, both critical to the newspaper's long-term viability, remains strong, especially on the weekends. That fact reflects the newspaper's value not just as a news medium but also as an advertising medium for the community.

The Audit Bureau of Circulations, a nonprofit association of advertisers, ad agencies and publishers, which provides media performance numbers, reported that as of March 31, the Standard-Times circulation stood at 26,856 on Sundays and at 23,533 on Mondays through Saturdays. Those totals approximated about half of the paper's peak circulation during the 1960s and 1970s, when it covered almost a third of Texas and printed both morning and evening editions.

Brackin said the Standard-Times' latest circulation figures still reflect a 60 percent penetration rate in San Angelo, defined as the percentage of homes receiving a newspaper, for the Sunday edition.

"That is a penetration rate most newspapers would die for," he said, "and especially if you multiply that by the pass-along readership. Right now, the multiplier is about 2.1."

That translates into more than 56,000 sets of eyes on the newspaper. Although the Internet has been a nemesis of newspapers across the country, the Standard-Times has been utilizing the competing medium as an ally to expand readership online. The Standard-Times' Web site, goсанangelo.com, recorded 1,825,882 page views and 182,029 unique visitors in April.

The Audit Bureau of Circulations reported in April that paid weekday circulation over the past year among 530 surveyed newspapers had dropped from 42.6 million to 41.1 million, a 3.6 percent decrease. By contract, an analysis released in April by the Nielsen polling company for the Newspaper Association of America showed that 73 million unique visitors logged on to newspaper Web sites, a 10 percent increase from the previous year.

"My gut tells me that our market is particularly attached to the print product and, in my opinion," Brackin said, "the arrangement of the print edition is something people enjoy. Now they can see it online as well. I think the print edition will be around for a long time and the ‘e-edition’ may be the next best thing to that."

Even with all the challenges and staff reductions, the Standard-Times over the past 18 months has navigated the winds of change and managed to win the 2009 "Newspaper of the Year" in its circulation category by the Associated Press in April.

Despite the online trend and the emergence of social-networking vehicles like Twitter, Johnson and Brackin both agree on the ongoing need for trained journalists in a democratic society. Brackin also said he believes journalism-based content delivery will always be a part of the news business, no matter how information reaches the consumer in the future.

Students who hope to have a career in the news business and their professors, including Johnson, are closely watching the ongoing metamorphosis and, in some cases, actually benefitting from it. In a way, the current situation has made it easier for them to get a foot in the door and actually write for the paper.

"The Standard-Times is more interested than ever in having part-timers and freelancers write stories," she said. "Now the hardest thing for us is to keep them working. We can’t hire everyone, but we hire them part-time while they are here instead of going to work there.”

Johnson encourages her students to get as much experience as they can before they enter the job market.

"I love how I can build on my stories. I get the information, call it in and it progresses throughout the day. I can end up with a 15-20 inch story, but I have to be more careful about errors with something happening so fast."

Johnson added that universities must keep up with the quickly evolving news business model to properly equip their students for careers in journalism.

"Universities, by nature, are creative and can adapt quickly, and journalism is still journalism," he said. "Universities will still have to teach core elements of American journalism, such as fairness and libel laws. They will have to teach students to ask those in powerful positions the tough questions and to verify facts in stories."

Archuleta said the newspaper business likely will still be operating at a reduced level in the years to come. He said it would be helpful in placing our students in internships."

Jennifer Rios, a fall 2008 ASU graduate, took a reporting job at the Standard-Times after adding the Scripps Howard News Service in September in Washington internships to her résumé in the spring of 2008.

"They brought in five or six interns and let them have a taste of how exciting it is," she said. "I liked the cultural experience, working at the hub of government so close to the White House and Congress." Rios and other journalists her age are setting out on an uncharted course to the future with many possible career pitfalls and rewards often complicated by the pace of change in communications.

"We are in a very fluid time now," Rios said. "As a breaking news reporter," Rios said, "I love how I can build on my stories. I get the information, call it in and it progresses throughout the day. I can end up with a 15-20 inch story, but I have to be more careful about errors with something happening so fast."

"We will deliver information in whatever way the consumers want – print, online or through mobile devices," Archuleta said. "And, we’ll produce niche products for whatever the market is passionate about." Austin American-Statesman Editorial Page Editor Arnold Garcia Jr. hopes regional newspapers like the Standard-Times and his own newspaper find ways to effectively continue delivering the news in the new environment.

"Particularly in an area like West Texas," Garcia said, "the newspapers’ role in imparting information that people need, whether it’s the time of a funeral in an obituary or what’s going on at city hall, is important.”

Garcia, an ASU Alumni Association board member, was a government and history student at Angelo State when he took his first newspaper job at the Standard-Times.

"Through the years," Garcia said, "whether it was (an ASU) journalism professor or like Wayland Yates working slot on the weekends or students doing internships, the connection between ASU and the Standard-Times was always strong.”

"ASU and the Standard-Times still need one another,” he added, "not just as a source of talent for the Standard-Times but to keep people informed about what ASU is doing in the region. It’s probably still true to this day that young people who don’t have financial alternatives wouldn’t get an education if it
On an unforgettable August day in 2004, Pam Darby’s personal life collided with her professional life as an Angelo State University nursing educator.

Each day since, the line between Pam’s personal and professional lives has blurred as she has devoted herself to caring for her husband, Dr. John Preston “Pres” Darby, who was diagnosed that fateful August with amyotrophic lateral sclerosis (ALS), a terminal ailment commonly known as Lou Gehrig’s disease.

The loving wife assumed the role for which she was professionally prepared as the faithful caregiver. In the process, she revolved to serve a constant other families with terminally ill members.

“My whole day is geared around Pres,” Pam said.

“To be perfectly honest,” responded Pam, “I would not be alive right now if it weren’t for Pam, not only as a wife but as my nurse as well.”

Living day-to-day contrasts sharply with the couple who had lived life to the fullest before the ALS diagnosis. There had been mission trips to Honduras and Guyana, scuba diving, rapelling, boating, working outdoors, jogging, flying and hiking. They had raised three children. Pam was teaching full-time at ASU and spearheading the annual ASU Nursing Symposium. Pres was a busy physician, former Air Force flight surgeon, runner and weightlifter. He had even spent several months in Afghanistan treating rebel mujahedeen fighters injured by Russian troops in 1985, then writing about the experience upon his return in a book titled Tears for the Oppressed.

Those adventures, however, came before ALS.

“After the diagnosis, I thought that I would probably be dead in two or three years,” Pres said. “As a physician, I knew that there was no treatment and it was just a matter of accepting the fact that, to me, life was pretty well over.”

ALS is a degenerative disease that reduces a person’s ability to control voluntary muscle movement, affecting all or parts of the body. The average survival time after diagnosis is only two to five years and only about 20 percent of patients live more than five years. Pres’ condition has gradually deteriorated to the point that he is confined to a wheelchair and requires a feeding tube and breathing machine.

Faced with Pres’ diagnosis, it would have been easy for Pam to throw in the towel on life. Instead, she has embraced her new role as caregiver and is even more energetic than before, albeit with very different activities that begin about 7 a.m. every day.

“I have to shave him, brush his teeth and give him his pills and daily tube feedings,” Pam said. “I’m also constantly tweaking things to make sure he doesn’t have any problems. An aide and my son assist with the heavier tasks and sit with him so I can run errands.

But, she cannot stay far or go stay long, as she is the only person Pres will let handle some of the more personal aspects of his care.

“Then, it takes me about a half hour to get him ready for bed,” Pam said. “He has peripheral vascular disease, cannot move his legs and even if just a sheet touches his toes, they become painful. So, I have to get him situated just so.”

Her other duties include cleaning the various breathing and feeding machines, transporting him with a Hoyer lift to the shower or bathroom, keeping in touch with his doctors and generally just making him as comfortable as possible. To Pam’s credit, since he was diagnosed, Pres has never had any major complications of the disease.

“She has brought all of her nursing skills to taking care of me and I have lasted a whole lot longer than I ever expected,” Pres said.

“But, there are down times,” he added. “It gets to me sometimes, usually when I’m alone, the frustration of not being able to do anything. I was always such an independent guy, sometimes to my detriment. Having to depend on someone to feed you, take you to the bathroom and everything else is degrading, but I have become accustomed to it much better than I would’ve thought.”

Pam has developed an idea of the best therapy for ALS sufferers, a theory that is shared by her husband.

“Visit them and give them hope,” she said. “Bring a meal or a DVD. Share a book or a new joke. Show them you care and give hugs and love.”

“Many ALS patients just give up,” added Pres. “I know they feel it. It’s a devastating, debilitating and depressing disease, seeming to seek out those who are healthy and fit. There are many times when I thought it was just not worth struggling. But I changed my mind due to the tender mercies of family and friends. They are my medicines.”

With his daily activities limited to reading, listening to music and watching TV, Pres is fortunate that his family is never far away. Besides Pam’s constant presence, their son, Hayne, is available to help with Pres’ care. Their daughters, Mary, a pharma...
Alumni Award Criteria

**Distinguished Alumnus**
An alumnus previously enrolled at SAC, ASC or ASU and a former student for at least 10 years and recognized by the Alumni Association for outstanding achievement in his/her business, profession, lifework or worthy endeavor.

**Distinguished Carr Scholar Alumnus**
An alumnus who attended ASU on a Carr Scholarship and recognized by the Alumni Association for career and/or community service and leadership.

**Distinguished ROTC Alumnus**
An alumnus who attended ASU as part of the Air Force ROTC Detachment 847 and recognized by the Alumni Association for significant impact in his/her career or lifework.

**Honorary Alumnus**
A special friend and supporter of ASU who has made a significant impact on the university or the Alumni Association through support, recognition or career.

**Golden Ex of the Year**
An individual enrolled at SAC or ASC at least 50 years ago who has continued a lasting relationship with ASU and/or the Alumni Association.

**Outstanding Retired Faculty**
A former ASU faculty or staff member who had a distinguished career at ASU and has continued his/her support and involvement with ASU and/or the Alumni Association after retirement.

**Distinguished Faculty Achievement**
A current ASU faculty member selected from each ASU College by the Alumni Association for his/her profound effect on the lives and careers of ASU students.

For **Mickey Long**, it was love at first sight. Shortly after enrolling at Angelo State University, Mickey knew it was his college home. He loved the campus, the people and soon recognized the great opportunities within his reach. Shortly after classes began, he met and fell in love with a San Angelo native, **Renee Heckaman**. “It was definitely love at first sight,” Long said, “or at least it was for me.”

If Renee had any reservations, she quickly lost them. For the last 33 years they have been partners in life and have created a strong family that they are very proud of today. Together they have become true philanthropists and support many causes close to their hearts, including Angelo State University.

Mickey was appointed to the Board of Regents of the Texas Tech University System on Feb. 6. He is currently a member of the Audit Committee and serves as vice chair of the Board of Trustees of the Carr Scholarship Foundation.

“I love Texas Tech University and Angelo State University,” he said. “Together these two institutions are truly making a difference in the great State of Texas.”

For their steadfast support of the ASU, Mickey and Renee Long, both Class of ’76, have been named 2009 Distinguished Alumni by the Angelo State University Alumni Association.

Mickey is president of Westex/WLP Well Service, L.P., in Midland. He received a Bachelor of Science degree from ASU. He is a member of the Association of Energy Service Companies and the Texas Tech University Hall of Legacy. Before being named a member of the TTUS Board of Regents, Mickey was an active member of the Texas Tech University Foundation, Angelo State University Alumni Foundation and the Red Raider Club National Board of Directors.

Renee was born and raised in San Angelo. She received a Bachelor of Elementary Education from Angelo State and spent over 28 years in the classroom as an elementary educator. Renee, who is always planning a trip, is passionate about traveling, reading and bicycling. While she still enjoys teaching her children and granddaughter, Renee now spends her time with her friends and family.

Throughout the year Mickey and Renee enjoy many sporting and cultural events around the country. In addition, they are devoted members of Grace Lutheran Church of Midland.

They were married in 1976 and soon began their family. They have two wonderful daughters, Amy and Andrea. Both Amy and Andrea reside in Lubbock with their husbands, Brad King and Christopher Tirey. Mickey and Renee have one granddaughter, Katherine King.

Mickey and Renee enjoy each and every day and have taught their family to do the same. Whether it be at the beach, in the mountains or in West Texas, they always take time each day to be thankful for the many blessings that have been bestowed on them.

“Our main objective,” said Mickey, “is to help the students. We understand the financial struggles and scholarship needs students face today. We want to help the university in any possible way so these young adults can get the same opportunities we received from an ASU education. We are truly honored to serve Angelo State University.”

Mickey and Renee Long
Distinguished Alumnus Homegrown Hero

Clayton Weishuhn graduated from Wall High School in 1978 with a lot of Division I football scholarship offers, but he stayed close to home with ASU. “I made up my mind that this was where I wanted to go,” Weishuhn said. “I enjoyed farming and ranching and my wife, Diane, who was my high school sweetheart, played a big part in my decision.”

Diane was a student at ASU. His family’s farm was nearby. And, Weishuhn knew the Rams had a good football program, so the choice was easy for him.

“I played for a great coaching staff in college with Jim Hess, Jerry Vandergriff and Mike Martin,” he said. “It was just a blast.”

ASU’s football opponents found the much-honored linebacker’s 1978-81 college career less enjoyable. Weishuhn played during a golden era for the Rams, who racked up a 39-8-1 record, including a perfect 14-0 season and a National Association of Intercollegiate Athletics (NAIA) national championship his senior year, second team All-American his junior year and first team All-Lone Star Conference each of his final three years. In addition, he earned two Sport Illustrated Awards for outstanding lineman in the LSC.

Weishuhn’s college play drew the attention of National Football League scouts and the New England Patriots made him the second pick in the third round of the 1982 draft. He played five seasons for the Patriots and one for the Green Bay Packers before knee injuries and the desire to return to farming convinced him to hang up his cleats.

“I was healthy my last year at Green Bay,” he said, “but I decided it was time to head back to the farm. I am my own boss and get to be outside watching crops grow. I compare it to winning the national championship. You start with nothing and when you get a big crop, you get a big reward.”

Weishuhn remains an avid fan of ASU and Wall High School athletics. He played his last game 22 years ago but still follows the Rams and Hawks as much as his farming chores will allow. He has cut out extra time the past four years to watch his daughter, Lauren, play basketball for the Rambelles. Clayton and Diane also have two other adult children, Brandi and Shannon.

Besides Clayton and Lauren, five other members of the Weishuhn family have played sports at ASU. Clayton’s brothers, Daryl and Doyle, played football and Lauren’s cousin, Chase and Paige, currently play basketball at ASU. Chase’s and Paige’s brother, Trey, played quarterback for the Rams through the 2006 season. For their contributions to ASU sports, the Weishuhn clan was honored as the ASU Athletic Family of the Year in 2006.

His on-field accomplishments and continuing support of ASU’s athletic programs, including his current membership on the ASU Athletic Association Board of Directors, as well as his successful farming career earned him the 2009 Distinguished Alumnus award from the ASU Alumni Association.

Numerous postseason honors marked Weishuhn’s days as a Ram, including consensus first team All-American his senior year, second team All-American his junior year and first team All-Lone Star Conference each of his final three years. In addition, he earned two Sport Illustrated Awards for outstanding lineman in the LSC.

Weishuhn’s college play drew the attention of National Football League scouts and the New England Patriots made him the second pick in the third round of the 1982 draft. He played five seasons for the Patriots and one for the Green Bay Packers before knee injuries and the desire to return to farming convinced him to hang up his cleats.

“I was healthy my last year at Green Bay,” he said, “but I decided it was time to head back to the farm. I am my own boss and get to be outside watching crops grow. I compare it to winning the national championship. You start with nothing and when you get a big crop, you get a big reward.”

Weishuhn remains an avid fan of ASU and Wall High School athletics. He played his last game 22 years ago but still follows the Rams and Hawks as much as his farming chores will allow. He has cut out extra time the past four years to watch his daughter, Lauren, play basketball for the Rambelles. Clayton and Diane also have two other adult children, Brandi and Shannon.

Besides Clayton and Lauren, five other members of the Weishuhn family have played sports at ASU. Clayton’s brothers, Daryl and Doyle, played football and Lauren’s cousin, Chase and Paige, currently play basketball at ASU. Chase’s and Paige’s brother, Trey, played quarterback for the Rams through the 2006 season. For their contributions to ASU sports, the Weishuhn clan was honored as the ASU Athletic Family of the Year in 2006.

Carr Scholar Alumnus Behind the Scenes

While Jeff Sefcik has worked in relative anonymity for more than two decades, his continuing impact on the ASU campus touches every student, faculty and staff member.

A 25-year member of the Information Technology staff, Sefcik is director of process integration and senior technical architect. He oversees all the administrative computer systems, including the student system, finance, human resources and financial aid. Under his watchful eye, the campus community constantly utilizes those systems that many just take for granted. But, Sefcik doesn’t mind.

“There are a lot of good people who work here,” Sefcik said. “It’s easy to come to work because you are going to end up laughing with somebody and really enjoying the people you work with. So, it’s not hard to roll out of bed and come to work in the morning.”

A 1984 ASU graduate, Sefcik was one of the first Carr Scholarship recipients in 1981. Sefcik also received his M.B.A. from ASU in 1992. For his many years of stellar performance, he has been named the 2009 Distinguished Carr Scholar Alumnus.

Additionally, Sefcik was co-leader of the three-year Portico project that transformed and updated all of ASU’s administrative computer systems. At the end of that project, he received a 2006 Staff Excellence Award.

Sefcik served as president of the ASU Alumni Association from 1997-99. During his tenure, the LeGrand Alumni and Visitors Center project evolved.

His wife, Sherry, is an ASU alumnus. They have three children, Jordan, Kristen and Joshua.

“ASU has defined me and I think I would bleed blue and gold if somebody cut me,” Sefcik said. “It has been a big part of my life and I’ve got two kids coming here now. I feel very strongly about the school having attended as a student and working here as long as I have.”

Honorary Alumnus No Place Like Home

Dale Chase has always had fun with art. They amassed a considerable collection of western art, much of it housed in the Museum of Western Art in Kerrville.

“We got real involved in art, mostly western art, as sort of a hobby,” Chase said. “Through the museum in Kerrville, we got to know most of the real good artists. Pretty soon we had a herd of money in that stuff.”

ASU’s West Texas Collection boasts several pieces donated from the Chase’s collection and the LeGrand Center is decorated with seven donated paintings and sculptures. Chase served in the U.S. Navy Air Corps during WW-II, then got his degree from the University of Texas. He now lives in San Antonio and also owns a ranch in Sterling County. His son, Chip, is an investment broker in Kerrville.
Golden Ex of the Year

Col. Sarah L. Garcia is drawn to leadership roles because they allow her to have a positive impact on people’s lives and careers. In her 25 years with the Air Force, Garcia has risen through the ranks and is now commander of the 6th Field Investigations Region at Hickam Air Force Base in Hawaii. In recognition of her Air Force service and her many achievements, Garcia is the 2009 ASU Distinguished ROTC Alumnus. Upon graduation from ASU in 1984, Garcia started as a second lieutenant in the Air Force. She said her ROTC experience at ASU helped her build character; hone her interpersonal skills and make her aware of humanitarian efforts.

“My senior year was the best because I was senior ranking and could help mold the younger cadets,” Garcia said. “I’ve essentially done that my whole career, as others have helped me.” Garcia’s military experience includes being a deployed commander in Southwest Asia for one year.

“Being a commander in the war zone area was very challenging, probably the most difficult yet most rewarding,” Garcia said. She also made an impact when she was put in charge of starting up a new international office at Headquarters NATO. She and another Air Force member were able to affect policy and the advancement of women in the NATO armed forces in several countries. That office is still operating in Brussels, Belgium.

Now, as a commander, one of Garcia’s favorite things to do is visit airmen and talk to them. Having motivated and dedicated people is essential to being an effective leader, she said. In ROTC, she learned about the importance of teamwork and that is something she still stresses.

Garcia’s parents and her extended family still live in San Angelo.

Angelo State University and San Angelo College have played a big part in LeRoy Olsak’s life as he and many family members have roots here.

Olsak, the ASU Alumni Association’s 2009 Golden Ex, attended San Angelo College in 1940-41 and his late wife, Sally, graduated from SAC in 1944.

“A lot of my family and friends have gone here and to Texas Tech,” Olsak said, “so we have a lot of connections to those schools.”

“SAC was a small enough community college where you knew everybody,” Olsak said. “It was highly respected with a good administration and classes that were thorough.”

Olsak transferred to Texas Tech in 1941 but had to put his education on hold to join the U.S. Army Air Corps during World War II. As a bomber pilot, he flew 20 missions in the Pacific Theater with, coincidentally, the Red Raider Bomb Group.

After the war, Olsak completed his education at Texas Tech, earning a bachelor’s degree in agricultural engineering. He worked for Texas Electric Service Co. for 38 years in the Big Spring/Lamesa district as customer representative, district commercial manager and local manager.

Olsak said he was proud to be an ASU alumnus and was thrilled when ASU joined the Texas Tech University System in 2007. The timing was ideal to present the newly published history of the Red Raider Bomb Group, The Revenge of the Red Raiders, to ASU’s West Texas Collection and TTU’s Southwest Collection in memory of his classmates who died in World War II.

Olsak and Sally, who passed away in 2005, moved back to San Angelo in 1985 to care for their pecan orchard near Eldorado where they won many awards for their pecans. Earlier this year, he completed a 10-year term as a director of the Texas Pecan Board.

For almost 40 years, Dr. Alan Bloebaum dedicated his professional life to helping ASU students achieve their dreams of going to medical school and now, even in retirement, he continues to support the university.

After spending time as a pre-dental student and two years in medical school, Bloebaum turned to teaching as a career and found an ASU opening that fitted his unique combination of talent and experience.

“They needed a jack of all trades, master of none kind of person,” Bloebaum said. “Someone to come in and teach a lot of things, teach my specialty of parasitology, fill in for microbiology, medical-type courses and physiology, and develop some courses. So, they handed me the job.”

A member of the biology faculty from 1971-2007, Bloebaum shaped ASU’s pre-health program that consistently maintained one of the highest medical school acceptance rates in the state, a legacy that continues today using his blueprint for success. He was so popular with students that they talked him out of retirement to teach one more class in the spring of 2008. He is also an active member of the ASU Alumni Association.

For his many years of past and present service, Bloebaum has been named the Alumni Association’s 2009 Distinguished Retired Faculty.

“It is one thing to get up there and read notes to students, which I didn’t do,” Bloebaum said. “But, it’s another thing to wander around the room, look them in the eyes, and see that they understand and join in the learning. I’ll miss that interaction and I’ll miss advising the health professions students because I was good at it. We had a lot of success and it really helped the students.”

Also the recipient of the Alumni Association’s first-ever Distinguished Faculty Achievement Award, Bloebaum holds a bachelor’s degree from the University of Texas and his Ph.D. from New Mexico State University.

Bloebaum and his wife, Laura, have two daughters, Gretchen and Heidi, who are both ASU graduates.

Outstanding Retired Faculty

A Lasting Legacy

Dr. Alan Bloebaum in trademark suspenders

Also the recipient of the Alumni Association’s first-ever Distinguished Faculty Achievement Award, Bloebaum holds a bachelor’s degree from the University of Texas and his Ph.D. from New Mexico State University.

Bloebaum and his wife, Laura, have two daughters, Gretchen and Heidi, who are both ASU graduates.

A member of the biology faculty from 1971-2007, Bloebaum shaped ASU’s pre-health program that consistently maintained one of the highest medical school acceptance rates in the state, a legacy that continues today using his blueprint for success. He was so popular with students that they talked him out of retirement to teach one more class in the spring of 2008. He is also an active member of the ASU Alumni Association.

For his many years of past and present service, Bloebaum has been named the Alumni Association’s 2009 Distinguished Retired Faculty.

“It is one thing to get up there and read notes to students, which I didn’t do,” Bloebaum said. “But, it’s another thing to wander around the room, look them in the eyes, and see that they understand and join in the learning. I’ll miss that interaction and I’ll miss advising the health professions students because I was good at it. We had a lot of success and it really helped the students.”

Also the recipient of the Alumni Association’s first-ever Distinguished Faculty Achievement Award, Bloebaum holds a bachelor’s degree from the University of Texas and his Ph.D. from New Mexico State University.

Bloebaum and his wife, Laura, have two daughters, Gretchen and Heidi, who are both ASU graduates.
Angelo State University Magazine

Distinguished Faculty Achievement

For the Love of Nature

Winning awards is becoming a habit for biology professor Dr. Bonnie Amos. Already the recipient of the 2008 ASU Teaching Excellence Award, Amos was named a Piper Distinguished Professor this spring by the Minnie Stevens Piper Foundation in recognition of her outstanding achievements in the teaching profession. In addition to being one of the top statewide honorees for professors in higher education, the Piper designation carries with it a $5,000 honorarium.

Now, she can add the ASU Alumni Association’s 2009 Distinguished Faculty Achievement Award for the College of Sciences to her list of honors.

A member of the ASU Biology Department since 1997, Amos spent 13 years as department head before stepping down to concentrate on teaching and research. She is also curator of the Angelo State Natural History Collections’ Herbarium, which contains more than 60,000 plant specimens from Texas, the U.S. and around the world.

“It’s amazing to be able to study a plant that lived a hundred years ago or grew in a habitat that no longer exists,” Amos said. “I would want to work there even if it wasn’t part of my responsibilities.”

While she credits an ASU taxonomy class for piquing her interest in botany, Amos’ love of nature goes back to her early childhood.

“My grandmother would walk me around their property and show me the wildflowers while telling me their names and interesting things about them,” Amos said. “My parents both loved the outdoors and my dad was an avid hunter and fisherman, so I was often outside with him. I think that early introduction to nature made a big difference in my interest in nature and appreciation of plants and animals.”

Amos holds her bachelor’s and master’s degrees from ASU and her Ph.D. from the University of Oklahoma. She shares her Dove Creek home with four rescued dogs, Dotie, Lucy, Rosie and Sugar.

Classroom and Clinic

Harriet Lewis has spent the last decade making sure ASU physical therapy students get the clinical training they need to succeed.

The State College, Pa., native joined the ASU faculty in 1999 after 27 years in clinical practice. As the PT Department’s academic coordinator of classroom education, Lewis finds facilities where students get their clinical training. She prepares both students and the clinical therapists for the experience. Lewis also teaches classes in documentation, clinical practice and practical skills.

“I enjoy interacting with the students and finding ways to engage them in different topics,” Lewis said. “I also enjoy watching them when they discover things, when they really ‘get it.’ Sometimes you can almost see the light bulbs come on.”

Instead, what she found encouraged him to stay three decades in the ASU Department of Government.

“When I first came, I had never heard of San Angelo,” Olson said. “I debated coming here, but I liked the people, the teaching orientation of the school and the camaraderie within the department. My colleagues became my friends.”

The veteran professor has made a lasting impact on his department and is cited by former students like Kelby Hagar, president and chief executive officer of Digital Witness, LLC, and a Harvard Law School graduate, for his guidance.

“I took a lot of classes from Dr. Olson,” Hagar said. “He was always helpful and a good adviser.”

For his efforts supporting students, Olson was named the 2009 Distinguished Faculty Achievement Award recipient from the College of Liberal and Fine Arts.

Despite recent challenges to higher education, Olson said he has had a satisfying career and plans to continue molding young minds.

Besides leading the Government Department, Olson also helped develop the ASU Honors Program. From 1993 through 2008, he directed, or co-directed with Dr. Sharyn Tomlin, 13 study-abroad programs in Europe with an average of 23 students per year.

Before coming to ASU, Olson was a lecturer and teaching assistant at the University of California–Davis, where he received his doctorate in 1978. He earned his bachelor’s and master’s degrees at the University of California–Santa Barbara.

Learning to Adapt

Dr. Kathleen Price never planned to teach adaptive physical education even though she knew about it through friends in the profession and because her granddaughter needed it.

The Wisconsin native got up to speed quickly, however, when she learned she would be teaching that area of kinesiology at ASU.

Price said, “I was familiar with it because when I was seven years old my grandfather had his leg amputated due to circulatory problems. I learned at an early age that life goes on and that a disability wasn’t something that had to stop you from living.”

That positive outlook and can-do attitude helped Price earn the Distinguished Faculty Achievement Award from the College of Education.

“It’s been neat for me,” Price said, “because I have been able to look at the exercise physiology and biomechanics side of why a person with cerebral palsy walks that way or look at muscular dystrophy or mental retardation characteristics and what implications they have in terms of exercise or mechanics of walking.”

Price also focuses on physical education for elementary school where she teaches kinesiology students to look at age, developmentally appropriate activities and classroom management techniques.

“We look at what you do to get kids broken out into teams,” she said. “We also teach classroom teachers to use tasks that give kids a chance to get up, wiggle and move a little bit.”

Price received her bachelor’s and master’s degrees from Baylor University and her Ph.D. from Bowling Green State University. Price taught and coached at several public schools before coming to ASU in 1991. She received her Ph.D. with an emphasis in exercise physiology and biomechanics in 1992 from Texas Woman’s University.

By the Numbers

The awards just keep rolling in for accounting professor Dr. Norm Sunderman.

For the third time in 18 months, Sunderman is receiving accolades for his teaching ability, having been named recipient of the ASU Alumni Association’s 2009 Distinguished Faculty Achievement Award for the College of Business.

The latest award completes a trifecta of honors for Sunderman, who also won a 2007-08 “Rammy” Award for Teacher of the Year from the College of Business and the 2008 Outstanding Accounting Educator Award for small colleges and universities from the Texas Society of Certified Public Accountants (CPAs).

“It has certainly been quite a year,” Sunderman said. A 22-year veteran of the Department of Accounting, Economics and Finance, Sunderman actually started his career as a band and music instructor, teaching in Ohio public schools, at Nebraska-Wesleyan University and at Texas A&M-Kingsville. But, after 16-years as a music teacher, he got his M.B.A. and M.P.A. and began chapter two of his teaching career – in accounting.

“There were more opportunities in accounting than there were in teaching clarinet,” Sunderman said. “Plus, I’ve always been a numbers person, even way back a long time ago when I was a music major.”

However, music has remained a big part of Sunderman’s life. After playing for the Lincoln (Nebraska) and Corpus Christi Symphonies, he has spent the last 22 years as a member of the San Angelo Symphony. His wife of 45-years, Carolyn, is a retired music teacher.

Sunderman holds a bachelor’s degree from Bowling Green State University, master’s and doctoral degrees in music from the University of Michigan, and his M.B.A. and M.P.A. from Texas A&M-Kingsville. He and Carolyn have a son, Kurt, who is an investment banker in Chicago.

28 FALL 2009

Angelo State University Magazine
Andria Nussey ran a school-record 3:41.38 in Byrd, sophomore Aisha Adams and junior Daunyae Harris, junior Celethia Even though ASU’s All-America foursome tion, the Rambelles trailed perennial power the final event of one of the most exciting onds of winning their first championship in 2009 NCAA Division II National Champi ons before a friendly home crowd at the LeGrand Sports Complex in May. Even so, the Rambelles’s scored a school record 82 points and came within 1.52 sec onds of winning their first championship in the final event of one of the most exciting D-II finishes in years. Going into the last race of the competi tion, the Rambelles trailed perennial power house Lincoln University by just one point as both teams lined up for the 4x400-meter relay. Even though ASU’s All-America foursome of junior Hutagee Harris, junior Celethia Byrd, sophomore Aisha Adams and junior Andria Nussey ran a school-record 3:41.83 in the event, they finished 1.53 seconds behind Lincoln’s time of 3:39.45. The Rambelles ended up in second place, the highest finish in school history. With 85 points, Lincoln collected its sixth title in seven years. “We wanted to be No. 1,” said ASU head coach James Reid, “but we don’t want it to take away from an extremely success ful meet. It was a little disappointing know ing that we were so close to a national title, but we had a lot of school records that went down this season. When we look back, there’s nothing to feel badly about.” Adams, who was named the NCAA D-II National Female Field Athlete of the Year on the eve of the national meet and who four weeks earlier was featured in Sports Illustrated’s “Faces in the Crowd” section, was called upon to run the final race after com peting in six events earlier in the weekend. She ran the third leg of the 4x400 relay even though it was an event that she had seldom run during the season and one she was not scheduled to run at the national meet due to her already full slate that included a second-place finish in the 400-meter hurdles earlier that afternoon.

A day earlier, Adams had claimed a national championship in the heptathlon and had added another second-place fin ish in the long jump two days earlier. She had also competed in the triple jump, high jump and 100-meter hurdles during the three-day meet.

“Whatever role I needed to play in the final race, I was willing to do,” Adams said. “If I wasn’t running, I would have been in the stands cheering my lungs out.”

Adams’ already impressive sophomore season was extended into the summer months as she qualified in the heptathlon for the U.S. Outdoor National Championships, June 25-28, in Eugene, Ore. There she scored a personal-best 5,636 points at the nationally televised competition, placing eighth, and qualified for the U.S. Team for the Thorpe Cup, held in August in Frankfurt, Germany. The Rambelles found themselves in position to contend for the national title in the final race, thanks to a pair of senior throw ers. Adre Lakey earned All-America honors in all four throwing disciplines, includ ing a national championship in the shot put with a school-record throw of 52’10”, while Culley Jo Dawson was a three-time All America at the meet. Lakey became just the second female in NCAA D-II history to collect career national titles in three different throwing events, including the hammer throw as a sophomore and the discuss throw last year. She was named a finalist for the NCAA D-II Female Athlete of the Year after the national meet.

Lakey ended the meet as the top individu al scorer, picking up 29 points on her own, while Adams was second with 26 points, giving the Rambelles one of the best combi nations in meet history. Dawson ended the meet with 10 points.

In all, nine Rambelles collected All-America honors. Byrd earned recognition in both the 100- and 200-meter dashes, placing eighth in both events. Nussey added a fifth place finish in the long jump. Junior Crystal Ruiz earned All-America recognition in the 400 hurdles with a seventh-place finish but placed just out of the points in the heptathlon. Junior Kris Crockett and sophomore Sara Hooker each picked up honors after running in the leadoff position of the 4x400 relay.

Prior to the national meet, the Ram belles earned their third Lone Star Con ference title in school history, tallying a meet-record 331 points and outdistancing rival Athlone Christian by 156 points, the largest margin of victory in the 27 years of the event. ASU had the top seven point scorers in the meet and had 17 individu als earn all-conference honors. The Ram belles brought home 10 individual confer ence titles, including four by Adams, and one relay crown.

Reid, who was named the LSC Women’s Coach of the Year for the sixth time in his career, was honored as the NCAA D-II National Women’s Track and Field Coach of the Year. Assistant coach Tom Dobbern was named National Assistant Coach of the Year.

For the 25th time in university history, the Angelo State men’s track and field team recorded a top 10 finish in the NCAA Division II Outdoor Track and Field Na tional Championships. This year they did it before a home crowd, finishing eighth at the LeGrand Sports Complex as Angelo State hosted the national meet for the fifth time. ASU was well represented at the championships, sending 13 Ram athletes, the third-most by any school this season. Seven Rams earned All-America honors as the team collected 27 points and recorded ASU’s highest finish since placing sixth in 2002, the last time the university hosted the event.

“We are extremely excited of how our men finished,” said head coach James Reid. “It was only the fifth time in school history that both the men and women finished in the top 10. Our goal every year is to get into the top 10, so we are very pleased.”

Senior Ryan McWilliams, who missed the 2008 season due to injury, shone for the Rams, earning All-America honors in three events – the decathlon, 110-meter hurdles and 4x400-meter relay. In the decathlon he be came ASU’s third-ever three-time All Amer ican with a runner-up finish, just 377 points shy of placing first in the 4x400 relay.

Junior Kris Crockett and sophomore Sara Hooker each picked up honors after running in the leadoff position of the 4x400 relay.

Prior to the national meet, the Ram belles earned their third Lone Star Con ference title in school history, tallying a meet-record 331 points and outdistancing rival Athlone Christian by 156 points, the largest margin of victory in the 27 years of the event. ASU had the top seven point scorers in the meet and had 17 individu als earn all-conference honors. The Ram belles brought home 10 individual confer ence titles, including four by Adams, and one relay crown.

Reid, who was named the LSC Women’s Coach of the Year for the sixth time in his career, was honored as the NCAA D-II National Women’s Track and Field Coach of the Year. Assistant coach Tom Dobbern was named National Assistant Coach of the Year.

Senior Ryan McWilliams, who missed the 2008 season due to injury, shone for the Rams, earning All-America honors in three events – the decathlon, 110-meter hurdles and 4x400-meter relay. In the decathlon he be came ASU’s third-ever three-time All Amer ican with a runner-up finish, just 377 points shy of placing first in the 4x400 relay.

Senior Ryan McWilliams, who missed the 2008 season due to injury, shone for the Rams, earning All-America honors in three events – the decathlon, 110-meter hurdles and 4x400-meter relay. In the decathlon he became ASU’s third-ever three-time All Amer ican with a runner-up finish, just 377 points shy of placing first in the 4x400 relay.

Senior Ryan McWilliams, who missed the 2008 season due to injury, shone for the Rams, earning All-America honors in three events – the decathlon, 110-meter hurdles and 4x400-meter relay. In the decathlon he became ASU’s third-ever three-time All Amer ican with a runner-up finish, just 377 points shy of placing first in the 4x400 relay.

Senior Ryan McWilliams, who missed the 2008 season due to injury, shone for the Rams, earning All-America honors in three events – the decathlon, 110-meter hurdles and 4x400-meter relay. In the decathlon he became ASU’s third-ever three-time All Amer ican with a runner-up finish, just 377 points shy of placing first in the 4x400 relay.
The call came in the wee hours of an October morning 30 years ago, but it still rings in the memory of Kathleen Brasfield for it was the phone call that no head coach—or parent—ever wants to receive.

Two members of her second Angelo State volleyball squad gone. Forever.

Beverly Borron, a sophomore from Imperial, and Jennifer Cooke, a junior from Odessa, had perished in an airplane crash in Sonora.

“One of the girl’s sisters called me around 3 a.m. to let me know,” recalled Brasfield, then a second-year ASU volleyball coach and today the university’s director of athletics. “I knew I needed to start calling the team immediately. I did not want them to first hear about it on the news.”

Nor did Brasfield want Borron’s and Cooke’s memory forgotten. The next season Angelo State permanently retired their jerseys along with Borron’s No. 16 and Cooke’s No. 24. Their framed jerseys, along with sery numbers,24 in Sonora Regional Airport at 9:30 p.m. that Oct. 23. Borron, Cooke and Stucky were pronounced dead at the scene while Carlisle died a week later.

Beverly Borron, a sophomore from Imperial, and Jennifer Cooke, a junior from Odessa, had perished in an airplane crash in Sonora.

Two members of her second Angelo State volleyball squad gone. Forever.

The next season Angelo State permanently retired their jerseys along with Borron’s No. 16 and Cooke’s No. 24. Their framed jerseys, along with Borron’s and Cooke’s numbers, were victorious over Lubbock Christian in their next two matches, Brasfield noticed the desire was gone.

“Getting back on the court was hard for everyone, including myself,” she said. “While we had some players step up and take a leadership role, the accident still took the wind out of their sails. The spirit was not there when we came back.”

Brasfield not only understood but also shared their feelings. After all, Borron had arrived at ASU the same year as Brasfield, who knew both very well, having coached against them in high school.

“Something like that makes you re-think what is really important,” Brasfield said. “Before the accident, I mentioned to a friend that God was testing me. Coaches are not supposed to bury their players just like parents are not supposed to bury their children. After the accident, I found out what a real test was.”

After their tragic deaths, an endowment was established at Angelo State University in the memory of Beverly Borron and Jennifer Cooke.

Each year, monies from the Jennifer Cooke – Beverly Borron Memorial Scholarship endowment assist a current or incoming volleyball player with her educational needs.

Individuals wishing to make a donation to the endowment in memory of Borron and Cooke should contact the ASU Office of Development by phone at (325) 942-2116 or by e-mail at development@angelo.edu.

COACH: Chuck Waddington

LAST YEAR: 20-14 (8-5, 1-5 in LSC)

OUTLOOK: Angelo State gained valuable experience last season under first-year head coach Chuck Waddington. Off of their first Lone Star Conference Tournament appearance in four years, the ‘Belles look to build upon the successes of 2008 and reach the next level.

TOP RETURNEES: Five starters from last season’s squad will return. Seniors Kimber Duncan and Alaina Swivel, both second team All-LSC selections, will lead the way while senior Adreeme Taylor and sophomore Kayla Smith will provide the leadership that Coach Waddington seeks.

TOP NEWCOMERS: Of the 11 new faces donning ASU uniforms, three could make an immediate impact. Alex Allard, a junior transfer from Laredo Community College, inherits the setter position after redshirting in 2008. Freshman outside hitter Claire Chomout arrived at ASU in the spring, having graduated from Dripping Springs High School in December, and worked with the team during spring workouts. Freshman middle blocker/outside hitter Kaitlyn Stanford will not have far to travel to play collegiately, having lettered four years at San Angelo’s Central High School.

The call came in the wee hours of an October morning 30 years ago, but it still rings in the memory of Kathleen Brasfield for it was the phone call that no head coach—or parent—ever wants to receive.

Two members of her second Angelo State volleyball squad gone. Forever.

Beverly Borron, a sophomore from Imperial, and Jennifer Cooke, a junior from Odessa, had perished in an airplane crash in Sonora.

“One of the girl’s sisters called me around 3 a.m. to let me know,” recalled Brasfield, then a second-year ASU volleyball coach and today the university’s director of athletics. “I knew I needed to start calling the team immediately. I did not want them to first hear about it on the news.”

Nor did Brasfield want Borron’s and Cooke’s memory forgotten. The next season Angelo State permanently retired their jerseys along with Borron’s No. 16 and Cooke’s No. 24. Their framed jerseys, along with Borron’s and Cooke’s numbers, were victorious over Lubbock Christian in their next two matches, Brasfield noticed the desire was gone.

“Getting back on the court was hard for everyone, including myself,” she said. “While we had some players step up and take a leadership role, the accident still took the wind out of their sails. The spirit was not there when we came back.”

Brasfield not only understood but also shared their feelings. After all, Borron had arrived at ASU the same year as Brasfield, who knew both very well, having coached against them in high school.

“Something like that makes you re-think what is really important,” Brasfield said. “Before the accident, I mentioned to a friend that God was testing me. Coaches are not supposed to bury their players just like parents are not supposed to bury their children. After the accident, I found out what a real test was.”

After their tragic deaths, an endowment was established at Angelo State University in the memory of Beverly Borron and Jennifer Cooke.

Each year, monies from the Jennifer Cooke – Beverly Borron Memorial Scholarship endowment assist a current or incoming volleyball player with her educational needs.

Individuals wishing to make a donation to the endowment in memory of Borron and Cooke should contact the ASU Office of Development by phone at (325) 942-2116 or by e-mail at development@angelo.edu.

COACH: Chuck Waddington

LAST YEAR: 20-14 (8-5, 1-5 in LSC)

OUTLOOK: Angelo State gained valuable experience last season under first-year head coach Chuck Waddington. Off of their first Lone Star Conference Tournament appearance in four years, the ‘Belles look to build upon the successes of 2008 and reach the next level.

TOP RETURNEES: Five starters from last season’s squad will return. Seniors Kimber Duncan and Alaina Swivel, both second team All-LSC selections, will lead the way while senior Adreeme Taylor and sophomore Kayla Smith will provide the leadership that Coach Waddington seeks.

TOP NEWCOMERS: Of the 11 new faces donning ASU uniforms, three could make an immediate impact. Alex Allard, a junior transfer from Laredo Community College, inherits the setter position after redshirting in 2008. Freshman outside hitter Claire Chomout arrived at ASU in the spring, having graduated from Dripping Springs High School in December, and worked with the team during spring workouts. Freshman middle blocker/outside hitter Kaitlyn Stan- dard will not have far to travel to play collegiately, having lettered four years at San Angelo’s Central High School.
The 2009 Angelo State softball team used 91 home runs to collect a third 50-win season and make a third trip to the NCAA Division II National Championship, where they finished third in the country.

The Rambelles’ school and conference record homer tally was the third-most in D-II history and lifted ASU to a second straight Lone Star Conference title, its fourth in seven years, and the third NCAA D-II South Central Region title in the program’s eight-year history.

“What a special season this was for our student-athletes,” head coach Travis Scott said. “Our team chemistry and competitive nature created some memorable experiences that these athletes will hold onto forever. I am very proud of the manner in which these young ladies represented Angelo State University.”

Five players hit 10 or more home runs this season, but first baseman Sandy James, the LSC South Division’s Freshman of the Year, captured most of the attention, even appearing in the May edition of NCAA On Campus, which aired on ESPN Classic. The second team All-America belted 25 home runs, the third-highest total ever in NCAA D-II and the most-ever by a freshman at any level. James added 21 doubles this season, breaking that ASU record as well.

Senior shortstop Macy Baker and senior catcher Laura Lopez hit the long ball as well. Lopez slugged 18 home runs, including a school- and LSC-record three in a single game. Baker ended her final season with second team All-America honors and 17 homers, finishing her career with 39 home runs and 220 runs batted in, plus 265 hits, the most-ever by a Rambelle.

“We will truly miss our two seniors,” Scott said, “but we have high expectations for another great season of ASU softball in 2010.”

As a team, ASU found itself in the record book as well, blasting an NCAA D-II record nine home runs in a 19-9 win over West Texas A&M on March 22. James and Baker were joined by sophomore and junior Megan Pumphrey, earned all-conference picks while Lopez, receiving league recognition as an All-LSC first team selection.

Golf Awakens

When the Angelo State women’s golf team began practice last fall, co-head coaches Jason Hase and Jimmy Tidwell knew the team was going to be competitive and would open a few eyes. They were right.

After the spring season was done, the Rambelles had garnered top-five finishes in eight of the nine tournaments, including two team titles. Junior Raelyn Smith represented ASU in the NCAA D-II West Regional Tournament in the individual competition, earning a third-place finish and a trip to the national championships. Battling the elements, she plodded her way to a tie for ninth in the individual standings and earned All-America honors. Smith also received league recognition as an All-LSC first team selection.

“For a first-year program,” said Tidwell, “we have a lot to be proud of. Two team wins and an individual making it to the national championship says it all. Returning all players with an additional three will only make us stronger next year.”

The Rambelles began the season with a fourth-place finish in their first two events, followed that up with back-to-back team titles at the Schreiner Classic in Kerrville and at the Cactus Thaw in Silver City, N.M., and ended the regular season with a fifth-place finish at the LSC Championships. Individually, two golfers earned medalist honors in tournaments. Smith took the top spot in five events while freshman Meghan Cosner tied Smith in the medalist standings at the Cactus Thaw.
In an instant, Josh Neiswander’s coming out party was over. The Texas State University crowd of nearly 14,000 fell silent in the waning moments of the 2008 season opener in San Marcos when the Angelo State junior quarterback went down as he tried to lead his team to one of the biggest upsets in recent history. He failed to get up from a hard tackle and had to be carted off the field.

“I first thought I had a concussion as I hit my head so hard on the turf,” Neiswander said. “A couple seconds later my leg started hurting and I could tell it was snapped. I knew right then that I was done.”

Until that painful realization, Neiswander stood within an arm’s throw of the Rams’ first win over an NCAA Division I opponent since 1997, a 24-17 victory at Sam Houston State. After all, Neiswander had already tossed two touchdown passes to overcome an early seven-point deficit and take a 14-7 advantage midway through the third quarter. The Bobcats, however, had answered with a pair of fourth-quarter scores, and ASU trailed 21-14 when Neiswander’s went back to pass.

The Texas State University crowd of 10,496 fell silent even as Neiswander’s return to the field in the spring. Able to start running in December, he was at full strength when spring drills came around in April. He didn’t miss a beat during the off-season workouts and made everyone forget about his injury during the team’s annual spring game.

“I was ready to get back to work,” Neiswander said. “We had a great spring as a team and that was more important than me having a good month. I really started to get my confidence back when everything was clicking around me. It felt good.”

As a sophomore in 2008, Neiswander started all 10 games for the Rams after making five back up appearances as a freshman. He averaged more than 190 passing yards per game with seven touchdowns as a sophomore. Prior to starting injury against Texas State, he had tossed for 213 yards and two touchdowns. Now at 22 years of age and thanks to a medical hardship granted to him by the NCAA, Neiswander is poised to take back the reins of the Rams in his second “junior” season. He’ll wrap up his playing career in 2010, just in time to put his M.B.A. to work.

The return of offensive coordinator Ian Ritchey and sophomore running back Michael Simpers is much anticipated. After being injured in the season opener last fall, Neiswander is set to take back the role of starting signal caller. Also sidelined with injury last fall, Simpers is now ready to take over where all conference tailback Daniel Thomas left off. Defensively, the Rams return four of their top seven tacklers, including senior linebackers Ian Ritchey and Edward Cantrell. Ritchey led the Rams with 71 stops, including 10 for losses, while Cantrell added 56 tackles.

Neiswander focused on the classroom midway through the third quarter. The Bobcats, however, had answered with a pair of fourth-quarter scores, and ASU trailed 21-14 when Neiswander’s went back to pass.

“I was already on track to graduate, but I wasn’t going to let this injury slow me down,” Neiswander said. “The first few weeks were rough because of the crutches and the pain meds, but it got easier.”

But what didn’t get easier was watching his teammates play the remainder of the season without him. A devoted team member, Neiswander made every road trip with the squad, spending time both on the sideline and in the coaching booth, serving as a mentor for the two freshmen who were called upon to take his place.

“I love football and it is part of who I am,” Neiswander said. “I prayed a lot and embraced my new role. It’s definitely easier to play than to coach someone else, especially when you wish you could be on the field. I earned a lot of respect for the coaching staff during the season.”

Neiswander returned to the field in the spring. Able to start running in December, he was at full strength when spring drills came around in April. He didn’t miss a beat during the off-season workouts and made everyone forget about his injury during the team’s annual spring game.

“I was ready to get back to work,” Neiswander said. “We had a great spring as a team and that was more important than me having a good month. I really started to get my confidence back when everything was clicking around me. It felt good.”

As a sophomore in 2008, Neiswander started all 10 games for the Rams after making five back up appearances as a freshman. He averaged more than 190 passing yards per game with seven touchdowns as a sophomore. Prior to starting injury against Texas State, he had tossed for 213 yards and two touchdowns. Now at 22 years of age and thanks to a medical hardship granted to him by the NCAA, Neiswander is poised to take back the reins of the Rams in his second “junior” season. He’ll wrap up his playing career in 2010, just in time to put his M.B.A. to work, unless he gets the opportunity to play football professionally.

“The way I look at it, I have an extra year to get more physical,” Neiswander said. “I love to get paid to play football. That is my ultimate dream. It’s like graduating high school and instead of being done, you get to go back and play an extra year. But when my football career is over I know I’ve got a great education and I’ll be ready to take on any other challenges that may be in my way.”

Neiswander’s coming out party was over. The Texas State University crowd of nearly 14,000 fell silent in the waning moments of the 2008 season opener in San Marcos when the Angelo State junior quarterback went down as he tried to lead his team to one of the biggest upsets in recent history. He failed to get up from a hard tackle and had to be carted off the field.

“I first thought I had a concussion as I hit my head so hard on the turf,” Neiswander said. “A couple seconds later my leg started hurting and I could tell it was snapped. I knew right then that I was done.”

Until that painful realization, Neiswander stood within an arm’s throw of the Rams’ first win over an NCAA Division I opponent since 1997, a 24-17 victory at Sam Houston State. After all, Neiswander had already tossed two touchdown passes to overcome an early seven-point deficit and take a 14-7 advantage midway through the third quarter. The Bobcats, however, had answered with a pair of fourth-quarter scores, and ASU trailed 21-14 when Neiswander’s went back to pass.

The Texas State University crowd of 10,496 fell silent even as Neiswander’s return to the field in the spring. Able to start running in December, he was at full strength when spring drills came around in April. He didn’t miss a beat during the off-season workouts and made everyone forget about his injury during the team’s annual spring game.

“I was ready to get back to work,” Neiswander said. “We had a great spring as a team and that was more important than me having a good month. I really started to get my confidence back when everything was clicking around me. It felt good.”

As a sophomore in 2008, Neiswander started all 10 games for the Rams after making five back up appearances as a freshman. He averaged more than 190 passing yards per game with seven touchdowns as a sophomore. Prior to starting injury against Texas State, he had tossed for 213 yards and two touchdowns. Now at 22 years of age and thanks to a medical hardship granted to him by the NCAA, Neiswander is poised to take back the reins of the Rams in his second “junior” season. He’ll wrap up his playing career in 2010, just in time to put his M.B.A. to work, unless he gets the opportunity to play football professionally.

“The way I look at it, I have an extra year to get more physical,” Neiswander said. “I love to get paid to play football. That is my ultimate dream. It’s like graduating high school and instead of being done, you get to go back and play an extra year. But when my football career is over I know I’ve got a great education and I’ll be ready to take on any other challenges that may be in my way.”

COACH: Dale Carr
(5th year, 17-26 overall and at ASU)

LAST YEAR: 3-8
(3-6, 9th in LSC; 1-5, 6th in LSC South)

OUTLOOK: With his largest group of upperclassmen since his arrival, head coach Dale Carr is excited about the upcoming season and looks to break a string of three straight losing campaigns. Eleven seniors and 26 juniors will bring maturity to a program that looks to get back atop the Lone Star Conference.

TOP RETURNERS: The return of junior quarterback Josh Neiswander and sophomore running back Michael Simpers is much anticipated. After being injured in the season opener last fall, Neiswander is set to take back the role of starting signal caller. Also sidelined with injury last fall, Simpers is now ready to take over where all conference tailback Daniel Thomas left off. Defensively, the Rams return four of their top seven tacklers, including senior linebackers Ian Ritchey and Edward Cantrell. Ritchey led the Rams with 71 stops, including 10 for losses, while Cantrell added 56 tackles.

2009 SCHEDULE

August 29 Texas A&M-Commerce 6 p.m.
September 5 at Texas State 6 p.m.
September 12 Southwestern Oklahoma 6 p.m.
September 19 at East Central 6 p.m.
September 26 Midwestern State (Family Day) 6 p.m.
October 3 at Eastern New Mexico 6 p.m.
October 10 Abilene Christian (Homecoming) 6 p.m.
October 17 at Southeastern Oklahoma 6 p.m.
October 24 at West Texas A&M 6 p.m.
October 31 Tarleton State (Military Appreciation Day) 6 p.m.

November 7 at Texas A&M-Kingsville 6 p.m.

TOP NEWCOMERS: Junior wide out V’Keon Lacey and junior fullback Jonathan Norcott will be the top offensive newcomers Lacey spent last season as a starter at Cisco Junior College while Norcott comes to ASU after two years at Dean College (Mass.). On the defense, junior transfer Cornelius Rosenbaum and Devin McDonald will bolster a solid returning defensive line while redshirt freshman Austin Benson from Del Rio and Shiloh Hickman from Houston (Westfield) will add speed and size to the linebacking corps. Redshirt freshman Alvin Johnson will provide more stability in the Ram defensive backfield.

NEW FACE: Russell Gaskamp was hired in the offseason to take on the role of offensive line coach. Gaskamp comes to ASU after spending the past three seasons as the offensive coordinator/special assistant at Houston Southern Oklahoma. In his playing days at the University of Texas, he was an All-Big 12 selection, blocking for Heisman Trophy winner Ricky Williams as a senior.
When Travis McCorkle became head coach of the Angelo State soccer team in the spring of 2008, he realized something was missing from the winning women’s program. Despite inheriting a program that was a perennial Lone Star Conference contender, McCorkle discovered the links between the current players and both ASU soccer alumni and the San Angelo community were lacking. He set out to make connections.

Under McCorkle’s leadership, the Rambelles held their first-ever Alumni Game in March, hosting nearly 20 former players on campus. He also initiated two community projects that helped polish the program’s image.

First, the team conducted a free family soccer clinic that drew more than 70 spring participants and allowed parents to join their children on the field in drills to sharpen soccer technique and skill. The Rambelles then held their first-ever Easter Egg Hunt in April, inviting children from around the area to the soccer field for the free event. “I felt we needed to change the culture of the program,” McCorkle said. “First of all, I wanted players to enjoy their time at ASU and feel like they would be welcomed back when they were alumni. I think we’ve made some great strides in reaching out to groups that may not have been reached before.”

McCorkle’s commitment to the local area has carried over to recruiting. During his signing period this spring, he added five high school players from West Texas, including three from San Angelo. Eleven of his 12 newcomers this fall call Texas home.

### Soccer Preview

**COACH:** Travis McCorkle  
(2nd year, 10-7-3 overall and at ASU)

**LAST YEAR:** 10-7-3  
(4-4-2, 17th in LSC)

**OUTLOOK:** After missing the Lone Star Conference Tournament for the first time in six seasons, Angelo State will look to return to the postseason with a mix of seasoned veterans and highly-touted newcomers.

**TOP RETURNEES:** Midfielder Christian Willman and forward Jennifer Bowers, both seniors, will lead the front line for a squad that finished fifth in the league in points and goals per game. Senior defender Lucy Thompson and junior goalkeeper Melanie Peterson will anchor a defense that finished second in the LSC with nine shutouts.

**TOP NEWCOMERS:** Twelve new faces will dot the Rambelles’ roster with three ready to make an immediate impact. Ashley Brown, a transfer from Iowa Western Community College, was one of the top point collectors in the junior college ranks. Freshman midfielder Lauren Carnes is a two-time all-district selection from Amarillo High School. Freshman defender Lauren Sanders, an all-district honorable mention from Plano’s John Paul II High School, will look to fill the void left by the departure of four-year starters Amber Korb and Marianne Glutz.

**LAST YEAR:**

- **W/D/L:** 10-7-3  
- **Goals:** 27  
- **Assists:** 19  
- **Points:** 63

**OUTLOOK:** Despite inheriting a program that was a perennial Lone Star Conference contender, McCorkle found that something was missing from the winning women’s program. He set out to make connections. Under McCorkle’s leadership, the Rambelles held their first-ever Alumni Game in March, hosting nearly 20 former players on campus. He also initiated two community projects that helped polish the program’s image.

First, the team conducted a free family soccer clinic that drew more than 70 spring participants and allowed parents to join their children on the field in drills to sharpen soccer technique and skill. The Rambelles then held their first-ever Easter Egg Hunt in April, inviting children from around the area to the soccer field for the free event. “I felt we needed to change the culture of the program,” McCorkle said. “First of all, I wanted players to enjoy their time at ASU and feel like they would be welcomed back when they were alumni. I think we’ve made some great strides in reaching out to groups that may not have been reached before.”

McCorkle’s commitment to the local area has carried over to recruiting. During his signing period this spring, he added five high school players from West Texas, including three from San Angelo. Eleven of his 12 newcomers this fall call Texas home.

**COACH:** Travis McCorkle  
(2nd year, 10-7-3 overall and at ASU)

**LAST YEAR:** 10-7-3  
(4-4-2, 17th in LSC)

**OUTLOOK:** After missing the Lone Star Conference Tournament for the first time in six seasons, Angelo State will look to return to the postseason with a mix of seasoned veterans and highly-touted newcomers.

**TOP RETURNEES:** Midfielder Christian Willman and forward Jennifer Bowers, both seniors, will lead the front line for a squad that finished fifth in the league in points and goals per game. Senior defender Lucy Thompson and junior goalkeeper Melanie Peterson will anchor a defense that finished second in the LSC with nine shutouts.

**TOP NEWCOMERS:** Twelve new faces will dot the Rambelles’ roster with three ready to make an immediate impact. Ashley Brown, a transfer from Iowa Western Community College, was one of the top point collectors in the junior college ranks. Freshman midfielder Lauren Carnes is a two-time all-district selection from Amarillo High School. Freshman defender Lauren Sanders, an all-district honorable mention from Plano’s John Paul II High School, will look to fill the void left by the departure of four-year starters Amber Korb and Marianne Glutz.
Let Tradition Ring

From sounding the arrivals and departures of Santa Fe Railroad steam engines to helping celebrate ASU Rams touchdowns, the Spirit Bell has been a West Texas tradition for more than 60 years.

With ASU now part of the Texas Tech University System, it is also fitting that the original idea of obtaining the bell and using it to spur school spirit came from a Texas Tech transfer student and was modeled after a Red Raider tradition.

“One day, my fraternity Sigma Ep (Sigma Phi Epsilon fraternity) pledge retreat, we came up with the idea of doing that for the active brothers,” said Randal Bird, the transfer student who spearheaded the project. “So, very quietly I asked the national office in Chicago and they said ‘if you go out and talk to her (June Willeke Hudson), she might give it to you because the original idea of obtaining the bell and using it to spur school spirit came from a Texas Tech transfer student and was modeled after the Red Raider tradition.”

“During a Sig Ep (Sigma Phi Epsilon fraternity) pledge retreat, we came up with the idea of doing that for the active brothers,” said Randal Bird, the transfer student who spearheaded the project. “So, very quietly I asked the national office in Chicago and they said ‘if you go out and talk to her (June Willeke Hudson), she might give it to you because the original idea of obtaining the bell and using it to spur school spirit came from a Texas Tech transfer student and was modeled after the Red Raider tradition.”

That sounds easy, but getting their hands on a suitable bell was actually a formidable task. The Santa Fe Railroad had stopped using them on their engines.

“They had searched all the way through the national office in Chicago and they couldn’t find one,” Bird said. “But, they did know of one and told us it had been given to the Willeke family and it was in a chapel out on their land off the Mertzon Highway. They said ‘if you go out and talk to her (June Willeke Hudson), she might give it to you because the chapel has not been used in a long time.’”

“We went out and presented her the plans on what we wanted to do with it, and she gave it to us,” he added. “So, we all went out to the chapel and took it down.”

Hudson donated the bell in memory of Mr. and Mrs. Doc Willeke, long-time San Angelo ranchers. Bird’s Theta pledge class used the blueprints from the Texas Tech bell to construct the trailer that still carries the Spirit Bell, with materials donated by local businesses. Since 1978, the bell has been a fixture at Rams football games, Homecoming parades and other university and fraternity functions.

“It got to be where, if the town saw that bell, they knew it had to be something to do with ASU,” Bird said.

Throughout all that exposure, though, the bell has seen its share of wear and tear. In 1980, the cast iron yoke had to be repaired after the trailer flipped over on its way to the Homecoming Bonfire, landing the bell in a vacant lot off Jackson Street. A later Sig Ep pledge class donated a custom vinyl cover that has since deteriorated, and further repairs to the yoke and paint were undertaken in 2000.

Upkeep and repairs to the bell had been a Sig Ep responsibility since 1978, but when the fraternity’s ASU chapter disbanded a couple years ago, it loaned the bell to the Block and Bridle Club.

“We asked for them to continue on with the tradition,” Bird said. “This fall will be 31 years. People will call every once in awhile and ask how they are treating it, and they are doing fine.”

Block and Bridle (B&B) now handles two of ASU’s longest-running football sideline traditions – the Spirit Bell and Dominic the mascot.

“Block and Bridle and the Sig Eps always had a really good relationship, with many students being members of both,” said Dr. Mike Salisbury, B&B faculty adviser. “During games and pregame events, the bell, like Dominic, becomes a focal point. Being responsible for both is a big honor.”

Now under the auspices of the Block and Bridle Club, though still owned by the Sig Eps, the ASU Spirit Bell continues to celebrate every Rams touchdown and be a symbol of ASU school spirit and pride.

“It has been 31 years out there and it continues to go on,” Bird said. “It is a real tradition, our legacy, I guess.”

CLASS notes

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

1977

With his nomination by the President of the United States and his confirmation by the U.S. Senate, Ronnie D. Hawkins Jr. becomes the first graduate of ASU’s AFROTC Detachment 847 to achieve the rank of major general in the U.S. Air Force.

At the time of his appointment, Hawkins was director of infrastructure delivery, Office of Warfighting Integration, and chief information officer, Office of the Secretary of the Air Force, at the Pentagon. He was promoted to brigadier general in 2005.

Hawkins, a distinguished graduate of ASU’s AFROTC program, earned a Bachelor of Business Administration from the university. His Air Force career has taken him to bases throughout the United States and to recent tours in Saudi Arabia and Iraq.
Mourning Newspaper – continued from page 43

In the final analysis, the Standard-Times management team has responded to change as it did not better than most newspapers of similar size. Certainly, the public still values news, but now that information that once was the domain of newspapers is delivered and provided without the future remains uncertain.

For Angelo State University, the need for these documents is significant because the Standard-Times remains a window through which many people locally and nationally still see the university. ■