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 $30,000 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 mailer 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 McConnell Air Force Base, Kan., already lists Angelo State as No. 7 on its AFROTC “Enlisted Friendly” schools that work with ROTC students to complete their bachelor’s degrees. The new G.I. Jobs recognition will extend our reputation even further among active military personnel and veterans. As colleges and universities strive 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,

Best wishes for an enjoyable and safe fall season.

Joseph C. Rallo, 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 degree, 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 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 POSSIE, the fundraising arm of athletics. In that capacity he managed an 11-member staff and a $35 million budget. 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.

**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 the fall semester that precedes their spring school exam.

That streak is only six years old because the test has only been offered for six years. “When the state announced that the middle 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.”

“When they walk out of there,” Moreland said, “I have never had one of them think that they did not pass. They know they did well.”
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, Ph.D., director of Holocaust services for the Jewish Family and Children’s Service of Southern Arizona. The Angelo State Multi-cultural Center helped sponsor the event.

Wolosky said requests to speak about her experiences usually come every March, April and May to mark the liberation of the Jews at the end of World War II. She especially enjoys talking to children about her experiences because few know about the Holocaust. She finds that youngsters pay close attention to what she is saying because it is so far removed from their experiences.

Wolosky survived the Warsaw Ghetto, where Nazis crowded some 445,000 Jews into a 3-square-mile section of the Polish city in a virtual concentration camp. She risked execution to scavenge for food at night, just to survive.

“We had to bow our heads to Germans and give them the whole sidewalk,” Wolosky said, adding that failure to do so could result in death.

She remembers at night in the Warsaw Ghetto that the sky was red because the ghetto was burning. The only people allowed out after the 7 p.m. curfew were those picking up the dead bodies.

Feiger spent three and a half years in the labor and concentration camps Gross-Rosen and Mauthausen. He was 15 when he was sent to a labor camp and is the only survivor from his family. His older brother died of typhus just six weeks before liberation.

Having his brother with him gave Feiger 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.

The starvation had a lasting effect on Feiger, who now volunteers at a food bank because he doesn’t like the idea of anyone going hungry.

“No one should have to experience that,” Feiger said. “I used to fantasize about having a loaf of bread to myself, and today I can have pie, so I’m doing really good.”

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.

Wallen, 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, Wallen 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 you have to take those memories and “put them on a shelf” to be able to go on with your life.

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

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.

“There are now a lot of scientists actively involved in researching and investigating these diseases,” Dobson said. “There are also pharmaceutical companies interested in generating potential therapies … because there is now money to be made in this. People may very well have to take drugs for prolonged periods of time to combat these “aging” diseases and that is a strong motivation for the drug companies.”

“I think it is going to be a process of gradual improvement,” he added. “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.”

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.

“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.”

According to Dobson, about 100,000 different types of proteins make up the human body. Each is formed by stringing together amino acids in long, complex chains. To become functional, each protein string must fold itself in a particular way. When it fails, the mis-folding leads to several neurodegenerative diseases.

Dobson’s team has also discovered a direct link between mis-folding and our longevity.

“I sometimes call them post-evolutionary diseases because they are associated with living longer than evolution expected us to,” Dobson said. “Eating the types and quantities of food we do and not taking any exercise are also things that are not part of the normal biological process. I think we are seeing the effects with small changes in the balance of processes in the body, which ends up losing control of parts of our fundamental biology, which, in turn, gives rise to these diseases.”

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Major NSF Grant
Dr. Connie Russell of the biology 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 $147,820 for years four and five of the project, for a total award of $999,294.

The ASU project was one of only 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 at the University of Texas-Arlington.

Nursing Grants
The Department of Nursing has received two federal awards that provide opportunities for nursing education.

A $46,425 grant from the U.S. Department of Health - Health Resources and Services Administration will be used to continue the department’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 Department has been funded by the NLF 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 NLF 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 Traintship 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 options of medical/surgical clinical 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 through the 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 Eiswien, 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., 12 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 an earlier 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 the second year of the college or universities are eligible to participate in the FLW College Fishing series, which is organized into five geographical divisions. Schools can send two-person teams to each of four qualifying events in their division.

Test Tube Wonders
ASU’s student affiliate chapter of the American Chemical Society (ACS) has received a “Commendable” designation from the national ACS for the third consecutive year.

The chapter was recognized for its participation in chemistry outreach activities, attendance at national meetings, and fundraising and social events. The ASU chapter boasts about 35 members and is advised by Kevin Boudreaux, senior chemistry instructor.

Worldly Chapter
ASU has been approved to charter a new chapter of the Phi Beta Delta Honor Society for International Scholars to recognize the scholarly achievement of international students and academics who have studied abroad and to broaden the appeal of international programming.

The new organization will be named the Eta Eta chapter of Phi Beta Delta and is slated to conduct its first induction ceremony this fall. The honor society is open to everyone on campus, not just students. Phi Beta Delta was founded in 1986 with 38 charter chapters. It is the first honor society dedicated to recognizing scholarly achievement in international education and now has more than 170 chapters worldwide.

On-Time Dividend
Beginning this fall, entering ASU freshmen who fulfill requirements for their bachelo- lor’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.

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 so that the true differences are genetic.

“We 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 Salis- bury, 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 re- move all those environment- al factors so that the true differences are genetic.”

“Just like in goats or any 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

Honorific 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 athletic scholarships as well as new and upgraded ASU facilities.
Tipps and Strickland will receive expense-paid invitations to the Distinguished Educators Tour. By winning first place in their respective sessions, Bird, Strickland, who took first in his oral presentation competition, and Dr. Arnoldo De León of the Biology Department, received ASU’s 2009 President’s Award. Two ASU physics students have been awarded scholarships to further their studies at the nation’s top graduate schools.

To read more about these stories and many others visit the Angelo State University Magazine online at angelo.edu/magazine.

Kyle Ratliff
Senior government major Kyle Ratliff, who aspires to attend law school after graduation, will have a nice addition to his résumé this fall after he completed a one-month internship at the U.S. Supreme Court.

The Seminole senior is becoming quite familiar with Washington, D.C., after spending the summer as an intern in the office of 23rd District Rep. Ciro Rodriguez of San Antonio.

The Supreme Court internship is much more exclusive than a Congressional appointment—so much so that fewer than five interns are appointed for each internship session. As an intern, Ratliff will become familiar with the workings of the Supreme Court clerk’s office and the Supreme Court Bar Association to which all attorneys must belong before the high court must belong.

Ratliff will graduate in December after receiving credit for his internship and completing an independent research study under Dr. Casey Jones of the Government Department. Ratliff ultimately hopes to practice international or corporate law.

Ellen Moreland, Arnoldo De León

Faculty members Ellen D. Moreland of mathematics and Dr. Arnoldo De León of history this past spring became the first ASU recipients of the Distinguished Teaching Award and Distinguished Research Award, respectively, from the Texas Tech University System Chancellor’s Council.

Moreland was recognized for her “demonstrably effective” classroom teaching in courses ranging from remedial mathematics up to the senior capstone course, which she designed for prospective high school math teachers. (See ‘The Steak’ on Page 5) Since she designed the capstone course, more than 300 students have taken it. Ninety percent of the ASU students completing the high school mathematics certification program have passed the state certification exam on the first try. By contrast, the statewide average is approximately 65 percent.

De León, the C.J. “Red” Davidson Professor of History at ASU, was honored for his historical research, which has re-shaped contemporary understanding of Mexican-American history, particularly as it relates to Mexican-Americans. He is the author of 15 critically acclaimed books and monographs as well as 31 other edited works. His book They Called Them Greasers: Anglo Attitudes toward Mexicans in Texas, 1821-1900 is a standard and considered by some scholars to be one of the top 10 books ever written on Texas history.

They, along with distinguished teaching award finalists Drs. Michael W. Salisbury of the Agriculture Department and Dr. Russell Wilke of the Biology Department, were recognized during the spring general faculty meeting sponsored by the ASU Faculty Senate. All received plaques and monetary awards for their accomplishments.

Top Undergrads
Jason Layne and Strickland received ASU’s 2009 Presidential Award while five other undergraduates received Distinguished Student Awards from their respective colleges as the top graduates during the college’s annual awards banquet in May.

The Distinguished Student Award recognizes the top undergraduate in each discipline, subject to recommendation of the dean of the college, the college’s faculty executive committee and the college’s students representing their respective disciplines. The top 15 students receiving the highest scores among all candidates are selected for the award from those recommended by the college’s students. By winning the award, students receive $2,000 toward expenses for the academic year.

Top Grad Students
The College of Graduate Studies announced the top graduands for students for 2009 during the college’s annual awards banquet in May.

The honor of being named the top student for their respective disciplines and degree programs conduct to compare their standards against organizations’ national accreditation.

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Goals of Marketing and Communications

To better position the university prior to a change in online presence (Web and social media) and encourage potential students to view Angelo State as the type of place they are looking for.

A great impression made in the admissions office can quickly undermine by a lavatory that is outdated or poorly maintained. TargetX officials make the point that a clean bathroom is just one of many items that are communicated to potential students that this university is working to improve its retention rate of 56 percent, a mitigating factor is the high retention rate of first generation students who begin higher education without the college support system.

The College Guide is also the annual college guide from Peterson's, 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 universities survey, which included 42 pages in the June 2007 edition. One of his first instructions to the Office of Communications and Marketing (C&M) was to identify some “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.

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 initiatives was to the Office of Communications and Marketing (C&M) was to identify some “distinctives” or designations 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 on degrees and college guides, the most widely recognized being the annual college 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 data base 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 reviewing more upstanding possibilities for recognition from various publications, including U.S. News, Peterson’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 survey, which included 42 pages in the June 2007 edition. One of his first instructions to the Office of Communications and Marketing (C&M) was to identify some “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.

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The Chronicle of Higher Education is the primary national source for job listings in higher education, and each issue is read by up to a half-million people in the profession. ASU’s director of human resources, said the Chronicle exposure comes at a critical time as the university looks to fill two vice presidential vacancies and to increase overall campus diversity.
“I believe one of our weaknesses in employee recruitment,” Gomez said, “is simply that ASU is not well known. It’s hard to get attention when no one is looking. With the ‘great college to work for’ designation, I think this will draw attention to ASU as well as pique the interests of prospective applicants as to what makes us great.”
ASU was one of 150 institutions of higher education recognized nationally by the Chronicle, which surveyed faculty and administrators on job satisfaction in 26 cat-
Mourning Newspaper

While today’s Standard-Times may still carry San Angelo as its first name, the newspaper’s battle to remain a viable hometown publication 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 that 828-mile production triangle to deliver hometown papers to the front yards of San Angelo residents contributed to its necessity. Over the last decade, the 24/7 electronic world of the Internet, in concert with the more recent recessionary economy, has cut into the paper’s circulation 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.

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 information even matters to young people.”

That shift in what and how more people are getting information—especially when combined with a weak economy, stiff competition from other advertising sources and the rise of free Internet content purveyors, petition from other advertising sources and the rise of free Internet content purveyors—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. Unfortunately, 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 40 full-time positions to just 20, a decrease of seven coming just in the past year. Today’s newspaper staff totals the equivalent 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 operations 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 circulation 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 production desk, which provided copy editing and layout, moved soon afterward to a consolidated 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 further 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 contributions 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 foreign 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.

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.

Challenges faced by the Standard-Times mirror issues being addressed by newspapers nationally. What makes the Standard-Times situation special is that no newspaper and possibly no organization or company has had so close a relationship with Angelo State over the course of the university’s 81-year history. The Standard-Times backed efforts to start a local college in San Angelo after the city’s unsuccessful effort to secure Texas Technological College. The newspaper supported the expansion to a four-year college 40 years later and then the transition to a university. When some alumni and local residents initiated a move for ASU to become part of the Texas Tech University System in 2007, the Standard-Times endorsed the idea early on. ASU’s Houston Harte University Center is even named for the late publisher of the paper.

“I know that Houston Harte had a huge impact on the university,” said Standard-Times Publisher/President Becky Brackin, Class of ’85, “and obviously there is a university center named after him. That speaks to a long-standing and pretty close relationship.”

Publisher Becky Brackin
The Standard-Times never gave up completely on foreign and national news, which does appear daily in abbreviated form and touches major 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 focused 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 employees in the Corpus Christi office as part of the Standard-Times staff, as they produce the pages for the newspaper’s readers.

“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 Pasadena Now Web site has contracted with a company in Mumbai, India, to attend City Council meetings via the Web.

While most American newspapers have avoided that extreme, they have cut back production employees in the Corpus Christi, we can concentrate more resources on reporting and less on mundane tasks.”

He said. “Those students have a built-in advertising audience. Even such old-time 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. Many newspapers nationally had undergone the same reduction as cost savings.

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, 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,” she said, “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, goanangelo.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 contrast, 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 enough to be named 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 she believes journalism-based content delivery will continue to thrive.

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 benefiting 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.

“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 newspaper’s role in informing our community is more important now than ever. The electronic media could immediately report on events while newspapers were delayed for hours by the production and delivery process.

A positive development in the complex relationship between newspapers and the Internet company in reporting past “flash” story on the newspaper’s Web site immediately and add details as they become available.

“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 everything happening so fast.”

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

“It’s 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 coming years, but as long as the profession is useful 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 at the University of Texas at Austin.

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who was diagnosed that fateful August with 
husband, Dr. John Preston “Pres” Darby, 
personal and professional lives has blurred 
collided with her professional life as an 
titled 
the experience upon his return in a book 
spent several months in Afghanistan treat 
how the couple had lived life to the fullest 
my nurse as well.”

“I would not be alive right now if it 
which she was professionally prepared as 
Gehrig’s disease. 
scuba diving, rapelling, boating, working 
return in a book 

To be perfectly honest,” responded 
“My whole day is geared around Pres,” 
The loving wife assumed the role for 
Faced with Pres’ diagnosis, it would have 
her other duties include cleaning the 
roughly 30,000 cases of ALS in the U.S., 
during the diagnosis. There had been 
from her home. 

“I love interacting with the students 
their duties on the ASU 
She organized the first local ALS Walk 

It sounds beautiful, but there wasn’t 
anything left that I really wanted to do,” he 
said. “I had satisfied all my dreams.”

“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 

“We have the love of family, friends, and 
give hugs and love.”

“Many ALS patients just give up,” added 
Pam. “I know how they feel. 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 ncees of family and 
friends. They are my medicines.”

With his daily activities limited to read 
and give hugs and love.”

“I think nurses should attend these events 
for ALS sufferers, a theory that is shared 
by Pam. “I have to shave him, brush his teeth and 
I also visited my old friend (mu 
hadideen leader) Ahmad Shah Massoud’s 

I am going to continue on with all the 
things Pam and I planned to do together,” Pam 
said. “I want to work in clinics in Afri 
can, Tibet, Honduras and, of course, in Pres’ 
beloved Afghanistan.”

“His thirst for adventure inspired me to 
do all this,” she added. “This is his legacy 
to me.”

She has also started her own business, or 
ganizing and conducting nursing symposia. 
“I believe in continuing education and 
I have a real passion for this,” Pam said. “I think nurses should attend these events 
regularly to keep current on medications and 
diseases.”

Additionally, her goals for the immedi 
ate future include organizing international 
missions for ASU nursing students and 
helping her husband with a John Preston 
Darby Symposium for physicians.

With only so many hours in a day, 
though, sometimes even Pam gets worn 
down. But, she stays upbeat.

“If I get enough rest, I’m okay because 
I stay pretty happy all the time,” she said. 


Those adventures, however, came be 
fore 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 re 
duces 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 
before, albeit with very different activities 
that begin about 7 a.m. every day.

“I have to shave him, brush his teeth and 

I wonder whether I left San 
Antonio,” Pam said. “I thought that if people 

“I can go on and on about what 
people do when faced with a 
terminal illness. But for Pres, there was 
no “bucket list.”

“It sounds beautiful, but there wasn’t 
anything left that I really wanted to do,” he 
said. “I had satisfied all my dreams.”
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.”

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.”
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 one for the Green Bay Packers before knee injury 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, Darryl and Doyle, played football and Lauren’s cousins, Chase and Paige, currently play basketball at ASU. Chase’s and Paige’s brother, Trey, played quarterback for the Rams during 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 off-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 J.V. Sikes 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.

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Honorary Alumnus No Place Like Home

A career in the petroleum industry took Dale Chase all over the world, but he never forgot his hometown of San Angelo.

While he worked in such exotic locales as Alaska, Indonesia, Libya, India and Australia, Chase remained a true West Texan and, along with his late wife, Joy, continued to champion ASU, as he does today. For his wide and varied support of the university, Chase has been named the 2009 Honorary Alumnus by the ASU Alumni Association.

His many contributions include creation of the Dale and Joy Chase Scholarship, support of the Athletic Department and donations for the Dale and Joy Chase Courtyard at ASU’s LeGrand Alumni and Visitors Center.

“We thought the promotion of ASU would be something beneficial to the community,” Chase said. “We both had a great interest in ASU and hoped the promotion would benefit everyone. I think it has turned out that way to a great degree. We had a fun time with it.”

Another thing the Chases always had fun with was 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 WWII, 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. ■

Jeff Sefcik

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.

“They 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 mornings.”

A 1984 ASU graduate, Sefcik was one of seven donated paintings and sculptures.

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 alumna. They have three children, Jordan, Kristen and Joshua.

“When 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 and a student and working here as long as I have.” ■
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 something she still stresses.

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

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.
Finding a Home

Dr. Ed Olson came to Angelo State 30 years ago to spend two years getting some teaching experience before moving on to a bigger university. Instead, what he 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.

That dedication has garnered Lewis 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 1987, 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, Dottie, 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 clinical 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 coming on.”

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 grandmother 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 near 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. “I try to 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 then 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 in 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 Symphony, 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.”

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 honors for professors in higher education, the Piper designation carries with it a $5,000 honorarium.

“Finding a Home

Classroom and Clinic

For the Love of Nature

Distinguished Faculty Achievement

Angelo State University Magazine FALL 2009
the event, they finished 1.53 seconds behind Byrd, sophomore Aisha Adams and junior Daunyae Harris, junior Celethia LeGrand Sports Complex in May. Even so, the Rambelle’s scored a school record 82 points and came within 1.52 seconds of winning their first championship in D-II finishes in years. A mere three points were all that separated the Angelo State women’s track and field team from the national title at the 2009 NCAA Division II National Championships before a friendly home crowd at the LeGrand Sports Complex in May. Even so, the Rambelles’ scored a school record 82 points and came within 1.52 seconds of winning their first championship in D-II finishes in years.

Going into the last race of the competition, the Rambelles trailed perennial powerhouse 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 Tyndrae Harris, junior Celethia Byrd, sophomore Aisha Adams and junior Andria Nussey ran a school-record 3:41.38 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 successful meet. It was a little disappointing knowing 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, was the third 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 a school-record throw of 52’10”, while Culley Jo Dawson was a three-time All-American 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 individual scorer, picking up 29 points on her own, while Adams was second with 26 points, giving the Rambelles one of the best combinations in meet history. Dawson ended the meet with 10 points.

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 Chystal 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 field events of the 4x400 relay.

Prior to the national meet, the Rambelles earned their third lone Star Conference title in school history, tallying a meet-record 331 points and outdistancing rival Abilene 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 individuals earn All-Conference honors. The Rambelles brought home 10 individual conference 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 Dibbern was named National Assistant Coach of the Year.

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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 National 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, dove 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-American with a runner-up finish, just 377 points shy of setting the school record. McWilliams also finished seventh in the 110-meter hurdles while senior Jeremy Jones placed fourth in the 400-meter hurdles and junior James Howell became just the third-ever All-American for the Rams in the 400-meter dash, placing seventh.

Sophomore Tyler Orlando gave the Rams their first All-American in the javelin throw in more than 10 years with a seventh-place finish. By placing fourth in the decathlon, McWilliams, Jones, Howell, sophomore Brian Holik and freshman Terence Holland, who ran in the prelims, all garnered All-America honors as well.
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 jersey numbers. Borron’s No. 16 and Cooke’s No. 24. Their framed jerseys along with their numbers, Borron’s No. 16 and Cooke’s No. 24.

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 redshirt 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 Kailyn Standard will not have far to travel to play collegiately, having lettered four years at San Angelo’s Central High School.

Top Returnees: Five starters from last season’s squad will return. Seniors Kimber Duncan and Alaina Swivell, both second-year starters, will not have far to travel to play collegiately, having lettered four years at San Angelo.

TOP RETURNEES:

- DUNCAN, Kimber – 6-2, 1st-year middle blocker
- SWIVELL, Alaina – 5-7, 2nd-year middle blocker

TOP NEWCOMERS:

- ALLARD, Alex – 5-9, 1st-year setter
- CHOMOUT, Claire – 5-11, 1st-year outside hitter
- STAN, Kailyn – 5-4, 1st-year middle blocker

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 Swivell, both second-year starters, will not have far to travel to play collegiately, having lettered four years at San Angelo.

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 redshirt 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 Kailyn Standard will not have far to travel to play collegiately, having lettered four years at San Angelo’s Central High School.

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.
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-American 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 second baseman Alix Dean as first team all-conference picks while Lopez, shagged 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 region 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 catcher Laura Lopez hit the long ball nine times in a 19-9 win over West Texas A&M on March 22.

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.

The 2009 Rams baseball team posted ASU’s second-best season in wins and made the university’s fourth straight trip to the postseason.

The Rams finished the 2009 campaign with a 45-20 record and second-place finishes in both the Lone Star Conference regular season and in the LSC Championship Tournament. The Rams were rewarded with the school’s second-ever berth in the NCAA South Central Regional Tournament, advancing to the semifinals.

“It was a very good year. We fought and competed all year long and won some big games along the way,” head coach Kevin Brooks said. “We lost one of our top pitchers and top hitters midway through the season, but we battled through it. We continuously showed resiliency and our seniors displayed tremendous leadership.”

The Rambelles began the season with a fourth-place finish in their first tournament of the year with a 50-10 record after advancing to the national semifinals.

Senior shortstop Macy Baker and senior catcher Laura Lopez hit the long ball as well. Lopez shagged 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.

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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 piloted 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 Megan 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 hit to his head so hard on the turf,” Neiswander said. “I was already on track to graduate, so I didn’t want to end my playing days at the University of Texas, but this was a big loss. It was 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 played 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. Before suffering injury against Texas State, he had tossed for 213 yards and two touchdowns. Now at 22 years of age and a “one-trick pony.” He still had his faith guiding him, and he was, after all, a student first.

Neiswander focused on the classroom and was rewarded in May with a bachelor’s degree in business administration. He’s now working toward his M.B.A., which he will complete in December 2010.

“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.”

COACH: Dale Carr

TOP NEWCOMERS:

COACH: Dale Carr

Football preview

In the Huddle Again

by Dave Vester

Back in the Huddle Again

by Dave Vester

COACH: Dale Carr

TOP NEWCOMERS:

Angelo State University Magazine

COACH: Dale Carr

TOP NEWCOMERS:

Angelo State University Magazine

Football preview

COACH: Dale Carr

TOP NEWCOMERS:

Angelo State University Magazine

Football preview

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TOP NEWCOMERS:
Making Connections

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 newbies 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 Bokowski, 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.

LSC Hall of Honor

Joshua K. Owusu, who ran track for the Rams from 1971-74 and became ASU’s first track and field Olympian, has been named a 2009 inductee into the Lone Star Conference Hall of Honor.

By the time Owusu graduated from ASU, he had become a nine-time All-American and holder of the top six all-time ASU performances in the long jump and triple jump. During his collegiate career, Owusu collected three national titles in each event while ASU was a member of the National Association of Intercollegiate Athletics (NAIA). To this day Owusu holds the ASU records for the triple jump (54’1.75”) and the long jump (26’10.75”).

Owusu will be recognized for his selection into the LSC Hall of Honor during halftime of ASU’s Sept. 26 Family Day game against Midwestern State. Previously, he was inducted into the NAIA Hall of Fame in 1990 and the ASU Athletics Hall of Honor in 2006.

A native of Ghana, Owusu represented his home country in the 1972 Munich games, finishing fourth in the long jump. Four years later, he was among the favorites in the long jump at the Montreal games but did not compete due to a last-minute boycott by the African nations.

Owusu becomes the eighth ASU inductee into the LSC Hall of Honor. He joins Kyle Freeman (football/track, 2003); Phil George (coach, 1996); Pierce Holt (football, 2000); Ed Meselhaiger (coach, 2006); Shirley Morton (administrator, 1997); David Noble (coach, 2004); and Lloyd Vincent (administrator, 1999).

Council of Presidents

ASU President Joseph C. Rallo has begun a one-year term as president of the Council of Presidents for the Lone Star Conference.

The LSC Council of Presidents, which meets twice annually, serves as the governing board of the athletic conference and has final decision-making authority regarding any legislation, policy or activity pertaining to the conference and its member institutions.

Previously, Rallo served the council as second vice president for 2007-08 and first vice president for 2008-09. His term as president will run through June of 2010.
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.

“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 within the spring of 1978, we went around town and got the bell, then went to Hirschfeld Steel and a whole list of other people who gave us things for the project. We presented it in May of that semester.”

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 ranchers. Bird’s Theta 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.”

CLASSnotes

Each issue of the Angelo State University Magazine will highlight selected alumni and then invite readers to visit the Angelo State University Alumni Association 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.
By the mid-1990s, Angelo State had a new home as its students and employees started to enjoy the new University Center. This added the vitality of the university.

As of this past summer, Angelo State was among only four Texas institutions of its kind, staff, and students to apply for ASU’s presidency. “We are pleased that this honor still sees the university. No group makes greater sacrifices for the university. It seems to be a more impressive world.”

“Just as timely as the Chronicle was the "Military Friendly Schools" designation from G.I. Jobs magazine. As of this past summer, Angelo State was among only four Texas institutions of its kind, staff, and students to apply for ASU’s presidency. "We are pleased that this honor still sees the university. No group makes greater sacrifices for the university. It seems to be a more impressive world.”

Mourning Newspaper – continued from page 14

In the final analysis, the Standard-Times management team responded to change with a greater or better than ever before. The newsroom was the focal point of a new building, work lives, employee love to work, and get involved in their jobs and in extracurricular activities around campus. Angelo State is a great university, and more. "There needs to be an outreach to let people know that ASU is trying to do and the broadening of its mission in the public eye, including in Austin where they do this fascinating. Gang members and still see the university. No group makes greater sacrifices for the university. It seems to be a more impressive world.”

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