

# Sawdust

FALL 2019

THE MAGAZINE OF THE SFA ALUMNI ASSOCIATION AND STEPHEN F. AUSTIN STATE UNIVERSITY

SPECIAL ENTREPRENEURSHIP EDITION

## A Blooming Business

Alumna achieves success in the floral industry



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STEPHEN F. AUSTIN  
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*1947 Stone Fort yearbook  
editor Carolyn Muckleroy  
pictured on the steps of the  
Austin Building with Vista  
Drive in the background*



# Introducing SFA's new president, Dr. Scott Gordon

**DR. SCOTT GORDON**, a first-generation college student who became provost of Eastern Washington University, has been named SFA's ninth president.

A native of Malone, New York, Gordon received his bachelor's degree in biology from the State University of New York at Cortland. He earned a master's degree and doctorate in botany and mycology from the University of Tennessee in Knoxville and holds certifications from the Harvard University Graduate School of Education in educational management and leadership.

As provost at EWU, Gordon served as the university's chief academic officer, overseeing more than 500 faculty members in six academic colleges with responsibility for academic policy and planning, distance education, international programs, and institutional research.

Gordon led a complete reorganization of EWU's Academic Affairs unit, led the development and implementation of the university's strategic plan in 2018 and developed partnerships with community colleges, business and industry, as well as government entities. This work was highlighted by a unique partnership with Microsoft and the collaboration with multiple businesses on The Catalyst, a 140,000-square-foot facility in downtown Spokane, Washington.

Prior to joining Eastern Washington, Gordon spent 22 years at the University of Southern Indiana, where he served as dean of the Pott College of Science, Engineering and Education. In addition, he served a decade as the faculty athletics representative, was named a NCAA faculty athletic representative fellow, and was vice president and treasurer of the Great Lakes Valley Conference, which includes 14 NCAA Division II institutions.

"I am honored to be named president of SFA," Gordon said. "I look forward to the opportunity to work with the SFA Board of Regents, university leadership, faculty, staff, students and the great community of



Nacogdoches to build on the university's tradition of excellence."

Gordon called the opportunity to serve as a leader at SFA a "dream come true."

"I am deeply committed to the vision, mission and goals of SFA and believe my background and values are a great fit with the institution," he said.

Gordon's wide range of experiences made him the right choice for the SFA presidency, according to Brigettee Henderson, chair of the SFA Board of Regents.

"Based on Dr. Gordon's outstanding credentials and his entrepreneurial spirit, the Board has full confidence that SFA will enjoy continued success as a result of his leadership," she said. "He is a proven leader with the energy, integrity and compassion needed to guide SFA. We believe he will work tirelessly alongside our faculty, staff, students and Lumberjack alumni to build a bright future for our university."

Gordon succeeds Dr. Baker Pattillo, who served as SFA's president from 2006 until his death in December 2018. ★



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# In This Issue

## Features

- 4 COMPETITIVE ADVANTAGE**  
Three Lumberjacks meet, discuss their journey to owning advertising agencies
- 10 BUILT FOR SUCCESS**  
Customers, employees, philanthropy serve as foundation for Fast Track Specialties
- 14 LUMBERJACKS MAKE GREAT PITMASTERS**  
Passion for barbecue leads alum to open Nacogdoches' first food truck
- 20 THE ART OF CRAFTS**  
Austin craft-based business owner builds life in tactile arts
- 24 A BLOOMING BUSINESS**  
Alumna achieves success in the floral industry
- 36 THE REAL DEAL**  
Former student-athlete finds his niche in real estate

## Campus Life

- LEARNING ON WHEELS** 17  
Lumberjack Express mobile food lab provides new culinary experience
- LUMBERJACKS HIRING LUMBERJACKS** 28  
A win-win for all!

## Alumni News

- Alumni Association President's Letter 31
- Alumni Awards 33
- Homecoming Schedule 34
- Alumni-Owned Businesses in Nacogdoches 48

## In Every Issue

- VISTA VIEWPOINT 9
- 'JACKS OF ALL TRADES 13
- 'JACK TALK 18
- WORK SPACE 19
- ADVISING 101 23
- ATHLETICS NEWS 29
- ALUMNI CALENDAR 32
- SCHOLARSHIPS 40
- LIFE MEMBERS 40
- IN MEMORIAM 41
- CLASS NOTES 44

# Sawdust

FALL 2019 ★ Volume 46, No. 2

## UNIVERSITY MARKETING COMMUNICATIONS STAFF MEMBERS

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### ON THE COVER:

Since establishing The Bloom Bar in 2015, Kayli '08 and Derek Head '09 have doubled or nearly tripled their business each year. The clientele includes Central Texas brides and massive national and international corporations, including PayPal, Apple and Mercedes. Photo by Robin Johnson '99

Sawdust is published three times a year by Stephen F. Austin State University and the SFA Alumni Association. Full subscriptions are included in SFA Alumni Association memberships. SFA alumni and friends receive complimentary issues twice a year.

# COMPETITIVE AD VAN TAGE

THREE LUMBERJACKS  
MEET, DISCUSS THEIR  
JOURNEY TO OWNING  
ADVERTISING AGENCIES

STORY BY DONNA PARISH '99 & '07  
PHOTOS BY LOUIS DELUCA '78

FROM LEFT:  
Ken Schaefer '85,  
Matt Sitzer '04 and  
Steve Choppin '94





**S**URROUNDED BY SKYSCRAPERS in downtown Dallas, three SFA alumni met for the first time, but they were not strangers.

A chance search in 2017 by Matt Sitser '04 on LinkedIn had revealed that, in addition to their shared career interests, each member of the trio owned an advertising/marketing agency in the Dallas-Fort Worth metroplex.

They also were tied together by their places on the Lumberjack family tree.

With each alumnus' SFA graduation year separated by nearly a decade, Sitser, Steve Choppin '94 and Ken Schaefer '85 broke bread in a downtown restaurant on a sunny May afternoon and bonded over their shared past. ➔

## THE SHOP

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## MATT SITSER '04

CO-FOUNDER, ACCOUNT DIRECTOR / THE SHOP / RICHARDSON

With the opening of The Shop in 2017, Sitser was eager to establish professional connections. He often would go through LinkedIn, a popular business social networking site, and look for people with whom he could network.

"It was then I came across two fellow Lumberjacks who already owned advertising agencies in the metroplex," Sitser said. "Finally, two years later, we've had the opportunity to meet."

A first-generation college student, Sitser traveled all the way from Liverpool, England, to eventually land at SFA.

"I've lived in four countries on three different continents," Sitser said. "When I was 17, my family moved to Houston, where I attended a massive 5A high school. It was overwhelming. The thought of going to a university with tens of thousands of students was something I did not want to do. SFA was the perfect size."

As a mass communication major, Sitser worked for the intramural program at SFA. His job was to market the various sports offerings and grow the program. It was during this time he got his introduction to what a career in advertising might entail.

"It was my opportunity to use the concepts I was learning in my advertising classes," Sitser said. "As a fellow student, I was in a unique position to be the same age as the target audience. I think that helped a lot. The intramural program grew, and professionally, so did I."

Another introduction at SFA also would become a big part of Sitser's future — he met his wife, Angela '04, at the university. The couple resides in East Dallas and has two daughters, Alexandra, 5, and Charlotte, 3.

After graduation, Sitser began work at his first agency job, where he remained until 2008. He then worked for energy provider First Choice Power and later for Dallas-based ad agency Moroch for almost nine years.

Now a principal in his own agency, Sitser said The Shop specializes in creative — the emotional side of advertising. "My partners and I are incredibly fortunate to work with some amazing people and brands, including Tiff's Treats Cookie Delivery, Garrison Brothers Distillery, Grandy's Restaurants and Wilsonart."

Sitser and his partners employ six full-time staff members. He said depending on the needs of their clients, they also work with several specialty contractors to build the team their clients need. This collaboration, he said, enables the agency to fit the people to the project.

"Our mission is simple — to help turn businesses into brands. We do this by creating compelling, consumer-faced marketing materials that tell insightful brand stories," Sitser said. "Our work is authentic, genuine and covers everything from print and outdoor to TV and online video to digital and social media content." ➔

# STEVE CHOPPIN '94

FOUNDER, PRINCIPAL  
BEACON ADVERTISING / DALLAS

Choppin's segue into the advertising industry came by way of his father, who owned his own agency.

"My father was my biggest career influence. He grew up in the ad business and worked for iconic Bloom Advertising in Dallas and later on the client side at Continental Airlines," Choppin said. "Then, in the mid-'80s with five kids to feed, he started his own agency. You can say advertising and not being afraid to bet on myself is in my blood."

While an SFA student, Choppin interned for Nacogdoches' Hancock Advertising. "Chris Hancock was a real mentor to me," Choppin said. "He encouraged me to pursue my dreams, even when I had the wild idea of moving to New York City after graduation."

In 1994, Choppin and his wife, Jane '94, whom he met in an advertising class at SFA, moved to the Big Apple where he worked as an assistant account executive for Y&R, a marketing and communications company. He later worked for The Richards Group in Dallas before deciding to branch out on his own.

Choppin and his partner launched Beacon Advertising in April 2015. The agency employs 24 professionals.

"We're a full-service branding agency that works with retail, consumer packaged goods, restaurants and business-to-business clients," Choppin said. "Our brand mantra is simple, 'Nothing artificial.' This means our focus is to always develop brands and messaging that are genuine, straightforward and believable — and, internally it drives our belief of never letting process or politics get in the way of solving our clients' problems."

Beacon's clients include Taco Cabana, Fogo de Chao, Metro by T-Mobile, Big Truck Rental and Pollo Tropical, to name a few.

"Creatively, our toolkit ranges from developing television spots, outdoor billboards, digital and an evolving emphasis on organic and paid social media," Choppin said. "Email database messaging continues to be a really important channel for our restaurant clients."

As an owner, Choppin is hands-on. "Through our leadership group's day-to-day involvement, it allows us to cut out unneeded filtering and meet the really aggressive go-to-market deadlines our retail and restaurant clients have come to count on from our agency."

With 25-plus years' experience in advertising, Choppin offered two pieces of advice to current SFA students pursuing a career in the industry.

"First, have two good internships and be able to describe how those experiences will help your success in our industry. Second, during an interview, ask the interviewers multiple questions that are relevant to their position within the company. It's sad how many applicants get to me during the interview process and say, 'Nope, I don't have any questions.' Their résumé immediately goes in the trash. They are demonstrating they are not perceptive or self-aware and lack curiosity." ➔

## BEACON ADVERTISING

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# KEN SCHAEFER '85

PRESIDENT / SCHAEFER ADVERTISING CO. / FORT WORTH

Schaefer grew up in Houston but now resides in the “incredible city of Fort Worth.” His introduction to SFA came through his older brother, David '74, who now serves as the pharmacy director for Nacogdoches Memorial Hospital.

Schaefer traces his entrepreneurial roots to his childhood newspaper-recycling venture. “I collected the neighbors’ used newspapers, then went home and rolled them into tight logs that could burn forever in the fireplace,” Schaefer said. “I then turned around and sold them back to the people who had just given them to me.”

As a marketing major at SFA, Schaefer ran a small business, Cakes Plus, out of his dorm. “I promise, I’ve gotten better at branding since then,” Schaefer laughed. “I would deliver birthday cakes and balloon bouquets to students on campus. The cakes were home-baked by two sweet women who lived nearby. My target audience was the parents of freshmen. I sold that business during my junior year, and a partner and I opened a deli and gelato place at the corner of North and East Hospital streets during my senior year.”

After graduation, Schaefer headed back to Houston, where he initially worked for Proctor & Gamble and later for the ad agency Taylor Brown & Barnhill. He was recruited away by Ogilvy & Maher and remained with that agency until 1991, when he moved to Fort Worth to become the director of marketing for Justin Boot Company, one of the largest boot retailers in the world.

“That’s when I fell in love with Fort Worth,” Schaefer said. “It’s an amazing city, and you’d never know it’s the 15th largest city in the country. It still feels more like a community. I’m partial to Fort Worth; it’s still a handshake town.”

Since 1994, Schaefer has owned his own business. Located in a restored 1914 home in the Fairmont Historic District in downtown Fort Worth, Schaefer Advertising Co. employs 30 team members.

“During the past 24 months, we have increased our staff by 66%,” Schaefer said. “We have really smart people at Schaefer, but just as important, we have really good people. Our culture is our secret sauce, and we fiercely protect it and work hard to foster an environment built on trust and respect for each other.”

That recipe is working. In 2018, Fort Worth Inc. Magazine named the agency among the Top 25 Best Companies to Work For in the city. The agency focuses mainly on serving clients in real estate development, health care, and destination and entertainment.

“My passion has always been marketing strategy,” Schaefer said. “We exist to solve our clients’ business problems, and we use marketing to help do that. We relentlessly focus on strategy. There’s an old saying, ‘Advertising without strategy is artwork.’ We are not in the artwork business.”

The aspect Schaefer said he enjoys most about his job is collaborating with people who possess different abilities and talents, including creativity and problem-solving.

“Our industry is always changing,” Schaefer said. “It’s never boring, and if you think it is, you’re doing it wrong. I believe brilliantly crafted and thought-through strategy is every bit as creative as a poignant TV commercial or a photo shoot that perfectly captures the message.”

Although imagination and logic are qualities Schaefer values in his employees, he says the ability to think critically is paramount.

“Nothing we do is cookie-cutter,” he said. “There’s not a textbook that will teach you the ‘Six Steps to an Effective Digital Campaign.’ It doesn’t matter if you’re on the creative or digital team, the ability to think critically and develop crisp, concise and effective solutions is crucial. Schools need to focus more on that. Nothing will serve a graduate better — except a trust fund, and most of us don’t have one of those.”

## LOOKING AHEAD

With more than seven decades of advertising and marketing experience among them, the entrepreneurs said they are tossing around the idea of collaborating on a project.

“During our lunch meeting, we shared stories about our experiences at SEA and in business,” Sitzer said. “As the youngest in the group, Steve and Ken’s insight was invaluable. It’s one thing to connect with professionals through LinkedIn, but it’s quite another when they are fellow Lumberjacks and that initial connection develops into friendship. I know we’ll stay in touch and hopefully team up on a project soon.” ★

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# Vista Viewpoint / By Dr. Steve Bullard



**DR. STEVE BULLARD**

Provost and  
Vice President for  
Academic Affairs

## The difference is in the details

**FACTS ARE, INDEED**, stubborn things; however, they provide opportunities to evaluate and improve.

Here are two facts that have major implications for SFA's future:

- Today, only about 23% of Texas high school graduates enroll in college.
- The Bureau of Labor Statistics estimates the Texas population will grow by 41 million by 2036. Economic indicators predict 65% of jobs at that time will require a certificate or a two- or four-year degree.

To address these challenges, the Texas Higher Education Coordinating Board has launched a strategic plan

titled 60X30TX. The plan's goal is for 60% of Texans who are between ages 25 and 34 to hold a certificate or college degree by 2030.

In 2015, SFA unveiled its own strategic plan, SFA Envisioned, with its overarching goal of creating transformative experiences for students. This, in addition to the plan's foundational goal of meaningful and sustained enrollment growth, provides a road map to help ensure SFA achieves both the university's and the state's objectives.

All colleges and universities offer degrees — what differentiates them is unique student experiences, the professoriate and the beauty of the campus. To help prospective students get a true feeling of what it's like to be a Lumberjack, we host high school students throughout the year, inviting them to visit classrooms, eat in our dining halls and attend athletic events. This practice allows students to have their own personal experiences with SFA so that when the time comes for them to enroll in college, SFA is foremost in their minds.

Another way high school students are exposed to SFA is through dual credit, a program where high school students take college-level courses to get a jump on their college education.

Recently, SFA teamed with Jasper, Newton and Tyler county schools to create the Deep East Texas College and Career Alliance. The alliance makes it much easier for students living in rural areas to take dual credit courses in facilities close to their homes. There is a strong increase in the likelihood of students completing degrees if they take dual credit courses during high school. Additionally, these courses are being offered at a reduced tuition rate, making this opportunity accessible to almost everyone.

Offering new majors, minors, certificates and concentration areas also helps SFA stand out among our competitors. In April, the Board of Regents approved a variety of new degree programs, concentrations and certification options that will begin this fall in areas such as construction management, social media, medical humanities, and private security and asset protection.

Student and faculty interaction also differentiates SFA from other schools. SFA's student-to-faculty ratio is 18:1, which facilitates more collaboration and mentorship opportunities. As you recall your time at SFA, I'm certain you remember at least one professor who had a profound impact on your life. The connection our faculty members make with students is the foundation in creating unique personal experiences, and it is among the most notable memories of our alumni.

When asked why alumni chose to attend SFA, one of the most common responses is, "I fell in love with the campus." Nestled within Texas Forest Country, SFA is the perfect home for Lumberjacks. The beauty of the campus draws prospective students and their parents in, but it's the students, faculty and staff who make them want to stay. Every person on the campus is a stakeholder, and each person's individual role determines whether or not a prospective student becomes an enrolled one. Every interaction is important.

Looking ahead to the next decade, we must serve as strong influencers to our posterity regarding the importance of higher education. We must remove obstacles and deploy opportunities to ensure we reach the goals of our strategic plan in 2023, when we celebrate the university's 100th anniversary, as well as the graduation goals the state has set for us by 2030. ★



# BUILT FOR SUCCESS

## CUSTOMERS, EMPLOYEES, PHILANTHROPY SERVE AS FOUNDATION FOR FAST TRACK SPECIALTIES

STORY BY KASI DICKERSON '13 & '15

PHOTOS BY HARDY MEREDITH '81

**F**ROM ROLLING NEWSPAPERS in 1975 to now running his own business, John Glaze '94 is no stranger to hard work.

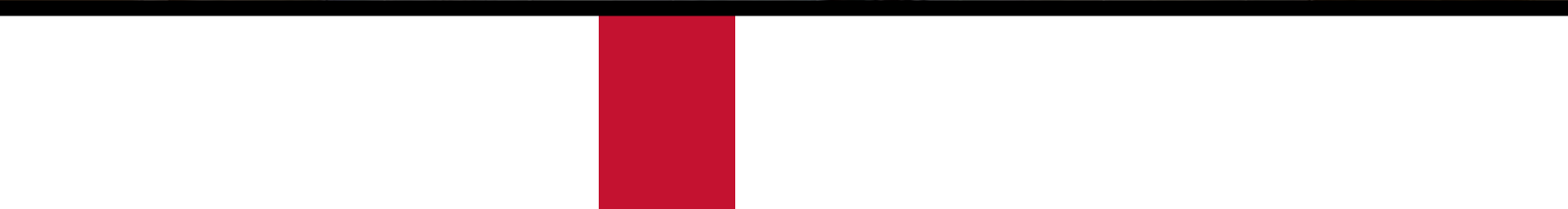
At 6 years old, he began working for the Houston Chronicle delivering newspapers after school and on weekends. Later, as a full-time SFA student, he balanced school and several jobs.

On campus, Glaze managed the front desk of Garner Apartments and served as the production director for the Campus Entertainment Organization, now named the Student Activities Association. In this role, he organized events and met celebrities, including Garth Brooks, Mark Chesnutt, Clint Black and the group Pearl Jam. Off campus, he worked for a Lufkin radio station and for bedding retailer Sweet Dreams Sleep Shop.

Enrolled as a criminal justice major, Glaze's initial plan was to become a police officer. However, after graduation he began working for his family's specialty construction product business. He continued to work there until 1997.

"When my dad retired, I started my own business," Glaze said. "I enjoyed working in construction, understood it and felt at home in the industry, so it made sense to branch out on my own."

Glaze's company, Fast Track Specialties, is a Division 10 specialties company, which refers to the specialty items used in the construction of commercial buildings. In general, these items include restroom accessories, wall and corner protection, signage, display boards, and life safety and fire protection supplies. ➔



Additionally, the company provides project management, budgeting and cost analysis, product installation, and project estimating.

"Our services are offered through the life cycle of each project," Glaze said. "We're proficient in simultaneously handling multiple developments from initial planning through the final installments. Our goal is to outperform our customers' expectations through value-driven and customer-focused service."

Employing 35 professionals, the company's portfolio includes corporate offices, industrial spaces, places of worship, residential and retail locations, and laboratory, research, health care, hospitality and educational facilities.

Glaze said the company's name originates from common terminology in the construction industry. Fast track simply means to get a job done quickly. Glaze said he did not want to name the company after himself.

"My vision was for our customers to have such a great relationship with our employees they wouldn't know I existed," Glaze said. "That has happened. I had a customer tell me an employee took such ownership of the projects she managed he thought it was her company. That was a great day for me."

Inside the lobby at the company's Houston headquarters, a shelf stocked with awards, plaques and mementos is a testament to the company's safety, integrity and philanthropic values. "My philosophy is to honor God, give back and do the right thing," Glaze said.

Fast Track Specialties supports organizations dedicated to improving the lives of children, helping those with cancer and other diseases, and focusing on conservation, as well as faith-based organizations and universities.

In 2013, Glaze co-founded the nonprofit organization Building New Foundations, which focuses on disadvantaged youth and those in foster care. The idea to start the foundation began when friends and colleagues offered to perform project improvements for a residential treatment center serving boys who had been abused or neglected.

"Giving back is part of our company's DNA," Glaze said. "Serving the community gives us purpose and brings us together. Working with foster kids taught us every move they go through is another traumatic event. If we can reduce their moves by one, it's a big deal."

When Hurricane Harvey hit the Gulf Coast region in 2017, Glaze and Building New Foundations quickly reacted to help ensure foster children would not be uprooted. "We shifted gears and became a response team," he said. "We sent teams to foster homes to make them livable. This was an uncertain time, and we wanted to provide a sense of security."

Community members also play a contributing role in Building New Foundations. They help organize and complete improvement projects. Glaze said the organization also has established a mentorship program for the children.

"Once you serve as a mentor for the kids and hear their stories, it can break your heart," Glaze said. "Many of them have been failed so much. But when you see that glow and spark in their eyes, there is nothing like it. It's amazing to try to breathe life into them and see change. Being in a position to serve others is one of my greatest privileges."

Glaze and several Fast Track Specialties employees volunteer on their own time and for company-sponsored events like the Bike for Little Heroes ride, which honors children and/or younger siblings of Purple Heart recipients.

"You've never met anyone who is more giving than John," said Jennifer Whiting, Fast Track Specialties vice president. "He is the epitome of giving. If you were to look up 'giving' in the dictionary, John Glaze would be there."

Whether volunteering or helping a new client, Glaze is always looking for ways to challenge himself and grow his business. He serves on industry-related boards and routinely attends conferences to stay on top of trends. He also helps lead the next generation of entrepreneurs by speaking at colleges and universities.

Glaze is passionate about education, and his company often offers internships to students looking to gain experience in the construction industry.

"I was happy to learn SFA will begin offering a new degree in construction management in fall 2019," Glaze said. "This is exciting on many levels, as it will help the construction industry continue to diversify with more women and minorities entering the field, and it also provides opportunities to help fellow Lumberjacks."

While every day is different for Glaze, one thing that remains constant is his emphasis on hard work, integrity and faith. A newspaper printer's plate attached to the wall in the Fast Track Specialties' conference room highlights the July 20, 1969, moon landing and has special significance to Glaze. It reminds him of his days rolling newspapers and acts as a silent motivator to always shoot for the moon. ★

## FAST TRACK SPECIALTIES

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# 'Jacks of All Trades / With Chuck '80 and Denise Nelms '81



## THE SKY'S THE LIMIT: Couple's drone business takes flight

STORY BY EMILY BROWN '17 / PHOTOS BY HARDY MEREDITH '81

**CHUCK '80 AND DENISE** Nelms '81 have seen their dreams take flight — literally. The couple, who lives in Kemah, own and operate Pelican View Drone Services, a commercial drone company providing aerial high-definition images and cinematic aerial videos for their Houston-area clients. Chuck, a Federal Aviation Administration-certified drone pilot, and Denise, the company's sales and marketing manager, started their business in 2017.

Denise grew up in Alvin and was a member of her high school's marching band. Her passion for music led her to Nacogdoches, where she joined the Lumberjack Marching Band and met her future husband. Chuck, a Longview native, played bass trombone in the LMB, and Denise's instrument of choice was the bassoon.

The pair was good friends until Denise's junior year when, "The timing was finally right."

"One of us was always dating someone else," Denise said. "At the beginning of my junior year, we went on a date, and we've been together ever since."

Although they each loved music and were dedicated band members, Chuck majored in business administration, and Denise pursued her degree in broadcast communications.

After graduating from SFA, the couple married and soon moved from Dallas to Detroit, Michigan, where Chuck worked for Electronic Data Systems, an information technology services company.

Later, they moved to Florida, where Chuck worked for AC Nielsen, a global marketing research firm. The couple eventually settled in New Hampshire, where they raised their two daughters, with Chuck working for Liberty Mutual Insurance.

In 2011 the Nelms decided to return to Texas. Chuck worked in the information technology sector, and Denise served as a flight attendant in private aviation. Life rolled along for the couple until everything changed on Christmas day 2015 when a gift launched them into a new career path.

"I surprised Chuck with a drone for Christmas," Denise said. "I was hoping it would become a fun hobby. However, his first flight ended with the drone in a tree."

But that didn't stop Chuck from wanting to learn more about flying it.

"I attended Drone Command Live, a seminar that provides

comprehensive training on how to start and run a drone business. I also kept practicing."

Soon, he purchased additional drones and opened Pelican View Drone Services. His first jobs entailed taking aerial photographs and video for real estate. A few months passed, and Denise decided it was time to join her husband's business venture. She uses her broadcast communications degree to help market the company.

With an eye in the sky, Pelican View Drone Services does a little bit of everything, from taking photos and videos to creating business marketing materials to photographing boats and luxury yachts.

Their subsidiary business, [checkyourboat.com](http://checkyourboat.com), provides a way for boat owners to check on the condition of their vessel without having to be there. After purchasing a subscription, the Nelms send a drone pilot to take aerial photos of the boat, then these are emailed to the client.

"Hurricane Harvey initiated the idea for [checkyourboat.com](http://checkyourboat.com)," Chuck said. "Our hearts were broken for friends and neighbors whose boats were damaged or capsized because of the storm. There was so much uncertainty and worry, but because the roads in many areas were impassable, it was not possible for people to check on their boats. This is a way to help provide peace of mind."

Looking forward, the Nelms are concentrating on expanding their scope of services to include mapping, measuring, inspections and surveying for engineering and construction projects. Chuck continues to refine his drone-piloting skills and stays up to date on drone technology and changes to federal aviation laws regarding drone flight.

The couple said they are having the time of their lives doing what they love.

"Almost 40 years ago, we started our life's journey together," Denise said. "There have been some twists and turns. It's very special to both of us that we are building our business together. The sky is our limit." ★

### PELICAN VIEW DRONE SERVICES

📍 @pelicanviewdroneservices    🌐 @PelicanViewDroneServices

👤 William C 'Chuck' Nelms    🌐 pvdroneservices.com



# LUMBERJACKS MAKE GREAT PITMASTERS

STORY BY JOANNA ARMSTRONG '17

## PASSION FOR BARBECUE LEADS ALUM TO OPEN NACOGDOCHES' FIRST FOOD TRUCK

**THE OLDEST TOWN** in Texas is serving a bold, original flavor with the help of pitmaster Brendyn Todd '13, owner of Nacogdoches' first food truck, Brendyn's BBQ.

Breathing new life into barbecue favorites, Todd partners with local businesses to couple food sourced from quality ingredients with attentive customer service for an unforgettable experience. And with two mentions in Texas Monthly in less than two years, it's clear people are taking notice.

"I didn't realize how much I loved barbecue until I found it," Todd said. "I was definitely born for it." ➔

## THE BEGINNING

Todd has always had a passion for the barbecue pit but was working full time at Chick-fil-A toward ownership after graduating from SFA with a degree in communication and a minor in business communication. A career change hadn't crossed his mind until he visited Franklin Barbecue in Austin where his desire to tap into "crazy barbecue culture" was born, he said.

"There were 400-plus people in line, but the guy cutting the meat for me was treating me like I was the only customer in the whole restaurant, and I loved that," he said.

This attention to detail, despite the large daily crowds the business catered to, impressed Todd and sparked an idea.

"I could still have that Chick-fil-A friendly atmosphere and culture, but I could do it with a product that was my own and original," Todd said. "That's what I was more passionate about."

Deciding to try it out, Todd took catering jobs while continuing to work at the restaurant, funneling any profits back into his business to buy equipment. After catering for a few years, his popularity grew until it became difficult to keep up with both jobs. Todd went to work at Chick-fil-A at 6 a.m., worked a 10-hour shift and then headed straight to the barbecue pit — only to start over again the next day.

"I was working 18- or 20-hour days," Todd said. "It was tough, but it was just part of it."

## BRENDYN'S BBQ

When Todd heard Nacogdoches' ordinance regulating food trucks was going to be revised, he bought a truck and prepared to open, leaving Chick-fil-A to focus full time on his business.

"The night before we opened, I was driving home and started crying. I thought, 'Tomorrow's the first day of my dream job becoming a reality,'" he said. "So, I just cried like a baby in my truck, and then I went to work."

His first day of operation was a cold, rainy January afternoon, but even with the adverse weather conditions, he sold out in less than two hours — a trend that continued for the next few weeks.

"That just reminded us how much we loved Nacogdoches because Nacogdoches was there for us on our

very first day, and it's been there ever since," Todd said.

Brendyn's BBQ serves a variety of options, from entrees of brisket, ribs and chicken to sides of jalapeño creamed corn and potato salad.

To round out the meal, he offers a smoked lava cake for dessert and peach Coca-Cola. The food truck parks at downtown locations that include Red House Winery and Fredonia Brewery.

Todd's specials include the Ramsey, a brisket and sausage sandwich with slaw and sweet sauce; the Garebear, a sandwich piled with brisket, pork and sausage; and the Pig Apple, a pork sandwich with slaw and green apples on top of a brioche bun, featured in Texas Monthly as one of the Best Texas BBQ Bites of 2018.

Additionally, Brendyn's BBQ has received recognition at various local competitions, voted Best Barbecue, Best Ribs and Best Food Truck by The Daily Sentinel's Best of Nacogdoches and Best Entrée at Taste of Nacogdoches.

While Todd says he doesn't have a favorite menu item, he has a special liking for the brisket, sourced locally from Garrison and rubbed with salt, pepper and coffee grounds from local gourmet coffee roaster Nine Flags Coffee Roasters.

"It's like asking me which of my kids I love the most," he said. "But if I had to give respect to any one thing, it would be the brisket. I feel like it encompasses all of Nacogdoches."

## PLANNING FOR THE FUTURE

Though Todd's first love will always be the food truck, he's looking ahead to what's next and planning to open a restaurant in conjunction with the truck.

"I celebrated my first anniversary this year, and now I'm looking at restaurant space," he said. "I wasn't expecting to be doing that for five years. We're blessed."

In the meantime, he's focusing on creating a "legacy through opportunity and loyalty" and continuing to partner with local businesses to offer the food he's passionate about.

"I would love for a billboard to read, 'Lumberjacks Make Great Pitmasters,'" Todd said. "That's my next goal." ★

*Photos courtesy of →  
1104photography.com*

## BRENDYN'S BBQ

📍 @brendynsbbq 📍 @Brendynsbbq

📍 @brendynsbbq





**TOP RIGHT:** Chef Todd Barrios assists a student at the Lumberjack Express mobile food lab.

**BOTTOM:** From left, Justin Pelham, clinical instructor; Dr. Chay Runnels, hospitality administration coordinator and associate professor; Dr. Donna Fickes, clinical instructor; and Todd Barrios, chef instructor; were instrumental in bringing the food lab to SFA.



# LEARNING ON WHEELS

Lumberjack Express mobile food lab provides new culinary experience

STORY BY JOANNA ARMSTRONG '17 / PHOTOS BY HARDY MEREDITH '81

**STUDENTS IN SFA'S** School of Human Sciences are getting out of the classroom and into the kitchen with the Lumberjack Express mobile food lab.

The only one of its kind in the state, the learning laboratory began serving in February and immerses students enrolled in a mobile food management course in an experience designed to give them a closer look at the food truck industry.

During the semester, students prepare meals every Tuesday and Thursday based on different themes, such as Texas barbecue, Asian, Mediterranean and European, and serve from the Lumberjack Express located on the SFA campus.

Four faculty members were instrumental in bringing the truck to campus: Dr. Chay Runnels, hospitality administration program coordinator and associate professor; Dr. Donna Fickes, clinical instructor; Todd Barrios, chef instructor; and Justin Pelham, clinical instructor.

"Students learn how to plan, prepare, serve and operate in a new environment that is not your typical brick-and-mortar setting," Barrios said. "They critically think about how to execute and guarantee fast, quality service and get to experience the joy from their customers because everything happens right there with only a window dividing them."

Under Barrios' direction, hospitality majors prepare the

cuisine while service is provided by students enrolled in a customer relations course taught by Runnels. Not only do students develop their ability to work quickly and efficiently, but they also hone their customer service skills, Runnels said. As the courses develop, students also will be taught the business side of the food truck industry, from concept, planning, regulations and licenses to product and profitability.

"The students loved the opportunity to prepare unique street food menus," Barrios said. "They gained experience by having to figure out production and service plans based on each menu's requirements. And, of course, they loved eating!"

With the experiential learning the lab offers, students put what they learn in the classroom to use, preparing them for an evolving job landscape.

"We have to create learning opportunities that transcend into realistic job opportunities within our industry," Barrios said. "As the industry changes, so should how we prepare its future employees and leaders." ★

## LUMBERJACK EXPRESS

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# 'JACK TALK

Facebook - SFASU  
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Use #AxeEm or #SFAJackTalk on social media.



So blessed in my lifetime with @SFA\_Football brothers and former players! Good luck to the new SFA football coaching staff!

@COACHDELATORRE / TWITTER



Briggs is ready to be a Lumberjack! #AxeEm

@INGVARDSENCFISD / TWITTER



It feels good to be a Lumberjack! #AxeEm  
#FutureLumberjack

@LAPROFEMONI / TWITTER



We #AxeEm all the way from Mexico!

@JPOOLE145 / TWITTER



Our future Ladyjack trying the new sandwich shop in Nac.

MD LOFTIN / FACEBOOK

This beauty has been keeping this teacher hydrated throughout the day. I've had this since my freshman year in college, 2003.

@SARAEWATSON5 / TWITTER



I am so fortunate I was able to be one of 16 selected to attend Youth Game Warden Camp this year. Looks like I'm headed in the right direction by attending @SFASU in order to become a @TexasGameWarden.

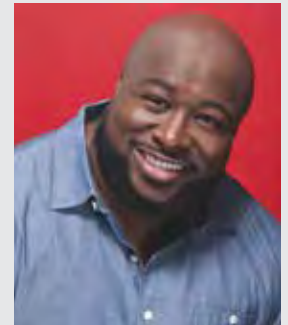
@TAYLORCMCDANIEL / TWITTER



A big thank you to Brent Broussard '86 for all his help to orchestrate SFA University Night with the Houston Astros!

@SFA\_ALUMNI / INSTAGRAM

# Work Space / Inside Cleo House's Office



**CLEO HOUSE**  
Director  
School of Theatre

1. A collector of wooden masks, House often receives them as gifts from close friends. The masks hanging beside House's desk are from India, Mexico and Thailand.
2. The bird-shaped finial is a keepsake from the play "Miss Julie," which House directed in 2017. The object was one of several bird figurines needed for the play. In one scene, a servant beheads Miss Julie's prize pet canary, so a stockpile of bird figurines was needed for the production. House said this figurine is the lone survivor.
3. House won this large wooden spoon, which was carved from an axe handle, at a College of Fine Arts Dean's Circle fundraiser.
4. Members of the School of Theatre's Alpha Psi Omega National Honor Society made art pieces for theatre faculty members by using the letters in their first name to describe their personality. House's letters are: C: Charismatic; L: Leader; E: Energetic and O: Optimistic.
5. This poster is important to House because it's from the first Mainstage production he directed at SFA, "Sweat" by Lynn Nottage.
6. "Aida," a musical by Elton John and Tim Rice based on the opera of the same name, is one of House's favorite musicals. He saw the show on Broadway three times with three different actresses in the lead role: Heather Headley, Toni Braxton and Deborah Cox. This book, "Elton John & Tim Rice's Aida, The Making of a Musical," features details about the production.
7. A tiny replica of the Colosseum sits atop House's desk. The trinket is a gift from a colleague who picked up the item while on vacation in Rome and knew of House's fascination with movies set in the ancient amphitheater, like "Ben-Hur" and "Gladiator."
8. House acquired these William Shakespeare bookends while visiting Stratford-upon-Avon on a study-abroad trip to England. As a theatre director, the trip was especially meaningful to House, as he and the students visited the birthplace and gravesite of Shakespeare.
9. House is the self-described No. 1 fan of Janet Jackson. He has been to five of her concerts and purchased every album, CD, reissue and remix. Although he enjoys all types of music, House said Jackson tops his playlist because she produces music for all of his moods and is among the best live entertainers.
10. This fall, the SFA School of Theatre will showcase Shakespeare's play "Titus Andronicus." Said to have been written between 1588 and 1593, it is often seen as Shakespeare's first attempt to emulate the violent and bloody revenge plays of his contemporaries, which were popular with 16th-century audiences. The play opens in November, and House is already busy prepping for the production. ★





**B**rightness, lightness and creativity best define The Paper + Craft Pantry space as much as its owner, Pei Sim '10.

Walking through the doors of the East Austin storefront, one is greeted by the scattered pink, purple, green and blue hues of felt flowers, fresh notebooks, cotton candy-colored stationery and tiny potted plants.

Looking up, the open-concept ceiling of industrial ductwork belies the store's warmth. As eyes descend from the metal rafters down the white walls, the space fills with the soft colors of a 36-foot greeting card wall and milky pens, highlighters and markers sequestered in plastic cubbies. To the left is a cordoned-off area with chalkboard remnants of the last craft workshop hosted here.

The retail craft store is an embodiment of Sim's style and passions. Dressed in her graphic tee of multicolored cartoon fruit under a light blue overall dress, she tells of how a love for paper and the nostalgic comfort of tactile arts, like writing a letter to a friend or creating your own greeting card, grew into a business.

"I've always loved paper," Sim confessed, "so I really wanted the store to focus on stationery. At our first location, I started working with 16 different designers to feature their paper goods, and we've grown a lot since then. Now, we work with about 90 different designers."

Entrepreneurship has not always been Sim's goal. Her company's story, as many small business owners can attest, is one of risk and courage.

#### LAYING THE GROUNDWORK

From the get-go, Sim has held complex interests. She graduated from SFA with dual degrees in sociology and dance and, after spending her final semester studying abroad in Italy, she returned home to a bit of uncertainty about her future.

"Out of college, I really didn't know what I wanted to do, so I actually worked a lot of random jobs first," she said. "I feel the best way to know what you want to do is figuring out what you don't want to do, so I worked in retail for a year and then at a corporate office. Those experiences still help me today."

Sim had played around through the years with doodles and crafts, not thinking of them as anything other than a hobby. But it was during her last "real job," as she terms it, working in a human resources department, she had an impulse to turn her creative scribbles into something more.

Sim taught herself how to scan in designs, digitize and print them. Then in 2013, she took a few stationery creations to a holiday craft market, "and that was the first time I thought, 'I can really do this.'"

Rather than work less, Sim took on more hours, working her full-time job during the week, teaching dance part time in the evenings and working retail on weekends. Her initial goal was small — save enough money to make and sell more stationery. Little did she know how far this financial plan would take her. ➔

STORY BY CHRISTINE BROUSSARD '10  
PHOTOS BY ROBIN JOHNSON '99



“The silver lining was knowing I was just going to work that many hours for a short amount of time, then I could leave and try running the business without a lot of [financial] pressure,” Sim said. “My friends remind me of how I would say, ‘Oh, in six months I’ll go back and get a real job.’ Now, it’s been almost six years.”

### BUILDING A BUSINESS

When the lease ran out on her Houston apartment in 2014, Sim was feeling restless and ready for change. Austin was a simple three-hour drive, so she took a chance and moved, expecting it to be a pit stop.

The next year, Sim had leased and opened a small storefront on East Sixth Street in Austin.

“It really was a warehouse,” Sim said. “There were no windows. You just had no idea what we did until you walked in.”

As The Paper + Craft Pantry grew and Sim remained aware of the location’s constraints — tricky parking and a depressing industrial ambiance juxtaposed against chipper stationery — she set out to find a new location. The real estate search presented its own challenges.

“Real estate is very expensive in Austin, and as a small business, my budget wasn’t huge. I also found it difficult being a woman who maybe looks younger than she really is,” Sim said. “People would not take me seriously.”

In June 2016, Sim signed a letter of intent to relocate her business to a facility still under construction in East Austin. She moved in two years later and opened the shop within two days of receiving the keys.

### ‘THE LITTLE THINGS’

Building relationships with both customers and other artists has been key for Sim’s professional success.

For example, when asked to represent small businesses on a panel at South by Southwest, a major multiweek arts festival and conference in Austin, Sim found herself discussing business practices alongside

representatives from Bumble, a social and dating app, and Whole Foods Market. An Instagram representative moderated the panel.

“I was terrified,” she laughed. “But knowing public speaking is still scary, I’ve been trying to say yes to it more.”

The opportunity was one of several testaments to how far she’s come professionally. The Paper + Craft Pantry offers a huge retail selection of designers from across Austin, the state and beyond. Unique to Sim’s business, the company also offers almost weekly craft-based workshops, like cross-stitch and watercolor. Word of these gatherings spread so far, individuals from outside Texas contact Sim with requests to host their own weekend how-to classrooms.

“We did a power tools workshop last year,” Sim said before describing one woman who drove from Round Rock to attend. “Her husband had passed away, and she had always wanted to learn how to use power tools. She was very nervous, but by the end of the class, she was so proud of herself. She had a little bit of sawdust on her and was meeting her son for lunch. She told me, ‘I’m not dusting this off my sweater. I need him to see I made this.’”

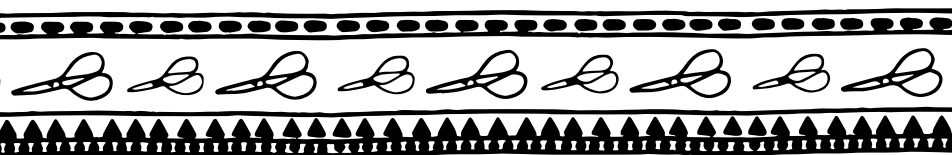
Running a business has certainly been a process for Sim. Days can be long and some customers unpleasant. There also is the matter of carrying all the responsibility of the business’ success on her shoulders. But most days, Sim finds her East Austin shop is a bit of a byway where life’s random moments converge, like the woman who bought a card monthly to mail to her fiancé serving in Germany. He unexpectedly dropped by the store one day to pick out a card in which to write his wedding vows.

Stories like these remind Sim on tougher days why she took the financial and creative leap and started The Paper + Craft Pantry.

“A girl came in the store over the weekend and was standing very still. I asked her, ‘Is everything ok?’ and she said, ‘I’ve had a really hard week, and I’ve wanted to just come be in this space. It’s my favorite to be in.’ I’m often not sure whether I’m doing it right, but knowing we have that space for people feels amazing. It’s the little things.” ★



Sim's office is as colorful as the rest of The Paper + Craft Pantry space, with a wall of artwork by fellow artists and business owners hung beneath a bright green paper-mache plant. The office serves as a museum of sorts to the many craft workshops she has held through the years.



#### THE PAPER + CRAFT PANTRY

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 thepapercraftpantry.com

# Advising 101

## Learning to be Entrepreneurs

BY DR. RAYMOND JONES

Assistant Professor of Strategy and Entrepreneurship



### IF WE CONSIDER

entrepreneurship as a process of exploring novel opportunities and exploiting value from them, then we can view it as a learnable experience and, therefore, anyone can develop the skills and

capabilities to better navigate it.

That said, it can be difficult for many adults to break away from their predispositions to take full advantage of an opportunity. Thus, I recommend we look at our children as great entrepreneurial examples. Below, I offer a few lessons we can learn from kindergartners on how to become better entrepreneurs.

Kindergartners make decisions based on the evidence in front of them. They lack the knowledge or experience to assume. To the contrary, adults automatically make assumptions based on their knowledge and experience, which can be helpful, but also can lead to assumptions that negatively influence their decisions.

When we look at kindergartners, we see they are curious about their surroundings. Whether at home or school, they continuously ask questions and seek new information about the world. Compare this inquisitiveness to the predeterminations many adults bring to a situation, which can close their minds to new ideas.

Consider a situation where you have envisioned a great idea for a new product you think you can successfully make and sell. You write your business plan, lease office space, hire employees, etc. Then, you launch the business, and no one needs or wants your product.

Now, consider a kindergartner learning to ride a bike. First, the child becomes familiar with the bicycle by practicing on training wheels with mom or dad providing pointers and encouragement. Later, the training wheels come off, and of course the child will fall, but with each fall the child builds confidence and is able to travel farther and farther. Soon, the child is an accomplished bike rider.

Like learning to ride a bicycle, becoming an entrepreneur is a process. One success leads to another. It takes practice (experience) and encouragement (mentorship). Trying to accomplish too much too soon can lead to failure. Starting small, learning from each success and failure through practice and experimentation can help make the entrepreneurial process easier to manage.

Yes, there is much adults can learn about entrepreneurship from watching children. It won't happen overnight, but if you keep progressing, you're likely to find yourself on the road to success. ★



# A BLOOMING BUSINESS

STORY BY CHRISTINE BROUSSARD '10

PHOTOS BY ROBIN JOHNSON '99

*Alumna  
achieves  
success in  
the floral  
industry*

**N**OT MORE THAN six years ago, Kayli Head '08 sat in an eatery in Wimberley on the verge of tears.

Just months before, she and her husband, Derek '09, had moved halfway across the state to the burgeoning city of San Marcos, where Kayli took a job at an area florist. She had always dreamed of making a career out of flowers, and now, in the midst of her first solo gig with the company — during most of which she and Derek spent refortifying her arrangements against strong winds and taking flak from a particularly stern wedding planner — Kayli's determination faltered.

"I remember taking a picture of her at lunch and telling her, 'You've got this, Kayli. You're

going to look back at this picture one day and wonder what you were worried about,'" Derek said, seated next to Kayli in the couple's current floral shop on the San Marcos square.

He was not wrong. Now, four years after creating her own company, The Bloom Bar has doubled its business every year. In 2018, Kayli created floral designs for approximately 100 weddings. This year, she is averaging five to six events each weekend.

"When you're on the other side of it, it seems so scary to launch," Kayli said. "You don't know if it's going to be successful. You don't know if you're going to starve and be destitute. Now, I think, 'What was I afraid of?' I'm so much more likely to take risks now." ➔



**LEFT TOP:** Draped in a work smock with clippers in hand, Kayli Head preps a flower arrangement in her downtown San Marcos studio.

**LEFT BOTTOM:** Kayli provides last-minute tweaks to a backdrop she created for a Buda bridal photo shoot.

**MIDDLE TOP:** Succulents and lush greenery pack The Bloom Bar's interior, sunbathing in light seeping through the storefront's windows.

**MIDDLE BOTTOM:** After the company's continued growth, Kayli's husband, Derek, quit his job and now serves as the The Bloom Bar's full-time "life-hacker" by assisting wherever he is needed.

**RIGHT:** While restoring The Bloom Bar building, a historic tin ceiling and decades-old murals were revealed, which the Heads feel adds beloved character to their floral studio.



## BUDDING LOVE

Kayli's love for the art of flowers stretches back as long as her and Derek's relationship.

"We went on our first date when we were 14," Derek said.

"We were really cheesy," Kayli laughed, the two of them throwing glances at the other. "Like, my mom dropped us off at the movies."

Both attended high school in Garland, where Kayli took a floral design class at age 14. Two years later, she nabbed her first official job at a local florist.

"Everyone took [the floral design class] as a blow-off class except me," she recalled. "For the first arrangement we ever made in class, I remember the people next to me were fumbling with stuff, and I was like, 'If you do it this way and spin it like this ...,' I was hooked."

Kayli joined her high school's FFA and took part in floriculture competitions through the organization. She competed in one such event on the SFA campus, unaware the university held an important future for her.

After high school, Derek went to West Texas A&M University, and Kayli enrolled at SFA.

Though no longer dating, they both "stayed really good friends — best friends" for several years until Kayli heard Derek had transferred to College Station.

"It's one of my favorite memories," Kayli said. "I was standing in front of Steen Hall in a toga, and I called Derek on my flip phone and said, 'I heard you're in College Station. I'm going to come visit you tomorrow.'"

A visit turned into dating. Then dating turned into Derek's enrollment at SFA, and their renewed proximity eventually led to marriage.

## PROFOUND IMPACT

After graduating from SFA, where Kayli earned a degree in mass communication and Derek a degree in health science, the Heads stayed in Nacogdoches for several years, each getting a job in her/his respective field.

Early on, Kayli had toyed with the idea of pursuing a floral design degree but convinced herself it was more expensive and less practical. With a communication degree in hand, she was hired as a marketing

communications specialist at SFA where she wrote stories about alumni for Sawdust.

"SFA truly set me up for success," she said. "Especially as a member of the Student Activities Association, I got a taste of the event world. Then, of course, working at the university was awesome. It's come full circle, because I remember interviewing people for Sawdust and being inspired by alumni who came before me. I'm also grateful I finally got Derek to come to SFA. We loved it there. It made a profound impact on my life."

## HEADED WEST

In 2013, Derek took a grant-based job in Lockhart as a community gardens coordinator for Seton Healthcare Family, where he worked to improve public access to healthy food. The couple opted to settle in San Marcos because of its small-town feel, yet close distance to several major cities.

While working with an area florist, Kayli landed a Main Street coordinator job with the city of San Marcos, which opened up a network of business connections that would



benefit her future floral company in major ways.

“I loved it. I got to be really creative and did all the downtown district’s advertising and events,” Kayli said. “I met all the business owners downtown, and that’s when I was introduced to the idea that I could have my own business, because I saw people successfully doing it.”

She later took a Main Street job in Bastrop and, after realizing it didn’t fit her talents in the same ways as San Marcos had, she leaped.

“I started my business in 2015 and took on some of my first gigs,” she said. “Then I started my home studio in early 2016.”

### EVERYTHING’S COMING UP ROSES

In June 2016, Kayli moved The Bloom Bar into a San Marcos downtown storefront, working alongside the businesses she had for so many years watched grow.

“It happened really quickly,” she said. “I was sponsoring lots of parties just to build content. I didn’t have a massive fund — I think I started with \$500 — but I popped up a website, arranged a few flowers and took them to people.”

In a position to cater to clients in multiple major nearby cities, Kayli quickly took to networking.

“I had made some connections along the way and called those people and said, ‘I started my own business, if you need floral work.’ It was almost instant,” Kayli recalled.

Derek was in real estate at the time, but as Kayli’s business bloomed along with her need for weekend assistance, he decided to quit and join her.

The Bloom Bar now has a core of five employees and works with various freelancers, as needed. As her business grows, Kayli continues to find herself venturing into new creative territory. She’s taken on engineering major installations using various materials for corporate events, including Mercedes, PayPal, Formula One, Apple, Firefox and South by Southwest.

In The Bloom Bar’s first two years of operation, Kayli won two International Live Events Association awards and two local awards — Downtown Business of the Year and Emerging Business of the Year by the

San Marcos Chamber of Commerce. She also co-created a local chapter of the Rising Tide Society, which connects creative entrepreneurs to foster “community over competition,” according to its website.

As a business owner, Kayli struggles with finding the time to relax and spend time away from work, although she says it’s getting easier. She’s also begun taking on fewer but larger projects, which has lessened the chaos of coordinating several small events at once.

Kayli doesn’t have much time nowadays to look back at the photo of herself, distraught after her first gig and uncertain about the future, because the future Derek predicted has arrived, and the Heads are busy living out their dreams. ★

### THE BLOOM BAR

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# Lumberjacks Hiring Lumberjacks

## A win-win for all!

STORY BY DONNA PARISH '99 & '07

**DID YOU KNOW** SFA can help you find your next employee?

SFA's Center for Career and Professional Development offers numerous services to help employers and students connect.

Through résumé critiques and mock interviews, CCPD staff members prepare Lumberjacks for career expos, which are held on campus, and assist them with Handshake, an online career management service used by more than 700 colleges and universities to help Lumberjacks link to potential employers.

"There are many advantages to hiring SFA alumni," said Jamie Bouldin '05, CCPD director. "We hear comments all the time from employers stating that our alumni are skilled at problem-solving, decision-making, leadership and communication, which are exactly the skills employers are seeking."

At career expos, students and potential employers meet face to face. Typically, about 300 students attend the expos. Some expos are geared to a specific profession, like nursing or teaching, while others are open to all majors. There is a fee for employers to attend the career expos. Fees vary depending on the event.

"The expos are the only service we offer that involves a fee. Everything else we do is completely free to the employer," Bouldin said.

Employers are notified about upcoming career expos through email and referrals from SFA faculty and staff. All employers connected to CCPD through Handshake receive notifications of upcoming career expos. Students receive notifications through emails, posters, flyers, social media posts and announcements on mySFA, the university's intranet portal.

Employers can recruit students for free using Handshake. Once the account is created at [joinhandshake.com](http://joinhandshake.com), the employer connects to SFA to sign up to attend career expos and post jobs and internships.

"Handshake is a great way for all employers to find qualified candidates," Bouldin said. "It can be especially beneficial for smaller companies and nonprofits that may not have extensive budgets for recruiting."

Each employer requesting to connect with the university is researched by the CCPD team to ensure it is a good fit for SFA and that the employer provides legitimate opportunities for candidates.

"Attending recruiting events has been very helpful, as we're able to market our career opportunities to potential candidates who are getting ready to transition into the professional world," said Austin Propes '12, parts manager for Mustang Cat. "Utilizing Handshake gives us a quick opportunity to get to know the students in more detail so we can take the next step in the hiring process."

It's not just employers and SFA students who can benefit from CCPD's services. SFA alumni also can utilize all services for free, for life.

"It is extremely rewarding to work with students and alumni to help them meet their goals," Bouldin said. "Last year, I worked with Nathaniel Blakley, a graduate student who was seeking a collegiate teaching position. During the course of several meetings, we reviewed his résumé and professional profiles, established goals for his job search and discussed how to navigate job offers and salary. He was offered an adjunct position at a community college and recently sent a message he had been promoted to a full-time role. He did the work to get there, but he utilized our office as a resource and for support."

Students also can take advantage of the CCPD's career closet, which provides business casual and business professional clothing for students to borrow for free. The clothing may be utilized for students to attend interviews and career expos, during class presentations, or in any situation where the student needs to dress professionally. Items are dry cleaned between each use, a service sponsored by alumni-owned VIP Cleaners.

"Finding a job can be super stressful," Blakley '13 & '18 said. "Having someone I could ask questions to and receive career advice from was immensely helpful. The skills I learned about résumé writing and interviewing made it possible for me to get the job I have doing exactly what I want. I would not have had a fraction of the success I have today without the support of the CCPD."

For more information on the CCPD and how you can register your company to receive notifications about upcoming career expos and other events, contact Bouldin at (936) 468-3305 or [ccpd@sfasu.edu](mailto:ccpd@sfasu.edu). ★

**FOLLOW US @SFACCPD**



# Athletics News

## NATIONAL CHAMPIONS

**POWERED BY THE** play of NCAA Championship MVP Paige Beeney and NCAA Championship All-Tournament team selection Dakotah Hazlewood, the SFA bowling team captured the program's — and SFA's — second NCAA Division I national championship in April by defeating top-seeded Vanderbilt University. The Ladyjacks rebounded from a setback in game one and emerged as victors in the next four games to claim their second national championship in four years. Beeney and Hazlewood became the only student-athletes in SFA history to win multiple national championships. ★

### TOP ROW FROM LEFT:

*Sarah Gill, Annie Leihardt, Dakotah Hazlewood, Dakota Faichnie and Amber Whitcomb*

### BOTTOM ROW FROM LEFT:

*Megan Eaglehouse, Carlene Beyer, head coach Amber Lemke, Sarah Voiers and Paige Beeney*



## 2019 MLB DRAFT

### TWO MORE LUMBERJACKS

joined the MLB ranks in June when senior right-handed pitcher Trayson Kubo (right) and junior right-handed pitcher Alex Palmer heard their names called on the final day of the 2019 MLB Draft. It marked the first time in eight years that multiple SFA players were chosen.



Kubo, who hails from Waipahu, Hawaii, was chosen by the Oakland Athletics in the 24th round after a two-year career at SFA. Palmer, who hails from Arlington, remained in his home state after the Houston Astros chose him in the 20th round. ★

## ALL-AMERICANS

**NOT ONLY DID** SFA enjoy great success at the Southland Conference Indoor and Outdoor Track and Field Championships, it maintained its reputation as one of the nation's premier programs by seeing a number of student-athletes claim All-American honors at the NCAA Indoor and Outdoor Track and Field Championships.

At the NCAA Indoor Track and Field Championships in Birmingham, Alabama, freshman pole vaulters Nastassja Campbell and Branson Ellis became All-Americans in their first appearance at the national meet. Campbell cleared a height of 4.26 meters to post a seventh-place finish on the women's side, while Ellis soared over a bar set at 5.58 meters to a ninth-place finish on the men's side.

## TRACK AND FIELD

**ONE OF THE MOST** decorated programs across all of SFA's 18 NCAA Division I sports, the Ladyjacks' track and field squads captured both the 2019 indoor and outdoor Southland Conference titles.

It's the sixth time the Ladyjacks hoisted both the indoor and outdoor Southland Conference championship trophies in the same year and upped the number of Southland track and field titles to 25. ★



A little more than three months later, Campbell and Ellis competed at the NCAA Outdoor Track and Field Championships in Austin. Campbell was joined by senior Madison Pecot, and together they became one of two sets of teammates in women's pole vault to earn All-American honors. Pecot vaulted 4.20 meters en route to a ninth-place finish while Campbell finished in a tie for 16th to finish as second-team All-Americans. Ellis cleared the 5.50-meter bar on the men's side to finish 11th, claiming a second-team All-American honor.

SFA's only participant in a track event at the championships was its 4x400-meter relay team of Cayla Burch, Daijia Carr, Imani Nave and Aaliyah Teel. That group received second-team All-American honors after securing a 15th-place finish. ★

# VISIT. SHOP. EAT. SLEEP.

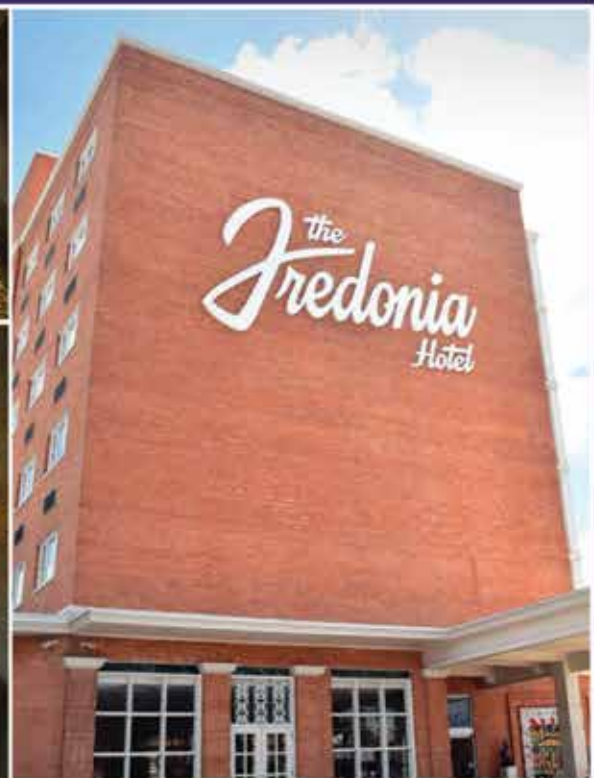
THE **FREDONIA** HOTEL

*the  
Fredonia  
Hotel*

200 North Fredonia Street  
Nacogdoches, TX

(936) 564-1234

thefredonia.com  



# From the Association

“This year’s Alumni Awards recipients are highlighted in this issue of Sawdust. Take time to read about these fellow alums and remember, it’s not too early to start nominating alumni for next year’s awards.”



## HOMEcomings

**WEEKEND IS** a terrific time to return to campus, see what has changed and participate in a variety of on-campus activities. Check out the Homecoming schedule of events in this issue of

Sawdust to view the family-friendly offerings. Also, don’t forget to check out the online auction during Homecoming. There are lots of SFA-themed products, SFA memorabilia and many trips and experiences. The auction will close for bidding at 9 p.m. Oct. 27.

Before the Homecoming football game Oct. 26, please plan to take a few minutes to visit Alumni Corner and enjoy food, drinks, entertainment and great fellowship. Alumni Corner is held at the corner of Raguet and Hayter streets. I’ll be there and hope to see you.

SFA has more than 100,000 living alums scattered around the world, and we are proud of them all. Each year, the SFA Alumni Association recognizes several of our outstanding alumni for their contributions to their professions and community, as well as their dedication to advancing the values and goals of SFA. This year’s Alumni Awards recipients are highlighted in this issue of Sawdust. Take time to read about these fellow alums and remember, it’s not too early to start nominating alumni for next year’s awards. You can do that by contacting the alumni association.

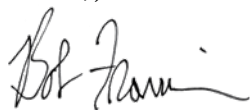
Frequently, alumni association life members contact us and ask how they can continue their support of the association after their initial

membership. One way is through the new Sustaining Life Membership. For \$250 annually, you will receive a purple leather padfolio with the SFA logo. There’s also a \$500 level of support that gives you access to the new alumni association field box at Homer Bryce Stadium. Located in the end zone, these seats will be among the best in the house.

Another way you can help the alumni association and SFA is by participating in a survey that soon will be emailed to you. This survey is a tool we will use to better understand our alumni’s needs and wants. With such a diverse group of alumni, your input is essential in helping us to more effectively serve you.

Lastly, I’d like to take a moment and announce that we are proud to welcome Pamm Coleman, from Houston, as a new director on the alumni association board. When Pamm was an SFA student, she was involved in many activities, including serving as editor of the student newspaper, The Pine Log. We look forward to and appreciate her input and service. ★

Axe ‘em, Jacks!



Bob Francis ’78 – Bullard  
President, SFA Alumni Association

## SFA ALUMNI ASSOCIATION OFFICERS

Bob Francis ’78, Bullard  
president

Charlotte Ashcraft ’80, Nacogdoches  
president-elect

David Madrid ’02, Bossier City, Louisiana  
past president

Mike Harbordt ’63, Nacogdoches  
director emeritus

## ALUMNI ASSOCIATION BOARD

Tony Both ’98, Katy

Larry Brooks ’01, Houston

Reuben Brown ’07, Grand Prairie

Jeremy Cleverly ’98, Mansfield

Pamm Coleman ’80, Houston

Brian Dawson ’03, Conroe

James Drennan ’73, Pittsburg

Mark Friedman ’91, Allen

Sam Khoury ’97, Longview

Steve McCarty ’65 & ’70, Alto

Jaclyn Partin ’08 & ’14, Nacogdoches

Alex Ranc ’11 & ’13, Nacogdoches

Ted Smith ’07, Nacogdoches

Erika Tolar ’02, Spring

Bob Williams ’70, Dallas

## ALUMNI ASSOCIATION STAFF

Craig Turnage ’00 & ’05  
executive director of alumni relations

Amber Lindsay  
assistant to the executive director

Heather Hawkins ’00  
associate director of alumni relations

Samantha Mora ’08  
director of events and engagement

Alicia Roland Chatman ’16  
gifts and records coordinator

Amie Ford ’09 & ’11  
coordinator of events and engagement

Derek Snyder ’01  
coordinator of communications  
and sponsorships

Anne Scamardo  
accountant

Bob Sitton ’60  
director emeritus

## CONTACT

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alumni@sfasu.edu ★ sfaalumni.com

## THE SFA ALUMNI ASSOCIATION

is a nonprofit organization  
dedicated to engaging  
SFA students, alumni and friends  
to create an attitude  
of continued loyalty and support.

# Alumni Calendar /

Visit [sfaalumni.com/events](http://sfaalumni.com/events) for the most recent information.  
Times and dates are subject to change.

## SEPTEMBER

20-22

**SFA Family Weekend**  
Nacogdoches

21

**Alumni Corner Tailgate**  
3 p.m.  
Corner of Hayter and Raguet streets  
Nacogdoches

**SFA Football vs. Nicholls State University**  
6 p.m.  
Homer Bryce Stadium  
Nacogdoches

## OCTOBER

4

**Battle of the Piney Woods  
Kickoff Luncheon**  
Houston

5

**Battle of the Piney Woods Tailgate**  
11:30 a.m. to 2:30 p.m.  
NRG Stadium  
Houston

**Battle of the Piney Woods Football Game**  
3 p.m.  
NRG Stadium  
Houston

7-9

**SFA Ring Week**  
9 a.m. to 4 p.m.  
Pearman Alumni Center  
Nacogdoches

15

**Homecoming Auction Kickoff Celebration**  
5 to 7:30 p.m.  
Pearman Alumni Center  
Nacogdoches

16

**Tuition Raffle Drawing**

25-27

**Homecoming Weekend**  
Nacogdoches

26

**Alumni Corner Tailgate**  
Noon  
Corner of Hayter and Raguet streets  
Nacogdoches

**SFA Football vs. McNeese State University**  
3 p.m.  
Homer Bryce Stadium  
Nacogdoches

## NOVEMBER

9

**Alumni Corner Tailgate**  
Noon  
Corner of Hayter and Raguet streets  
Nacogdoches

**SFA Football vs. University of the  
Incarnate Word  
Senior Day**  
3 p.m.  
Homer Bryce Stadium  
Nacogdoches

**Alumni Member Day at SFA Football**  
Homer Bryce Stadium  
Nacogdoches

## DECEMBER

3

**Senior Send-Off**  
5:30 to 7:30 p.m.  
Nacogdoches

6

**Big Dip Ring Ceremony**  
Baker Pattillo Student Center, Grand Ballroom  
Nacogdoches

9 a.m. James I. Perkins College of Education

1 p.m. College of Fine Arts, College of Liberal  
and Applied Arts, and Arthur Temple College  
of Forestry and Agriculture

4 p.m. Rusche College of Business and College  
of Sciences and Mathematics

**Big Dip After Party**  
Fredonia Brewery  
Nacogdoches

13

**\*SFA Commencement Ceremony**  
**Perkins College of Education**  
6 p.m.  
Johnson Coliseum  
Nacogdoches

14

**\*SFA Commencement Ceremonies**  
**Rusche College of Business and College of  
Liberal and Applied Arts**  
9:30 a.m.  
Johnson Coliseum  
Nacogdoches

**\*SFA Commencement Ceremonies**  
**College of Fine Arts, Temple College of  
Forestry and Agriculture and College of  
Sciences and Mathematics**  
2 p.m.  
Johnson Coliseum  
Nacogdoches

**SFA Gala**  
Baker Pattillo Student Center  
Grand Ballroom  
Nacogdoches

*\*Due to construction at Johnson Coliseum, three  
graduation ceremonies will be held.*

# STEPHEN F. AUSTIN STATE UNIVERSITY ALUMNI AWARDS

THE SFA ALUMNI

ASSOCIATION

ANNUALLY BESTOWS ITS

HIGHEST HONORS ON

INDIVIDUALS WHO HAVE

MADE OUTSTANDING

CONTRIBUTIONS TO

THEIR PROFESSIONS AND

COMMUNITY, COMMITTED

THEMSELVES TO ADVANCING

THE VALUES AND GOALS

OF SFA, AND ENSURED A

BETTER QUALITY OF LIFE FOR

FUTURE GENERATIONS.

## DISTINGUISHED ALUMNI

THE DISTINGUISHED ALUMNI AWARD WAS ESTABLISHED IN 1966.



MICHAEL CALBERT '84



DR. JOHN D. WEETE  
'65 & '68

## OUTSTANDING YOUNG ALUMNI

THE OUTSTANDING YOUNG  
ALUMNI AWARD WAS  
ESTABLISHED IN 1989.



COLE TOMBERLAIN '10

## LUMBERJACK PRIDE

THE LUMBERJACK PRIDE  
AWARD WAS  
ESTABLISHED IN 2015.



STEVE WHITBECK '75



# CELEBRATE MUSIC MEMORIES LUMBERJACKS HOMECOMING 2019

VISIT [SFAALUMNI.COM/HOMECOMING](http://SFAALUMNI.COM/HOMECOMING) FOR THE  
MOST UP-TO-DATE LIST OF EVENTS.



## TUESDAY, OCT. 15

### HOMECOMING AUCTION KICKOFF CELEBRATION

5 to 7:30 p.m. / Pearman  
Alumni Center

Join the SFA Alumni Association, faculty, staff and fellow Lumberjacks as we begin Homecoming with complimentary festival-themed appetizers, cash bar, photo booth, music and the start of our Homecoming online auction. This event is free to attend.

### HOMECOMING ONLINE AUCTION

Begins: 6 p.m. Tuesday, Oct. 15 / Ends: 9 p.m.  
Sunday, Oct. 27

Visit [biddingforgood.com/sfahomecoming](http://biddingforgood.com/sfahomecoming) to bid on your favorite items and help raise money for SFA scholarships.

## TUESDAY, OCT. 22

### 10TH ANNUAL LUMBERJACK HOMECOMING 5K

Registration: 4:30 p.m. / Begins: 5:45 p.m.  
Race starts on the SFA campus near the Cole  
STEM Building

Cost: \$5 for 1-miler (no T-shirt included),  
\$15 students, \$25 faculty/staff/alumni/virtual,  
\$35 community

Prepare for Homecoming weekend with a run around the SFA campus and beautiful Nacogdoches. This event has been moved to Tuesday evening to better engage students, faculty and staff. We encourage out-of-town guests to arrive early in Nacogdoches and join us. You also can participate virtually for \$25 (includes T-shirt) by tagging @sfarec and add #SFA5K to your social media posts. Then, share photos from your run to show your SFA spirit. Prizes will be awarded to best overall male and female times and the top three male and females in each age group. Proceeds benefit the Dr. Raymond Lee Worsham Scholarship.

## FRIDAY, OCT. 25

### SFA HOMECOMING GOLF TOURNAMENT

Registration: 9:30 a.m. / Begins: 11 a.m.  
Piney Woods Country Club  
3001 U.S. Highway 59 South

Four-player scramble. Players may enter as a single or recruit their own team. Entry fee includes tournament play, golf cart, refreshments, boxed lunch and post-tournament hors d'oeuvres. Tee gifts to all contestants, great prizes for all gross and net winners, and closest-to-hole prizes also will be awarded.

### "BACK IN NAC" SOCIAL

4 to 7 p.m. / Nine Flags Bar and Grill, The  
Fredonia Hotel, 200 N. Fredonia St.

To kick off the weekend, join the SFA Alumni Nacogdoches Chapter for the happiest of all happy hours at the "Back in Nac" Social. Enjoy purple beer and cocktails (for purchase), awesome appetizer specials, live music, a photo booth and more. Be sure to go by after the bonfire festivities for late-night specials, too.

### SFA ALUMNI ASSOCIATION MEMBERSHIP MEETING

4:30 to 5 p.m. / The Fredonia Hotel, 200 N.  
Fredonia St.

### HOMECOMING JACK TRACK BUS SHUTTLE

7 p.m. to midnight

Free shuttle service to the bonfire and The  
Fredonia Hotel.

### TORCHLIGHT PARADE AND BONFIRE

Torchlight Parade: 9 p.m. at the SFA Ag Pond

Bonfire: 9:30 p.m. at the Intramural Fields

Show your school spirit as SFA alumni, students and members of the Nacogdoches community gather to cheer on the SFA football team, cheerleaders, dance team and band. Fireworks and a special performance will conclude the night's festivities.

## SATURDAY, OCT. 26

### HOMECOMING FLAP "JACK" BREAKFAST

7:30 to 10 a.m. / The Fredonia Hotel, 200 N.  
Fredonia St. / \$10 per person / Free for life  
members (and one guest)

Enjoy breakfast like a Lumberjack with flap "jacks" and a bacon bar. Decorate your meal with purple goodies, grab a Lumberjack coloring sheet, take photos with the SFA Lumberjack, Ladyjack and spirit teams (from 8 to 9 a.m.), and listen to live music.

### HOMECOMING PARADE

10 a.m. / Downtown Nacogdoches

Celebrate SFA and enjoy themed floats, music and pageantry. The parade is free for all to attend. This year's theme is music festival.

### COFFEE WITH BOB SITTON AND BETTY FORD

11 a.m. to 12:30 p.m. / Pearman Alumni Center

Stop by and reminisce about the good ol' days with Alumni Relations Executive Director Emeritus Bob Sitton and former Assistant to the Director Betty Ford. Check out the online auction items while you are there.

### ALUMNI CORNER

Noon at the corner of Raguet and Hayter streets

Join the SFA Alumni Association for delicious festival-themed food, the Suddenlink viewing lounge, photo booth, tailgate games and live music.

Alumni Corner is free for alumni association members, \$15 for non-members, \$5 for children ages 6-10 (with adult), and free for children 5 and younger (with adult).

### ALUMNI FALL FEST

Noon at the corner of Raguet and Hayter streets

Enjoy the family-friendly fall fest with petting zoo, bounce houses, face painting, Kona premium tropical shaved ice, balloon animals, inflatable axe throwing, games and giveaways. The event is free and fun for children of all ages. The first 100 children receive a free "Future Alumni" T-shirt.

### FREDONIA BREWERY OKTOBERFEST

11 a.m. to 10 p.m. / Fredonia Brewery, 138 N.  
Mound St.

Join Fredonia Brewery for live entertainment, food trucks serving German food and featuring Kölsch and their Oktoberfest beer.

### HOMECOMING FOOTBALL GAME

3 p.m. / Homer Bryce Stadium

Cheer on the Lumberjacks as they play McNeese State University. Visit [sfajacks.com](http://sfajacks.com) to purchase game tickets, or call (936) 468-JACK (5225).

## SUNDAY, OCT. 27

### HOMECOMING BRUNCH

10 a.m. to 2 p.m.

1st City Café, The Fredonia Hotel, 200 N.  
Fredonia St.

Join us for a festive ending to Homecoming with a purple-themed brunch. Bring your family, friends and former classmates to connect and share SFA memories.

### ONLINE AUCTION ENDS

Bidding ends at 9 p.m.

Visit [biddingforgood.com/sfahomecoming](http://biddingforgood.com/sfahomecoming) to bid on your favorite items and help raise money for SFA scholarships.





# THE Real Deal

Former student-athlete finds  
his niche in real estate

STORY BY KASI DICKERSON '13 & '15  
PHOTOS BY HARDY MEREDITH '81

**S**ITTING IN A high-rise office in Houston, Larry Brooks '01 is surrounded by snapshots of his success. Banners showcasing his books on entrepreneurship serve as a backdrop to the unfolding discussion.

On the table, clippings from The Pine Log, SFA's student newspaper, are preserved in sheet protectors and take him back to his days on campus as a member of the Lumberjack football team.

"The era I attended SFA was amazing. We were successful on many levels," Brooks said. "Participating in various organizations and a winning system was a blessing."

The first in his family to graduate from college, Brooks said SFA served as the catalyst to his career as a real estate agent, business owner, author, philanthropist, motivational speaker, social media influencer and entrepreneur. ➔

“My granny  
used to say,  
‘Idle hands  
are the devil’s  
workshop,’ so  
she always  
encouraged us  
to stay active  
and involved  
in sports.”

~ LARRY BROOKS

**TO CONNECT WITH LARRY  
BROOKS OR TO LEARN MORE  
ABOUT BROOKS AND DAVIS  
REAL ESTATE, VISIT:**

- 📍 @texasrealestateking
- 📍 @BrooksandDavis
- 📍 @BrooksandDavis
- 📍 larrywbrooks.com



### HUMBLE BEGINNINGS

Raised by his grandmother in Southeast Houston, Brooks lived with his brother and cousins in a two-bedroom house. He remembers his grandmother struggling to raise them.

“My granny used to say, ‘Idle hands are the devil’s workshop,’ so she always encouraged us to stay active and involved in sports,” Brooks said. Throughout his childhood, he rarely had idle hands. In fact, Brooks developed an entrepreneurial spirit at a young age.

“My grandmother was one of the first entrepreneurs I remember. She was the cool cups lady,” Brooks said. “There weren’t many convenience stores, so my granny sold cool cups for 25 cents — Kool-Aid mixed with sugar and then frozen — and she sold candy, pickles and things like that around the neighborhood.”

Watching her sparked Brooks’ work ethic. At 7 years old, he began a lawn service business. During middle and high school, he sold candy. At SFA he was known as the candy man for selling Airheads and Charms Blow Pops — a gig earning him about \$80 a day.

A football visit brought Brooks to SFA, and with a full-ride scholarship, he donned a jersey as No. 13. A student-athlete in both football and track, Brooks played cornerback and was on the 1999 Southland Conference Championship football team. He was a member of Kappa Alpha Psi and a marketing major.

Originally, Brooks pursued a professional football career, but touched down in real estate.

### A KING IS CROWNED

Known as the “Texas real estate king,” Brooks has built a successful career as the co-founder of Brooks and Davis Real Estate, the largest African-American-owned real estate brokerage firm in Houston.

“When I came into this industry, I was out working seven days a week. Literally, I would go, go, go,” he said. “One day, a group of guys called me the Texas real estate king saying, ‘You’re all over the place; you’re a king.’ Because of that comment, I started using the tag line.”

Brooks’ success didn’t happen overnight. While at SFA, he was employed at a mortgage company. On weekends, he attended real estate school, earning his license in June 2001. His solo real estate agent career began at Legé Properties in Houston. In 2007, he opened Brooks Star Properties, but then the stock market crashed.

“I remember one day 85 mortgage companies went out of business. No one was buying or able to get financing,” Brooks said. “I had this office space leased for a year and didn’t know how I was going to make ends meet.”

Not giving up, Brooks met with Michael Davis, now his business partner, and the pair decided to share the office and split the bills. This arrangement blossomed into a partnership, and Brooks and Davis Real Estate was born.

In his 18-year career as an agent and team leader, Brooks has been a part of 1,500 transactions. “I love helping people. I sell a product that will most likely be the largest purchase in people’s lives,” Brooks said. “Having an opportunity to be involved in something like that is life-changing.”

Two years ago, Brooks and Davis began expanding. So far, they have recruited 50



agents and hope to have 250 total agents within the next year. Brooks rarely takes listings now; instead, he teaches and conducts in-office training.

“Real estate is my first baby and has opened doors for me,” Brooks said. “I host workshops showing people how to create multiple streams of income, and I have moved into public speaking and consulting.”

### ENTREPRENEUR AND PHILANTHROPIST

A jack of all trades, Brooks’ abilities as an entrepreneur have kept him busy. In 2014, he was named the NextGen Realtor Group 20 under 40 Rising Star by the Houston Association of Realtors and the recipient of the Trail Blazer Award, which recognizes the next generation of leaders. Two years later, he was the recipient of the Entrepreneurship Leadership Award from the Houston Power Professionals for his ability to empower fellow entrepreneurs. He’s also a member of the 100 Most Influential Real Estate Agents in Texas.

A two-time author, Brooks has written “The Entrepreneur Code: 6 Keys to Unlock Your Success” and “Empowering Quotes for the Entrepreneur in You.” He often uses books as tools when speaking to up-and-coming business owners, real estate agents and entrepreneurs.

“I’m teaching and training others how to gain financial freedom,” he said. “The ultimate goal is to give parts of yourself to others so they can work independently.”

Recently, Brooks became a host for the Prime Real Estate Network podcast that discusses real estate, investments and home ownership. He also opened a trendy clothing store at [shoplwb.com](http://shoplwb.com).

But his most challenging endeavor is perhaps the nonprofit organization A Grandparent’s Love, which he started in honor of his grandmother who passed away two years ago.

“My granny instilled great values in us, but I watched her struggle to care for us, too. Knowing this is a growing epidemic, I wanted to provide for others what no one gave my grandmother,” Brooks said.

A Grandparent’s Love provides support, financially and physically, to grandparents raising their grandchildren.

“Most grandparents are on a fixed income. For example, in the summer when the electricity bill might be \$400, grandparents may have to take money from the grocery budget,” Brooks explained. “We want to help with that. My goal is to ensure many children will have the same opportunity for success I did.”

### PURPLE PRIDE

Always up for the next challenge, Brooks is active in his community representing SFA as a member of the SFA Alumni Association Board, where he promotes the university brand and networks with alumni in Houston.

“I love SFA, and connecting with other alumni is so important,” Brooks said. “If you believe in your brand and have more people participate, the more valuable your brand becomes.”

While he may have traded his football jersey for a suit and tie, the SFA pin on his lapel and his spirited socks are evidence Brooks keeps the university and the lessons he learned on campus central to his life.

“I loved SFA; it was a game changer for me,” Brooks said. “Honestly, I probably wouldn’t be where I am today without SFA.” ★

“The ultimate goal is to give parts of yourself to others so they can work independently.”

~ LARRY BROOKS

# Scholarships

## Peter R. and Lavada A. Tadin Memorial Scholarship

**THE PETER R.** and Lavada A. Tadin Memorial Scholarship was established by their son, Peter M. Tadin '79 & '81. The Tadins were raised during the tough times of the Great Depression, with neither graduating from high school. However, they were steadfast in encouraging their son to pursue higher education.

While attending SFA, Peter M. was very involved with the Baptist Student Ministry, which was instrumental in his life, and he served as a student summer missionary to Taiwan in 1980.

Peter R. was a veteran of World War II and the Korean War. After his service, he worked various jobs and entrepreneurial endeavors while Lavada worked as a waitress throughout most of her life. The Tadin family was originally from Chicago but moved to Waco in 1971, where



Peter M. finished high school and made his way to SFA.

Peter R. passed away in 1977 at the age of 49. Lavada died in 1979 at age 50.

The scholarship is awarded annually, and the recipient must maintain a 2.5 GPA, be enrolled in a minimum of 12 hours or full-time equivalent and be involved in an SFA faith-based student organization with open membership. ★

## Scholarship Recipients Show Gratitude



"This scholarship enhanced my understanding of community, relieved burdens and produced the opportunity to continue my education at a four-year institution, an option I may not have otherwise had exiting high school. Since becoming a Smith-Hutson scholar at SFA, I have grown in so many ways, including emotionally, personally and academically. I know I am able to succeed now, as well as after graduation."

**TABITHA CANTRELL**, engineering physics major



"Scholarships have helped me tremendously. Without this help, I wouldn't be able to attend college. I'm so thankful for Smith-Hutson and the help I received."

**SHEA LEWIS**, deaf and hard of hearing major

## The Autumn and Noah Stratton AARC Fund

**AUTUMN '05 AND** Noah '05 Stratton established an endowment to support the SFA Academic Assistance and Resource Center.

The endowment provides supplemental monetary program assistance and operating revenue for the AARC.

"I remember Autumn (center) and Noah (right) as tutors so very well," said M.E. McWilliams (left), AARC director. "I am overwhelmingly humbled that they would acknowledge the AARC with such generosity. We often talk about how the AARC impacts the learning of



our clients, but the AARC has an enormous impact on the tutors, too. Their content knowledge, ability to engage, confidence and compassion all significantly increase by serving as an AARC tutor." ★

## Life Members

The SFA Alumni Association thanks the following alumni who recently became life members:

- 8307. Peter H. Johnsen '18, Dallas
- 8308. Jason L. Tapscott '98, Corsicana
- 8310. Joshua B. Limberg '04, Fort Meade, Maryland
- 8311. Annie Rose Limberg '02, Fort Meade, Maryland
- 8312. Kristine E. Cross '19, Miss SFA, Houston
- 8313. Jacob R. Spies, Current Student, Mr. SFA, Douglass
- 8314. Ryan C. Foley '00, Vienna, Virginia
- 8315. Karon S. Mueller '78, Houston
- 8316. Noah A. Peden '18, Mansfield
- 8317. Katie C. Clinkscales, Current Student, Houston
- 8318. Dustin G. Lamb '98, Plano
- 8319. Dr. Angela Pool-Funai '96, Enoch, Utah
- 8320. John R. French III '18, Nacogdoches
- 8321. Reed B. Westbrook '17, Nacogdoches
- 8322. Blakeley S. Briscoe '19, Mount Vernon
- 8323. Monica D. Felan '19, Danbury
- 8324. Connor A. Vilven '19, Lakeway
- 8325. Avery Lorraine Turner, Friend, Nacogdoches
- 8326. Sydney Jane Turner, Friend, Nacogdoches
- 8327. Kennedy Anne Turner, Friend, Nacogdoches
- 8328. Kenneth S. Schaefer '85, Fort Worth
- 8329. James R. Scott '05, Nacogdoches
- 8330. Jordan B. Jefferys '17 & '19, Nacogdoches
- 8331. Ana F. Romero '16, Seattle, Washington
- 8333. Gabriel C. Lindsay '04 & '15, Garrison
- 8334. Amber S. Lindsay, Former Student/Faculty & Staff, Garrison
- 8335. Dr. Robert D. McDermid '15 & '18, Nacogdoches
- 8336. Lawren McDermid, Friend, Nacogdoches

# In Memoriam

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Joyce A. Allums '63 & '83 of Carthage, April 14

Joanna Bentley '45 of Nacogdoches, Jan. 22

Sylvia S. Besing '57 of Dallas, April 4

Phyllis A. Bigby '58 of San Marcos, March 28

Joe E. Biggerstaff '60 of Nacogdoches, Feb. 3

Brian C. Blades '71 of Cedar Park, Feb. 5

Martha E. Boren '90 & '06 of Carthage, March 26

Louise R. Calvin '74 of Athens, April 14

Billie R. Cassity '69 & '75 of Carthage, May 3

Patricia M. Cheatwood '86 of Grapevine, Feb. 16

Marilyn Cranford of Jacksonville, scholarship donor, March 19

Suzanne Crawford '90 of Lufkin, March 21

Renna N. Darby '63 of Austin, March 14

Dr. Albert Edward Dean Jr. '54 of Shreveport, Louisiana, Feb. 7

Laquita Dickey '94 of Lufkin, May 11

Thomas E. Escoe III '65 of Carthage, Jan. 12

Charles E. Gee '66 of Jasper, April 3

Dava Giles '92 of White Oak, Feb. 5

James H. Graham '74 of Conway, Arkansas, Jan. 15

W.T. Green '51 & '57 of Germantown, Tennessee, March 22

Mike Hallmark '70 of Tyler, March 30

Doris G. Harvey '66 & '72 of Nacogdoches, March 30

Keith W. Harvey '74 & '76 of Dallas, Jan. 14

Clyde E. Hightower '73 of Nacogdoches, Jan. 22

Joyce S. Hill '94 of Joaquin, May 9

Douglas G. Hocker '88 of Frisco, March 19

Penelope K. Holcomb '65 of Houston, May 18

Billie E. Hooper '68 of Henderson, Feb. 25

Jane F. Horn '51 of Lufkin, April 29

Thomas M. Hornsby '66 of Santa Ana, California, Feb. 11

Janie L. Hudson '49 of Weatherford, May 11

Barbara A. Hughes '93 of Center, Feb. 24

Cecilia A. Johnson '69 of Lufkin, April 9

Brian Russell Jones '97 of Houston, Jan. 17

Nicolle K. Kasin '93 of Dallas, Feb. 1

Richard D. Kimball '61 of Kilgore, April 28

Mary N. King '90 of Carthage, Jan. 12

Rilda E. Lamon '77 & '90 of Vicksburg, Mississippi, Feb. 8

Patricia K. Lawrence '71 & '74 of Nacogdoches, Jan. 28

Dianne R. Layton, former SFA employee, March 20

Leslie Kay Locky '92 of San Augustine, Feb. 4

Joyce F. Lowery '62 of Nacogdoches, March 27

Barbara A. McClure '75 of Rusk, March 15

Dollie N. McMakin '74 of Beaumont, April 11

Bobby J. Meigs '60 of Spring, April 6

Jackie Mitchell '73 of Longview, April 21

Bob Morgan '61 of Lufkin, March 7

Mary J. Mullins '60 of Henderson, Feb. 27

Dr. Michael R. Olson '00 of Beaumont, Jan. 6

Elizabeth A. Orr '78 of Dallas, Feb. 25

Jimmy C. Owens '91 of Gilmer, Jan. 28

Wayne A. Prince '65, '67 & '84 of Garrison, March 15

Charles H. Puckett '64 of Lewisville, April 14

Dennis S. Rhame '69 of Arp, March 1

Thomas H. Rhiddlehoover '61 & '64 of Carthage, April 16

Sandra H. Risinger '70 of Tyler, May 20

Laura L. Shivers '66 of Carthage, May 22

Gordon Squyres '78 of Lufkin, Jan. 26

Robert R. Tadlock '93 of Kingwood, March 1

Roland R. Thomas '78 of Galveston, April 11

Jody D. Thompson '57 of Shreveport, Louisiana, June 1

John J. Tidwell '58 of Lufkin, Feb. 23

Gloria Toran '71 of Lufkin, April 15

James L. Tucker '58 & '60 of Winnsboro, April 20

Wade Earl Turner '59 of Woodway, March 26

Zacary C. Tuttle '86 of Arlington, April 17

David E. Upchurch '74 & '77 of Longview, May 20

Doug Waldrop '68 of Carthage, April 25

Irene H. Waters of Nacogdoches, donor and friend of SFA, March 2

Jo F. West '69 of Houston, Dec. 6

Aaron J. Winter '11 of Nacogdoches, Feb. 20, 2018

# In Memoriam

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## ELIZABETH G. BIGGERS



Elizabeth G. Biggers, who received two degrees from SFA, passed away March 10. Biggers graduated from SFA in 1947 with a degree in general business. She earned her master's degree in elementary education in 1952. Biggers worked as a secretary, teacher and librarian at various schools, but most of her career was spent at SFA, retiring in 1991 after serving 25 years as a librarian.

## SUZANNE J. CARPENTER



Suzanne J. Carpenter, who passed away March 17, graduated from SFA with a Bachelor of Applied Arts and Sciences specializing in law enforcement in 1989. Before her SFA enrollment, she was one of the first six females in her class to graduate in 1976 from the Dallas Police Academy as a trooper, following in her father's footsteps, who was a Texas Ranger. Carpenter was employed at SFA, working for the University Police Department until her retirement in 2005.

## GEORGE A. DECOUX JR.



After receiving a scholarship to play football for the Lumberjacks, George A. DeCoux Jr. enrolled at SFA, where he was a letterman in 1949 and 1950. In 1951, DeCoux, along with several of his teammates, left the university and enlisted in the U.S. Air Force to serve in the Korean War. DeCoux served at Chanute Air Force Base in Illinois until 1955. While at Chanute, he led his base swim team to the Air Force-wide championship and was chosen to coach the Air Force team to the interservice championship.

DeCoux returned to SFA in 1955 and received his bachelor's degree in physical education in 1957 and master's degree in 1958. Upon graduation, he returned to Chanute as a civilian director of sports and recreation. DeCoux was a two-time recipient of the Air Force Meritorious Recreation Award as USAF outstanding director. A leader in the professional recreation movement in Mississippi, he was one of the founding fathers of the Mississippi Parks and Recreation Association in the mid-1960s.

He retired from USAF civil service in 1990 at Keesler Air Force Base and was hired as director of leisure services for the City of Gulfport, Mississippi. DeCoux was a state and nationally recognized figure in the park recreation and leisure services profession. DeCoux passed away March 18.

## DEXTER L. LOVETT



Dexter L. Lovett of Nacogdoches passed away May 23. Lovett attended SFA before joining the Army. After a three-year enlistment, he returned to the university to finish his studies and completed a bachelor's degree in math in 1970, a master's degree in science education in 1984 and a superintendent certification in 2001.

While in the Army, Lovett graduated from officer's candidate school at Fort Belvoir, Virginia, and was commissioned as a second lieutenant. He was stationed at Fort Polk in Louisiana for one year before serving in Vietnam from 1967 through 1968, for which he earned a Bronze Star.

Lovett was an avid fisherman and a member of the Nacogdoches Men's Bass Club and Guys and Gals Bass Club for many years. In the early 1970s, he owned and operated Shirley Creek Marina before forming Lovett Construction.

## DR. ELIZABETH D. MALPASS



Dr. Elizabeth D. Malpass, SFA professor of history, passed away March 11.

Education was the driving force in Malpass' life. After receiving her doctoral degree in history in 1969, she came to SFA to teach. Her specialties included Viking history and British diplomatic history between the world wars.

During her multiple terms on the Faculty Senate, she played an active role in enriching the life of SFA. For example, she helped bring one of the four surviving copies of the Magna Carta to SFA in 1984 and helped arrange former President Jimmy Carter's visit to the campus in 1989.

# In Memoriam

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A mainstay in the history department. Malpass held her students, her colleagues and herself to the highest academic, ethical and professional standards.

## VIRGINIA F. MATHEWS



Virginia F. Mathews, a 1954 SFA graduate and associate professor emeritus of kinesiology and health science, passed away April 12.

After her graduation from high school in New Mexico, Mathews learned to weld in a New Deal program in Seattle, Washington. She worked as a welder in the Seattle shipyard and was proud to have served her country as a “Rosie the Riveter” during World War II.

She later moved to Orange and continued to work in a shipyard and as a secretary to help pay for her college education at East Texas State Teachers College. Mathews was recruited to SFA to serve as a graduate assistant in the physical education department in 1952. She graduated in 1954 and taught at SFA as an instructor, assistant professor and associate professor for the next 31 years.

## JESSE E. PETTEY JR.



Jesse E. Pettey Jr., who graduated from SFA in 1948 and 1955 with degrees in music, passed away May 25.

Pettey served as a captain in the Army Air Corps during World War II flying B-24 bombers. He flew 35 missions and was awarded the Distinguished Flying Cross, four air medals and a French citation for participating in the invasion of Southern France. After the war, he returned to the states and served as a high school band director. He later entered the insurance profession, where he became a regional vice president for Prudential Insurance.

## CHARLES L. STOKES



Charles L. Stokes, who passed away Jan. 27, was raised in Garrison. After his high school graduation, he enrolled at SFA and received a bachelor's degree in agriculture in 1952.

Stokes then joined the U.S. Army and served his country during the Korean War. During this time, he received several citations, including the National Defense Service Medal, Republic of Korea Presidential Unit Citation, Korean Service Medal and the United Nations Service Medal. He returned to the states and worked for Gibson's retail store. He later enjoyed farming and raising cattle.

## MAEBELLE HUGHES YARBROUGH



Maebelle Hughes Yarbrough, a 1957 and 1965 SFA graduate and scholarship donor, passed away June 23.

Yarbrough graduated from Timpson High School in 1950 and later enrolled at SFA, where she was a member of the Lumberjack Marching Band and worked for the band director. Yarbrough taught elementary school in Timpson before being hired to teach at Garrison High School. She enjoyed teaching typing, shorthand and bookkeeping.

Yarbrough became the first female principal of Garrison High School, where she served for more than six years. After her husband's death, she served as administrator of Garrison Nursing Home, which the Yarbrough family owned. Yarbrough also took over her husband's ranching activities, certifying the herd with the Santa Gertrudis Association.

# Class Notes

## 1960s

**Robert Loper '66 & '76** of Jacksonville was inducted into the Texas High School Basketball Hall of Fame. A coach at Frankston, Gary, New Summerfield, Bullard and Neches high schools, Loper coached for 50 seasons and retired in 2016.

**Jack Randall Rice '67** was elected mayor of Farmersville.

**Artist Carol Hart '69** of Fayetteville, Arkansas, hosted her eighth solo show titled "A Bend in the Road" at the Story Gallery at Grace Point Church in Bentonville.

**Frances Vick '69** of Dallas co-authored a book titled "Dr. Arthur Spohn: Surgeon, Inventor and Texas Medical Pioneer" with Jane Monday and Dr. Charles Monday.

## 1970s

**Cal Varner '73** received a Presidential Citation award from the University of Texas at Austin. The citation recognizes the extraordinary contributions of individuals who personify the university's commitment to the task of transforming lives.



← **Mike Hahn '76** of Seabrook retired in January 2018 after 41 years in the petrochemical industry. He spent the past 20 years with General Electric.

→ **Patricia Wells '77** of Tyler recently released her collection of poems titled "LodeStar." The book is available on Amazon and at Barnes & Noble.



**Winsell Coleman '78 & '80** is president of the Longview NAACP.



Three SFA alumni simultaneously held positions on the Texas Dental Association Board of Directors. The trio posed for this photo in the Senate Room of the Texas Capitol during the TDA Legislative Day held in February. Pictured, from left, **Dr. Jay Welch '75**, **Dr. Debrah Brown Worsham '77** and **Dr. Randal Glenn '77**.

## 1980s

**Laurie Justus Pace '82** of Dallas held an art exhibit titled "HorsePower" at the Beréskin Gallery and Art Academy in Bettendorf, Iowa.

**Allisyn Roszel '82** of Cazenovia, New York, was named volunteer of the month for the Community Resources for Independent Seniors' Cazenovia Area Transportation. CRIS CAT is a volunteer organization providing medical transportation to area residents.



The SFA Traveling Jacks visited Iceland in March. They saw many landmarks, including glaciers and Thingvellir, a national park with historical, cultural and geological significance. The group also took a

trip to the Gullfoss Waterfall. Pictured, back row, from left, **Karen Lostracco Austin '00**, Richard Ruth, Reba Griffith. Front row, from left, Letitia Fitzsimmons, **Rebecca Jackson '96**, Barbara Jackson, **Dr. Treba Marsh '73 & '81**, **Dr. Calee Holcombe '08**, Marthea Turnage, Rita Meaux, **Sherry Moore '70** and **Gail Ruth '74**.

**Joe Brewer '85** of Limon, Colorado, was elected to the Logan County Economic Development Corporation's board. Brewer is the senior relationship manager at TBK Bank.

**Mike Mattina '85** of Houston joined the Plastics Pioneers Association.

**Lili Portilla '85** of North Potomac, Maryland, served as the speaker in March for the webinar "Advancing Innovation in the Equality State: NCATS, SBIR AND STTR Programs for Small Businesses in Translational Science." Portilla is director of the Office of Strategic Alliances for the National Center for Advancing Translational Sciences.



← **William S. Anderson '86** of Houston was elected to serve a three-year term on international law firm Bracewell LLP's management committee.

→ **Shannon King '86** of Bridge City received the 2019 Wayne A. Reaud Excellence in Education Award, which was created to celebrate and recognize the superior contributions of teachers who inspire a diverse group of students.



**Dr. Charles Lopez '87, '92 & '11** of Cheney, Washington, was appointed dean of student services at Southern West Virginia Community and Technical College.

**Donald Hubbard '88, '02 & '03** of Jasper retired after 31 years of coaching and accepted a full-time worship pastor position at Hillcrest Baptist Church.



← **Chris Peden '88** of League City was appointed president and chief operating officer for BouMatic LLC.

**Shannon Lee '89, '91 & '01** of Hemphill won the Gilbert I. Low Excellence in Education Award. Lee is a teacher at West Sabine Elementary School in Pineland.

# Class Notes

## 1990s



← **Patti Eden '90** of Jacksonville was named Fine Arts Teacher of the Year by the Texas Association of Private and Parochial Schools executive board.



→ **John Gosselink '90** was promoted from Bastrop High School's assistant principal to principal.



← **Craig Young '90** of Tomball was named executive vice president of the CBRE Group's real estate valuation and advisory services.

The Whitney Independent School District's Board of Trustees selected **John McCullough '91** of Reno as district superintendent.

**Stacy Trost '91 & '02** became principal of Lost Pines Elementary School in Bastrop.

**Darren J. Birkelbach '92** of Cypress is president of American International Chemical, a subsidiary of LBB Specialties.

**Catharine Darst-Knight '92** of Allen was named sales director for Athens Administrators.

**Eric Gage '92** of Tyler was named Texas region broker in charge of the real estate team for American Forest Management.

**Theresa Beauchamp '93** of Orange was elected to serve as Orange County Precinct 2 commissioner.

**Dr. Cole Franklin '94** of Shreveport, Louisiana, received the 2019 Bennett Strange Coach of the Year Award from the International Public Debate Association.



← **Dr. Jess Kelly '94 & '96** was named executive dean of STEM, physical education and intercollegiate athletics at Eastfield College in Mesquite.



→ **Paul McNutt '94** of Port Neches was promoted by BMO Capital Markets to managing director, global head of power for utilities and infrastructure.

The Jax Federal Credit Union Board of Directors named **Joseph Nowland '94** of Arlington, Virginia, as the credit union's new president and CEO.

**Coach David Schmitt '94** led Shelbyville High School's varsity basketball team to a state title in the Class 2A UIL basketball playoffs.

**Holly Wilson '94 & '01** of Mustang, Oklahoma, featured her sculpture and photography exhibition titled "Below the Surface" in Kansas City, Missouri, in March.

**Jason Holman '95 & '02** was appointed Tatum Independent School District's athletic director.



← **Margaret O'Brien '95** of Sunnyvale was elected Dallas County justice of the peace for Precinct 2, Place 1. O'Brien is the first woman to be elected to this position.

**David Reed '95** was named Palestine High School's head softball coach.

**Terry Short '95** is athletic director for the International Christian School of Budapest in Hungary.

→ **Dr. Derek de la Pena '96** of Manvel received the 2019 Frank P. Forwood Award for academic excellence in presented research. He is a full-time faculty member of the psychology department at Wharton County Junior College in Sugar Land.



**Tri Delta** alumnae from the past 50 years met in May on campus for a Tri Delta Pansy Luncheon/Circle Degree event and named Christine Crain as the Tri Delta Scholarship recipient. They held a dessert reception at the Tri Delta house and had a great time sharing and making memories.



1970s



1980s



1990s



2000s



2010s

# Class Notes



← **Cassie Bering '98** of Fort Worth was appointed by Gov. Greg Abbott to the Texas Juvenile Justice Advisory Board.

**Jennifer Adams '99** of Houston joined international law firm Hogan Lovells as a partner in its environment and natural resource practice.

**James Crocker '99** of Friendswood was named Pasadena Memorial High School's head football coach.



← **Adam '07** and **Lucie Blye '06** of Cedar Park announced the April birth of their third son, John Adam.

**Jon Jett '07**, owner of a Tyler Nutrition Station franchise, opened a second location in Longview.

**Brad King '07** and **Beth Burchfield '11**, both of Austin, were married in May. King also graduated with a doctoral degree in religious studies in August 2018.



← The Royse City Independent School District named **Kara Onken '07** of Tyler principal at Ruth Cherry Intermediate School.

**Christal Calhoun '08** was named the 2019 National Association of Elementary School Principals' national distinguished principal for Texas. Calhoun is principal at Tool Elementary School.

**Cherry Downs '09** of Tatum was named All-East-Texas volleyball coach of the year. Downs is the Beckville High School volleyball coach.

## 2000s

Grace Manor, a nonprofit child-placing agency, opened a Nacogdoches office staffed with six SFA alumni, including **Rebecca Daniel '16**, **Courtney (Dykes) Britain '14**, **Brenda Wright '00**, **Lauren (Skinner) Prince '12**, **Trish Dueboay '14 & '16**, and **Jordan Schmidt '12**.



← **Jenna Armstrong '02** of Humble, president and CEO of the Lake Houston Area Chamber of Commerce, was selected as one of the Houston Business Journal's 2019 40 Under 40.

**Sarah Grayson '02** of Louisville, Kentucky, joined the Baldwin CPAs firm as a staff accountant.

**Crystal Dew Matovich '02** was named Katy Independent School District Elementary Library Media Specialist of the Year.



← **Dr. Brett A. Richardson '02** of San Antonio was elected by his peers to membership in the Alpha chapter of Phi Beta Mu, an honorary bandmaster fraternity. Richardson is director of bands and coordinator of music education at University of the Incarnate Word.

**Russell Washburn '02** of Longview was promoted to the rank of captain with the Longview Police Department. He has been with the department for 26 years.

**Justin McFaul '04** of Longview was named vice president and trust officer with Texas Bank and Trust Co.

**T. 'Dandy' Byers Jones '05 & '09** of Bronson started her own business, Inspired Inflatons, which services the Lufkin and Nacogdoches areas with balloon-twisting entertainment, balloon bouquet delivery and small-scale balloon decor.



← **Dr. Christopher Moran '05** of Whitehouse was named Region 7 Education Service Center superintendent of the year. He serves as superintendent for the Whitehouse Independent School District.

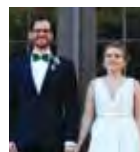
**Zach Carnley '06** of Burleson was installed as the president of the North Texas Funeral Directors Association for 2019-20. Carnley is manager of the Lucas and Blessing Funeral Home.

**Tony Moline '06** of Cedar Park was appointed to the Texas Association of Business' Board of Directors.



Twin brothers **Anthony King '05** (left) and **Timothy King '05** returned to campus to share their professional experiences with students in a criminal justice course taught by Associate Professor of Criminal Justice Dr. George Franks. The brothers majored in criminal justice at SFA with an emphasis in law enforcement. Anthony is a Texas game warden serving in Trinity County. Timothy is a state park police officer and superintendent of Fairfield State Park.

## 2010s



← **Christine Broussard '10** married **Jacob Barnhill '14 & '19** in November.



→ **Charles Van Hoose '10** of Austin is a geographic information system supervisor for West Safety Services. He is responsible for the deployment and support of web mapping products used by first responders across the country.



← **Amy Hahn '11** received her Master of Science in Nursing from the University of Houston and is now a nurse practitioner at Baylor Scott and White Medical Center in Cedar Park.

# Class Notes

**Andrew Upshaw '11** of Tulsa, Oklahoma, won the Fishing League Worldwide Tour held in Jefferson City, Tennessee.

**Emily Funk '12** of Rockwall was named High School Teacher of the Year by the Wolfforth Area Chamber of Commerce.

**Dr. Kelsey Richardson '12** of Rowlett was hired at Covenant Health Plainview as a family practice physician.



← **Hannah E. Jones '17** of Aledo married **Zachary Wilke '15** of Lufkin in March.

**Deidra "Dee" Case '18** of Winnsboro was hired as a staff associate at Henry and Peters Certified Public Accountants.



→ **Silk Daniels '19** works at the Mercedes Benz Stadium in Atlanta, Georgia.



← **April Adams '13** of Nacogdoches received her pilot wings with Air Evac Lifeteam in Jasper. Her duties include critical care transports as well as trauma-related flights.



→ **John Cleveland '13** of Norman, Oklahoma, graduated in May with

his juris doctorate from the University of Oklahoma's College of Law.



**Mitch Davis '15** of Longview was promoted to assistant vice president at First State Bank and Trust.

← **Matt Butschek '17** graduated with a master's degree in physics from Creighton University in Omaha, Nebraska.

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## FOOD AND DRINK

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211 Old Tyler Road

Big Fella's BBQ - Food Truck  
 @BigFellasBiz

Blue Horse Bakery  
112 N. Church St.

Brendyn's BBQ - Food Truck  
   @Brendynsbbq

Clear Springs  
211 Old Tyler Road

Fredonia Brewery  
138 N. Mound St.

Java Jacks  
1122 North St.

Knuckle Sandwich  
109 E. College St.

Naca Valley Vineyard  
9897 FM 1878

Snowmies Shaved Ice - Food Truck  
 @snowmies

## HOTEL

The Fredonia Hotel  
200 N. Fredonia St.

## SERVICES

Albert Weatherly, Attorney at Law  
412 North St., Suite H

Boatman Tire and Service  
315 N. University Drive

Cline Family Practice  
4604 NE Stallings Drive

Grogan's Cleaners  
1406 E. Starr Ave.

Hydrex Environmental  
1120 NW Stallings Drive

James and Hightower – Sean Hightower,  
Attorney  
115 South St.

James R. Lostracco Jr., Attorney  
305 E. Main St.

Loblolly Properties (Realtor)  
115 N. University Drive, Suite A

Lumberjack Printing  
5313 Scenic Drive

Mast Cattle & Timber Investments  
116 N. Fredonia St.

Morning Glory Yoga Studios  
207 E. Main St.

Nacogdoches Pediatric Dentistry  
1602 E. Starr #203

Pineywoods Financial  
303 Creekbend Blvd.

Principle Realty  
320 North St., Suite 101

Procell Pediatrics  
615 Russell Blvd.

Shelley Brophy Wellness Coaching  
shelleybrophy.com

Skin Oasis Day Spa  
1329 N. University Drive

State Farm – Ted Smith  
210 North St.

University Rental  
510 E. Main St.

VIP Cleaners  
4515 North St.

Windham's Yellow Rose Event Center  
645 CR 217

XETX Business Solutions  
424 North St.

## SHOPPING

Brick Street Antiques  
316 E. Main St.

Fortney Home  
320 E. Main St.

Jack Backers College Bookstore  
315 E. College St.

Macy May  
114 N. Church St.

Piece Makers Studio  
905 E. Main St.

Rees Jewelry  
418 E. Main St.

Texas Size Bling  
309 Commerce St.

The Bosslight  
123 E. Main St.

The Mustard Seed  
1330 N. University Drive

*Are you an SFA alumni business owner? If so, we are updating our database, so please submit your information to us at [alumni@sfasu.edu](mailto:alumni@sfasu.edu) to be added.*



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