

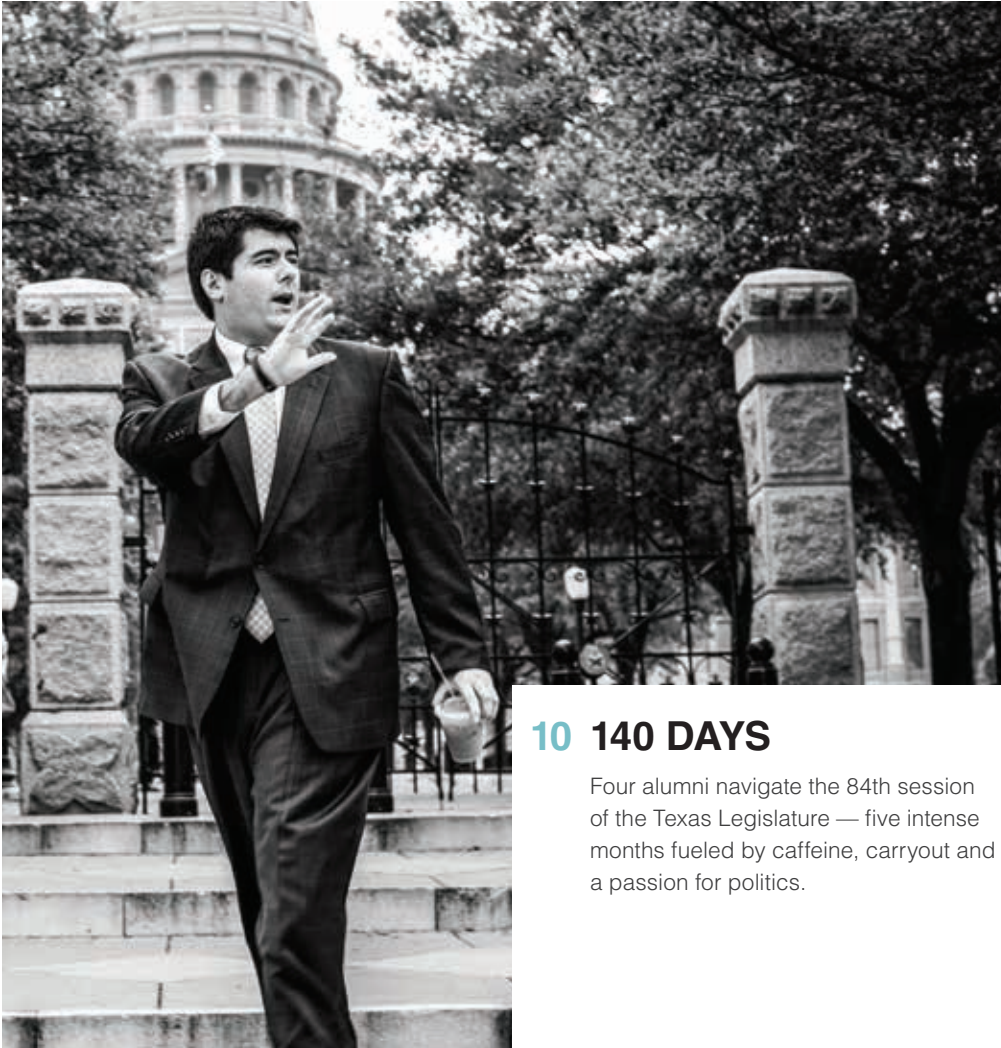
# St. Edward's

UNIVERSITY MAGAZINE

SPRING/SUMMER 2015 VOLUME 15 ISSUE 2

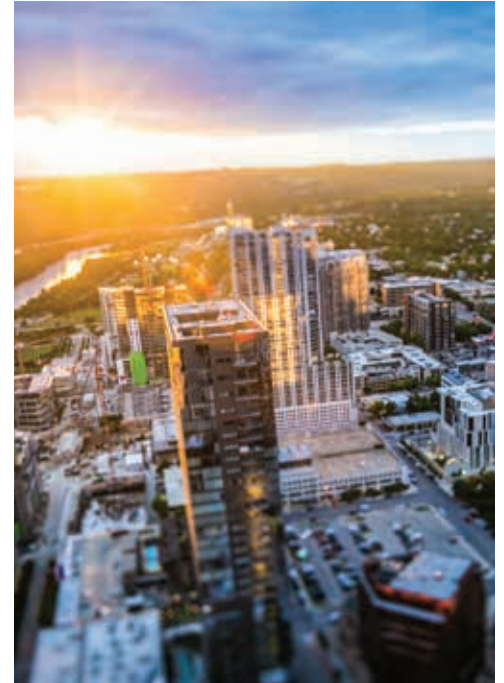
*A City  
Without  
Limits*





## 10 140 DAYS

Four alumni navigate the 84th session of the Texas Legislature — five intense months fueled by caffeine, carryout and a passion for politics.



## 16 WORKING FOR THE GREATER GOOD

Austin is well known for its tech and startup scenes. But increasingly, the city is gaining traction as a home for companies (and a university) committed to solving social problems.

## LETTER FROM THE EDITOR

A common theme in this magazine is what draws students to St. Edward's — the opportunity to pursue their passions, the desire to confront social challenges, the chance to live in Austin.

This issue, we're devoting a good deal of space to the city that repeatedly tops best-of lists and has come to define a certain sort of metropolitan coolness, or weirdness if Austin's self-proclaimed slogan still holds true.

The city provides a near-perfect backdrop for a collegiate experience. Think sunshine, weekly festivals, cheap tacos, the hike-and-bike trail and more (check out all the reasons why at [stedwards.edu/webextras](http://stedwards.edu/webextras)).

But the connections between the city and the university go much further. The Capitol attracts Hilltoppers both thirsting for change and wanting to serve. The city's rapid growth (or more aptly, explosion) merges entrepreneurial thinking, social enterprise and technology in exciting and new ways, and graduates from St. Edward's are well

positioned to step into jobs created by these developments. Beyond that, Austin is a place where a pioneering cupcake king can transition to social entrepreneur, and a Theater Arts graduate can run a fringe festival.

For all of Austin's trendiness and appeal, there's a certain alignment with the mission of St. Edward's. Both draw people with passion and commitment to the greater good, meaning that if you love St. Edward's, you'll love Austin. And if you love Austin, you'll love St. Edward's, too.

Thanks for reading.

A handwritten signature in dark ink, reading "Frannie Schneider". The signature is fluid and cursive, with a large, stylized 'F' and 'S'.

Frannie Schneider  
Editor



## 20 THE CREATIVE ECONOMY

Seven artists, entrepreneurs and innovators share the projects that drive them and why Austin is the perfect place to pursue their passions.



## 26 THE MODERN PILGRIM

At age 20, **Hannah Thornby '15** set out to hike nearly 800 kilometers along El Camino de Santiago and to find out why thousands of others do the same.

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[stedwards.edu/webextras](http://stedwards.edu/webextras)

**Exploring the Rift:** See how **Cody Antunez '14** is using the Oculus Rift, the coolest and latest in gaming technology, to improve workplace safety.

**Unwind Your Mind:** Need a break? Take our two-minutes-to-mindfulness challenge and watch your day get better.

**#SEUInSession:** We've got everything you need to know about the 84th session of the Legislature, including tales from Capitol interns and expert insights from professors into some of the key issues.

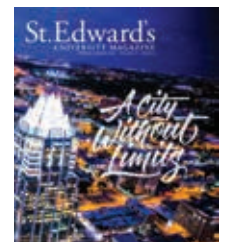
**Austin in 30 Seconds:** Our video will remind you why Austin really is the greatest college town ever.

**ATXplosion:** Why is everyone moving to Austin? Find out all the reasons.

**Summer Scholars:** We wrap up our yearlong video series of Summer Academic Excellence Award winners with a walk along the Camino and a look inside Prague newspapers.

### About the Cover

For an issue (at least partly) devoted to the university's connections with Austin, we thought it only fitting to combine the work of university photographer **Morgan Printy** with that of local lettering designer **Ryan Hamrick**.



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# St. Edward's

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# The Truman Scholar



After her first year at St. Edward's, **Victoria Ochoa '16** received the Emerging Leader Award from the Office of Student Life. Three years later, Ochoa would be the university's first Truman Scholar, which is awarded annually by the Harry S. Truman Scholarship Foundation to select students across the country. This year, there were 58 winners. Ochoa will receive a \$30,000 scholarship toward graduate school and the opportunity to participate in professional development programming to prepare for a career in public service.

Ochoa is from the Rio Grande Valley on the Texas-Mexico border. Her family moved there four generations ago, and she has deep roots in the area. "I definitely want to be a part of the future for that region and contribute to the growth in any way that I can," says Ochoa. She plans to attend graduate school and pursue a law degree and a master's in Public Policy.

"St. Edward's University has provided me a great space to grow and challenge myself," she says. "I am able to put myself out there and be supported by my peers." —Colin Stonecipher '15

## Eco Accolades



Move over, Topper blue and gold — St. Edward's is thinking green. The university was included in the Princeton Review's

Guide to 353 Green Colleges

in April for its campuswide commitment to sustainability. In addition to academic programs like Environmental Science and Policy and the Professional Science Master's in Environmental Management and Sustainability, the St. Edward's community has campus recycling and composting stations, bicycle racks, LED lights, bring-your-own-cup discounts, compostable takeout containers, and landscaping that emphasizes native, drought-tolerant plants (just to name a few). There is also the Students for Sustainability organization — and the thriving campus garden they tend.

—Stacia Hernstrom MLA '05

## Poetry Out Loud



Got a favorite poem you're eager to share? There's a special day for that. On April 30, people across the United States celebrated Poem in Your Pocket Day by carrying a poem with them and sharing it with others. And so it was on the hilltop, under the canopy of Sorin Oak, that poetry lovers gathered to read and pass along verses penned by legends and newcomers.

The event was led by award-winning poet **Carrie Fountain**, writer-in-residence at St. Edward's. Works by W. B. Yeats, Maya Angelou, Pablo Neruda, Lucille Clifton and Tomás Q. Morín were among the many read aloud.

—Camille Saad



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# Virtual Reality, Real Psychology

For most people, the Oculus Rift is the coolest new gaming peripheral, the next step in virtual reality — a fun toy with incredible entertainment potential. But for Psychology major **Cody Antunez '14**, it was an irresistible opportunity to dig into some serious academic research.

Make no mistake; Antunez likes to have fun, too. He's a published songwriter, an accomplished musician and an enthusiastic gamer. But he's also driven by an insatiable craving to learn.

Antunez knew he wanted to conduct research with his mentor, Professor of Psychology **Alan Swinkels** (the two bonded over a shared love of psychology and music). All they needed was the right subject.

"Our general idea from the start was applying the Oculus Rift outside of gaming," Antunez says. "I was taking Industrial Psychology (the study of psychology in the workplace) with Professor Swinkels, and I thought, 'What if the Oculus Rift could be used for workplace training in dangerous environments?' The device could be a safe training tool for workers on oil rigs, for example. And it would be cheap enough that even small businesses could afford it."

Antunez took the lead, with Swinkels contributing advice, experimental design and data analysis. For his research purposes, Antunez wanted to demonstrate that the Oculus Rift could be used

in an occupational setting. Antunez taught himself the Unity 3D and Unreal Engine 4 development tools and created a simple experience that could test how users responded to instructions within the virtual space.

In a formal test with human subjects — their experiment required approval from the university's Institutional Review Board — participants were asked to move around in a virtual environment and complete two tasks. The first task briefly showed participants a color-coded key and then instructed them to place colored spheres in the correct bin. The second involved a scavenger hunt of sorts: Participants navigated an environment to find color/number sequences and instructions on where to go next.

In both tasks, participants were timed and checked for accuracy. "It was an exploratory study in the truest sense of the word," Swinkels says. "Even though some of our hypotheses didn't pan out, I think we learned a wealth of information about what's possible with this technology — in an environment you wouldn't normally think of." The technology demonstrated promise in the area of workplace safety, but further experiments are needed to determine how it might be used.

"Initially, I came in with all these big ideas," Antunez says. "I had to chip away and determine what was actually possible. This really expanded my way of thinking about how research is done and how the world works, as well as learning tools I'd never encountered before."

—Lauren Liebowitz

Cody Antunez '14



## What Is the Oculus Rift?

My grandmother wanted to know what I've been working on. I explained the Oculus Rift to her like this: Physically, it's a device you put on your face. It looks like a pair of old flight goggles, but you can't see through them. Instead, there's a screen projecting an image coming from a computer in front of your eyes. It's virtual reality. You can look around with the goggles and see the three-dimensional world that was built in the computer. There have been other virtual reality devices, but this one is different because, first, it supports high frame rates and low latency — which means people who use the device will have a more immersive experience — and also because it's expected to be inexpensive enough for ordinary people to afford it when it's released to the public.

—Cody Antunez '14

webextra +

**Exploring  
the Rift**

Check out the virtual environment  
built by **Cody Antunez '14** at  
[stedwards.edu/webextras](http://stedwards.edu/webextras).



# Things We Love

## Pomp & Circumstance

1

More than 1,000 Hilltoppers celebrated their graduation from St. Edward's University at its 129th commencement ceremony in May. His Eminence, Daniel Cardinal DiNardo, archbishop of Galveston-Houston, spoke to graduates and their families and received an honorary degree. Caps were tossed after the ceremony, and with that, the newly minted alumni set out into the world.



PHOTO BY JODY HORTON

## A Neat Treat

3

It took a year of research, trips to Scotland, Ireland and Kentucky's Bourbon Trail — and at least 100 trial-and-error recipes at their small Dripping Springs distillery — but **Nick Swift '07, MLA '10** and his wife, Amanda Swift, finally accomplished their dream: hand-crafting a single malt whiskey that "would hold up next to some of our favorite scotches and Irish whiskeys." Swift Single Malt debuted last October and is now available at locations across Austin and the Hill Country and as far away as El Paso. Sip a glass of the smooth, buttery scotch, with hints of peach, vanilla, chocolate and roses, and you're "in for a treat," reported the *Austin Chronicle* in December. We'll drink to that.

2



## The Bell Tolls ... Finally

When Main Building's iconic tower got a facelift last year, so did its 75-year-old brass bell. Chained to the inside of the tower for nearly 30 years because of an unstable framework, the bell was shipped for restoration to Stuckstede & Bro. Foundry in St. Louis, Missouri — the company that originally cast it in 1940. Now, with a new electronic ringer, the bell can peal or play more than 700 programmed songs. Listen for it on your next visit to the hilltop — the bell tolled for the first time during Homecoming 2015.

## Homecoming Redux

Homecoming 2015 was a success — with nearly 300 alumni and friends returning to the hilltop for favorite events like the All-Alumni Welcome Back Party, Topper Tailgate, Sunday Mass and the Farewell Brunch. Alumni also enjoyed new events, like a Faculty Fête, face-painting for kiddos, and student organization tents where current and former members could chat. "We wanted to emphasize that Homecoming is for *all* alumni, not just those celebrating a reunion year," says **Claire Land**, associate director of Alumni and Parent Programs. "For many alumni, their affinity with the university is more about what they were part of than their class year — we really wanted to honor those relationships."

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## On the Run

Hilltopper Athletics will resurrect men's and women's NCAA Division II cross country in the fall, an addition that reflects Austin's own strong running community. **David Chandler**, who spent 11 years as head cross country and assistant track and field coach at McMurry University in Abilene, will lead the program. Chandler plans to recruit athletes "with considerable talent and love for running," he says. "We will build the program off the incredible culture of the university and the best of the Texas running scene in Austin."

—Stacia Hernstrom MLA '05

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# Building a Better Business Program



Ask Austinites which private university in their city has the top business school, and you may get different answers. But not for long. St. Edward's is on the way to claiming that distinction by becoming a vibrant educational partner with the Austin business community.

**Nancy Schreiber**, dean of The Bill Munday School of Business, is leading the charge to expand the school's ties to Austin's professional environment. "St. Edward's is committed to innovation and relevance," she says. "We continue to evolve our business programs to meet the goals of students and what's needed in the marketplace."

That's the motivation behind the redesigned Master of Business Administration (MBA) and the new Master of Science in Leadership and Change (MSLC) at St. Edward's. These relevant programs build sought-after skills in entrepreneurial thinking, leadership, technology, business analytics and social enterprise — areas that keep graduates on the cutting edge in their fields.

The MBA merges traditional business skills and pervasive technologies through courses like Big Data, Business Intelligence and Analytics, as well as Marketing Management in a Digital Environment. In the MSLC, students hone in on their leadership strengths while learning strategies that help organizations improve their culture and performance.

Hands-on learning experiences are a big component, too. The university's partnerships and connections in Austin help students plug into internships, real consulting projects and networking opportunities — and their next career move.

What's more, working professionals looking for flexible and convenient course schedules won't be disappointed. The MBA and MSLC are offered in an accelerated, low-residency model made up of six 7-week terms per year. Students meet on campus a few times each term, with all other coursework delivered through a web platform.

—Camille Saad



Celebrations of César Chávez and debates about dogs were just a few of the topics covered on campus this semester.

## Man's Best Friends

If dogs are man's best friends, why don't we treat them that way? That was the question posed by scholar Laura Hobgood-Oster, who came to campus this spring to discuss her book *A Dog's History of the World*. "People have certain duties to dogs, but [too often] we classify them as pieces of property," says **Amanda Madrigal '16**, who attended the lecture.

## Bald for a Cause

Mabee Ballroom transformed into a hair salon for one evening in March as members of the St. Edward's chapter of Colleges Against Cancer held #TopperShave to collect donations — of hair and more than \$300 — for Pantene Beautiful Lengths and the American Cancer Society. Stylists from Austin's Nuvani Institute cut eight students' hair and shaved another five heads.

## Top Knopf

How did a couple of twentysomethings manage to become America's most prestigious publishers in the early 20th century? That's the question Assistant Professor of English Writing and Rhetoric **Amy Clements** tackled when she discussed the success of industry outsiders Alfred and Blanche Knopf (whose company has published more than 50 Pulitzer Prize winners) based on her book *The Art of Prestige: The Formative Years at Knopf, 1915–1929*.

## It's Pachanga Time

St. Edward's celebrated the 88th birthday of farmworkers' rights activist César Chávez in March with a week of festivities including a screening of director Diego Luna's 2014 film *César Chávez*, breakout sessions on issues like the re-emergence of Latin American *populismo*, and a birthday party complete with mariachi music, ballet folklórico and pachanga lessons.

## Meme Team

The two-day Indie Meme Film Showcase featured 10 films from Austin-based distributor Indie Meme and Skype chats with directors and actors. Screened films ranged from the nine-minute documentary *Newborns* about survivors of acid attacks, to the 90-minute feature film *With You Without You*, a love story set in post-civil war Sri Lanka.

—Stacia Hernstrom MLA '05

# The Whole Enchilada

From burgers to *bolillos*, Austin's food scene has it — and our professors have sampled it. We surveyed faculty members across campus about their favorite local eats ... and got our own taste buds all riled up. Cactus tacos, anyone?

## Favorite place to eat in Austin?

**Professor of Psychology Russ Frohardt:**

"24 Diner. They have amazing brisket hash and fantastic chicken and waffles that go great with a mocha shake."

**Associate Professor of Biology Lisa Goering:**

"Odd Duck — really creative and interesting combinations."

## Favorite place within walking distance of campus?

**Frohardt:** "El Gallo. The food is always good, and they know to bring out queso and a frozen margarita before I ever order. It's nice to go where everybody knows your name."

**Professor of Management Lorelei Ortiz:**

"Habana. Delicious Cuban food, and it's never packed."

## Best burger?

**Associate Professor of Education Steven Fletcher:**

"Best cheap burger — Dan's. Best expensive burger — Hopdoddy."

**Associate Professor of Philosophy Jack Green Musselman:**

"Hopdoddy. You'll need a nap afterward."

## Favorite restaurant to visit with students?

**Fletcher:** "Kerbey Lane or Cabo Bob's. I can feed them well and cheaply."

**Goering:** "Opal Divine's. It's close to campus, it has a big menu, and it's glorious to sit on the patio at the end of the day."



## Best breakfast taco?

**Goering:** "Veracruz All Natural food trailer (the one parked at Radio Coffee and Beer, so you can also get a really good cup of coffee, sit on their beautiful patio and pretend to work on their wireless). Try one with potatoes, chorizo and *nopales* (cactus)."

**Green Musselman:** "Torchy's. Any location. Ask for the secret menu and they'll give you a list of tacos not on the main menu. The Mad Cow is awesome."

**Ortiz:** "My house! Call ahead with your order!"

## Best food delivered to your office?

**Fletcher:** "We can do that? Dang."

**Frohardt:** "Home Slice pizza (sausage and cheese). Best New York-style pizza in town."

**Goering:** "Tiff's Treats!"

## Lunch in a hurry?

**Fletcher:** "Lulu B's Vietnamese trailer. The barbecue pork sandwich is killer."

**Green Musselman:** "Tough one, but Güero's lunch menu is fast and good."

## Favorite hidden gem?

**Green Musselman:** "Mother's Café all-vegetarian in the back room where you can see the sky. But don't even try it for weekend brunch unless you can eat at 2 p.m."

**Ortiz:** "Panaderia Chuy on William Cannon — tacos, *tortas*, *aguas frescas*, *pan dulce*, *bolillos*, *churros*, all inexpensive and flavorful. It's a place I go when I want to soak my Mexican roots a bit."

—Stacia Hernstrom MLA '05





## Till the **Cows** Come Home

A family in Romania is given the gift of a pregnant Irish dairy cow from the nonprofit Bóthar. Once the cow has the calf, the family will have its first daily supply of milk. They can sell or barter any surplus. That single cow can generate a regular income that sends the children to school and buys medical supplies and other necessities for the family.

That's the idea behind bottom-up sustainable development, says Associate Professor of Geography and Environmental Science and Policy **John Cotter**, who offers a course on sustainability each spring. The course ends with two weeks abroad, where students follow some of Bóthar's cows from Ireland to rural villages in Romania. "Sustainability takes on a whole new meaning when you experience it for yourself," he says.

—Stacia Hernstrom MLA '05



## What's on **Your Mind?**

How do you calm an overactive mind cluttered with thoughts about the past and future? Academic counselors **Curtis Hirsh** and **Erin Ray** have an answer: Focus on the present. It's the foundation of a course they teach that introduces students to the practice of mindfulness as a way of bringing their attention to the present moment and accepting it without judgment.

Now in its second year, their semester-long freshman course draws upon ancient mindfulness techniques and modern research on the health benefits of being mindful. And there are many. Mindfulness is known to reduce stress, ease anxiety, improve concentration, foster a positive outlook and enhance academic performance. As a result, the mindfulness movement is trending nationwide, influencing behavior in boardrooms, hospitals, locker rooms and classrooms. On the hilltop, it's a hit with students.

"I gained great tools to cultivate patience, gratitude and mental clarity," says **Robert Burns '17**, who took the mindfulness course last year. "When I apply what I learned, I'm more productive and aware, and I enjoy my work more."

Hirsh and Ray point out that any activity, from walking the dog to washing dishes to waiting in line, is an opportunity to unplug and focus your awareness on what you're doing in that moment.

—Camille Saad



**5**

### Minutes to Mindfulness

- Find a quiet spot.
- Close your eyes.
- Notice the physical sensations of breathing.
- When your mind wanders to the past or future, gently, without judgment, draw your focus back to your breath.
- Breathe in. Breathe out. Be happy in the moment.

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**Unwind  
Your Mind**

Take a few minutes to practice  
mindfulness with a guided meditation  
at [stedwards.edu/webextras](http://stedwards.edu/webextras).

# 75 Minutes with **the Science Guys**



Charles Hauser (left) and Michael Kart (right)

**Editor's Note:** We sent a writer to spend a limited amount of time with two professors to learn as much as he could about their combined research, then tell us about it. Here's that account.

My meeting with Associate Professor of Bioinformatics **Charles Hauser** and Associate Professor of Computer Science **Michael Kart** has the structure of a class and the energy of a TED Talk.

The two professors take me to a reserved classroom, hand me a syllabus and go through a PowerPoint presentation. I've never seen anyone so excited about viruses.

Hauser and Kart tell me about the courses they're teaching on bacteriophage (phage), which are viruses that infect and replicate inside a bacterium and have been used to fight bacterial infections. Phage are the most abundant biological entity in existence. Anywhere there's a bacterium, like a lake or soil, there are phage. That's important because certain kinds of phage could lead to breakthroughs in treating bacterial infections when there's antibiotic resistance.

In Soil Microbiology and Bacteriophage Genomics, students get soil samples from locations like Lady Bird Lake, isolate phage from those samples, purify them and extract DNA — and a selected DNA sample is sequenced. Then, by analyzing the DNA sequence, students find the locations of the genes and annotate their function.

It's not a quick process, but students love it.

"We had students demand to work on this on Saturdays," Kart says. "We've never had that experience in any other class."

This was all made possible by St. Edward's University becoming an associate member of the Howard Hughes Medical Institute SEA-PHAGES project. As part of the project, students submit their phage metadata to the national database at PhagesDB.org and their physical phage DNA samples to the Pittsburgh Bacteriophage Institute. The annotated genome of one of the phage is submitted to GenBank for publication. Students have the opportunity to present their results at the SEA-PHAGES Symposium.

Furthermore, this project contributes to the world's knowledge of phage, Hauser says, as he wraps up our conversation with an especially excited tone.

"This genome has not been sequenced before, so the students are discovering something novel," he says. And maybe contributing to a scientific breakthrough.

—Jon Fortenbury





# An Open Letter from a CAMP Alumna

DEAR ST. EDWARD'S UNIVERSITY FAMILY,

I grew up in a close-knit family in Mission. As migrant farmworkers, my parents, two sisters and I traveled to the San Joaquin Valley in California each spring to pick grapes and clean cotton, returning to Mission in the fall. I always liked school, and I was a high achiever.

My plan for college was to live at home and attend the University of Texas—Pan American. I never considered leaving the Rio Grande Valley. It was my migrant counselor at school who encouraged me to broaden my perspective and explore other options. She had organized a field trip for seniors to visit colleges in Austin, and I reluctantly went along. I had never heard of St. Edward's, but when I saw the campus and met Esther Yacono, who told us about CAMP, I knew this was where I belonged. My parents were not so easily persuaded. I am the oldest of three girls, and they were reluctant to let me move so far away. But Esther won them over.

It was not an easy transition. I was lonely and eager for the four years to go by quickly so that I could get back to my family. That changed as I settled into campus life and got to know my fellow CAMPers. We became more than friends; we were *familia*. They are still my familia. We faced our challenges together and encouraged one another through our college trials. Without them, I wouldn't have done a summer internship with the U.S. Department of Agriculture's Forest Service in Washington, D.C., or a study-abroad semester in Madrid. I probably would have never left the Valley.

The university's commitment to CAMP is strong. Without it, we would not be able to offer the level of support CAMPers receive. The university is only able to fulfill that commitment through the generosity of its donors. Please join me and Luz in supporting CAMP. For more information or to give online, go to [stedwards.edu/makegifts](http://stedwards.edu/makegifts).

— Esther Yacono  
Director, CAMP

CAMP's value extends beyond migrant students; it also plays a larger role in adding to the diversity on campus and in the classroom that broadens students' minds and enriches their experiences. Without CAMP, the sons and daughters of farmworkers could not afford a St. Edward's education. And without CAMPers, the classroom experience for all St. Edward's students would be missing the unique perspective of migrant students.

After St. Edward's, I went on to earn my master's degree in public policy from the University of Texas at Austin's LBJ School of Public Affairs. For more than 10 years, I have been giving back to the migrant community through my work in UT's Migrant Student Graduation Enhancement Program, helping migrant high-school students stay in school and earn their diplomas so they could have the opportunities I have had.

Giving back to St. Edward's and to CAMP is natural for me. Since my graduation, I have returned to campus many times to talk to students and their parents at Orientation, move-in, career day, and a special reception for CAMP graduating seniors. I was part of a small group that formed the CAMP Alumni Association a few years ago so that we could formalize these activities and get more CAMP alumni involved.

But it was just this year that I made my first financial gift to St. Edward's. The loss of funding from the federal government was a real driver in my decision, and the university's continuing commitment to the program was inspiring. When Hughes Abell, vice chair of the board of trustees, and his wife, **Betsy Abell MAC '08** generously pledged \$75,000 — in the form of a \$3 match for every \$1 contributed or leveraged by CAMP alumni before June 30 — as a challenge to CAMP alumni, I had to act. Their generosity was an incentive to me and to many of my fellow CAMPers to engage one another in the important conversation about support for the program. The Abell challenge provided a terrific opportunity for those of us who benefited most from the program to step up and be counted. Let's keep the momentum going!

—Luz Hinojosa '03 (CAMP '99)



BA in English Writing and Rhetoric, 2003

# 140<sup>+</sup> day

Four alumni navigate the 84th session of the Texas Legislature — five intense months fueled by caffeine, carryout and a passion for politics.

By Stacia Hernstrom MLA '05  
Photography by Morgan Printy

**webextra**   
.....  
**#SEUInSession**

*Go behind the scenes of the 84th Legislature  
with Capitol interns and faculty experts at  
[stedwards.edu/webextras](http://stedwards.edu/webextras).*





For 140 days every other year, thousands of people — legislators, lobbyists, interns, policy wonks, Cub Scout packs, 4-H clubs and more — flood the Texas Capitol. Among them: A state representative, legislative director, scheduler-turned-office-manager and lobbyist, all graduates of St. Edward's University. Between the resolutions and rallies, some of them will get bills passed; others will see their hard work killed or buried in committee. But they've all rolled up their dry-cleaned sleeves — because the "Lege" is in session.

### WHEN DADDY GOES TO AUSTIN

A few doors down from the House chamber, Rep. **Dennis Bonnen '94** sits quietly at a sturdy, dark wooden table in his office. The lights are off, but the tall windows on the north wall let in plenty of natural light, even through the fog and clouds of early March. Behind him, a watercolor of Main Building hangs next to his diploma for a bachelor's degree in Political Science.

Bonnen, who is in his 10th term representing District 25 (Matagorda County and part of Brazoria County), munches on a grilled chicken salad his chief of staff had delivered from Corazon at Castle Hill. She also cleared a few minutes from his jam-packed calendar so that he could actually eat it, instead of leaving it to wilt in the to-go carton, as usually happens when the Lege is in session.

In the spacious lobby, aides and interns click away on keyboards, surrounded by bookshelves displaying gavel plaques and gilded maroon law journals from each of Bonnen's legislative sessions. There is also a pair of wing-tipped shoes with the soles worn off — the shoes he wore canvassing his district during his first campaign in 1996 at the age of 24 — along with a glass bowl of Tootsie Rolls and Hershey's Nuggets, and stacks of pamphlets with titles like "Water for Texas" and "Kids' Guide to the Texas House."

Today is Brazoria County Day. Early in the session, before everyone starts working nights and weekends, many counties invite their constituents to the Capitol for a day of buffets, socials, tours, goodie bags and, of course, meet-and-greets with their elected officials.



“If you’ve maintained the integrity of the institution and contributed your own skills, then you can count it as a success.”

– REP. DENNIS BONNEN ’94

Bonnen’s morning started at 6:15 when he met his trainer at his Austin gym. Then he spoke at a legislative breakfast, introduced four resolutions on the House floor honoring citizens and community groups from his district, recognized a couple’s 20th anniversary, gave tours to five honorary pages, and granted interviews to a couple of reporters about the border bill he is sponsoring. It’s barely 1 p.m. And this evening, he’ll join the other legislators from his area at the Brazoria County Day finale — an event at Fiesta Gardens billed as the world’s largest shrimp cocktail.

But for these few scarce minutes, Bonnen sits alone. His wife, Kim Bonnen, just in town for the day, comes in to talk about their sons’ (ages 10 and 9) soccer schedules. For the first half of the session, before his job takes over, Bonnen can go home on weekends. He sometimes has to cheer his sons on from the sidelines in a suit and tie, on his way to a luncheon or speech, but he’s there. And when he’s not, he likes to FaceTime with them on their way to school.

His family has adjusted to this strange dynamic, and it might even be good for his sons, he says. “When I met my wife, I was a state rep. We got married and had kids, and I was still a state rep,” he says. “It’s our life, and it always has been — it’s what we know. I think it’s good for my boys not to fall into a perfect routine. They have learned to adjust to the changes when Daddy goes to Austin.” (Bonnen is also CEO of Heritage Bank in Pearland.)

This session, Bonnen is chairing the Ways and Means committee. The governor would like to cut \$4 to \$5 billion in taxes, and it is Bonnen’s responsibility to figure out how. He will lead hearings, interview witnesses, meet with experts, talk to constituents and, maybe, pass some tax cuts. “At the end of the session I want to say that we found a way to provide the biggest return to Texans,” he says. But he’s realistic. “Sometimes you just can’t do all that you want to do. You just take it in, digest it, move on and try again. If you’ve maintained the integrity of the institution and contributed your own skills, then you can count it as a success.”



## GONE TO NEW JERSEY TEXAS

Three floors down from Bonnen's office, **Genevieve Cato '10** alternates sips of black coffee and an Iced Refresher from Starbucks. Her desk is in the back corner of a small square room she shares with two other staff members and an intern. Two unopened boxes of Thin Mints sit precariously on the edge, and a wispy plant stretches to reach the sliver of light from the room's tiny window. She simultaneously drafts an email, phones a staffer from another office and texts her boss, Rep. **Mary González MLA '09**, who represents District 75, which includes east El Paso County.

As González's LD, or legislative director, Cato is in charge of drafting the bills González plans to sponsor (she filed 22 on the session's first day and 20 more in the first six weeks); lining up witnesses for committee hearings on those bills; meeting with other LDs, staffers and lobbyists; briefing González on each day's agenda; accompanying her to speeches and events; writing and editing talking points and press releases; supervising interns; and troubleshooting hundreds of other things (like getting their office rewired for the television they need to watch a live feed from the House floor).

Today, she is scrambling to find expert witnesses to testify in support of González's House Bill 77, which would fund a study of a successful Dallas domestic violence prevention program that could be adopted statewide. Someone from the governor's office just called to let her know the bill has been fast-tracked and will be heard by the Human Services committee in three days.

González rushes in, straight from the House floor, sits down opposite Cato, and props her red heels up on the steel trash can. While drafting a witness list, they finalize a presentation González will give to Nerd Nite Austin this evening, figure out who can meet with a group of lobbyists that has just dropped by, coordinate tomorrow's low-key birthday lunch for a staff member, and go through their Bill Protocol Binder with intern **Raneem Ashrawi '16**, who will write up González's talking points for the committee meeting on Monday.

"It's chaos, and I love it," says Cato. But when she graduated from St. Edward's with a degree in Global Studies, Cato hightailed it out of Texas for graduate school at Rutgers. She sold her car and had no plans to come back. She followed the 82nd Legislature from afar, and she didn't like the decisions that were made around women's health services. "I realized I didn't want to be watching from the outside," she says. "I couldn't stay away."

After earning her master's in Women's and Gender Studies, she worked on state-representative campaigns — putting in 16-hour days and moving seven times in two years — before sending González a Facebook message about her LD opening. (The two had met when Cato attended a training session by González for staffers at Annie's List Campaign School.) The hours are still long, but she wouldn't trade it. "There are so many opportunities for genuine compromise, and so much can be changed at the state level," she says. "I can't believe I get to work at the Capitol and help make laws for people. I do work I believe in."

GENEVIEVE CATO '10







LAUREN LEINING '13

## ICE CREAM & HEALTHCARE DREAMS

Three floors up, just above the Senate chamber, **Lauren Leining '13** is thinking about ice cream. Her boss, Sen. Lois Kolkhorst, is co-hosting a social for constituents from Washington County. While Kolkhorst scoops the ice cream into cardboard cups and serves her constituents, her staffers pitch in wherever needed and find time to chat with visitors from the district.

When Leining finally makes it back to her desk — the first thing visitors see when they enter Kolkhorst's office — she sips from a mug of hot green tea, handles visitors from AARP and the Texas Dental Association, and helps an intern find some plain white envelopes. As the office manager, she helps create the senator's schedule and meets with lobbying groups and constituents regarding their concerns. And she's getting some policy experience by researching bills that are up for a vote, too.

Leining connected with Kolkhorst last August. A Psychology major and Criminology minor, she knew she wanted to do something with healthcare policy, but she wasn't ready for graduate school. After she interned at the Make-A-Wish and LIVESTRONG foundations, Career and Professional Development at St. Edward's helped her secure another internship with the House Public Health committee, which Kolkhorst (then a state representative) chaired.

When Kolkhorst got elected to the Senate, she hired Leining to fill the open scheduler position (which quickly resulted in the promotion to office manager). Leining loves the fast pace of working in the Legislature. "You never know who is going to walk in," she says. "The unpredictability of every day is kind of fun."



## THE THIRD CHAMBER

**Chris Duke '10** is standing in line at Lavazza Espression, a coffee shop on Congress Avenue, waiting for his afternoon usual — a grande iced coffee, a punch on his frequent-customer card and then a few jelly beans from the jar back at his desk. As a lobbyist for Texans for Education Reform (TER), Duke works on the fifth floor of a high-rise at the corner of Congress and 10th — strategically positioned just a block from the Capitol (and a short walk to both Lavazza and a Starbucks).

Duke prefers the quieter place. “Everybody goes to Starbucks,” he says, “and I always wonder who’s listening. It’s another place to do business, not really somewhere to take a break.” And a 15-minute break for some fresh air and p.m. caffeine is just what Duke needs. This session, TER is spearheading eight policy initiatives, and he is in charge of four of them.

He has spent the last year getting very familiar with Texas Education Agency policy, teacher evaluation and professional development models, school rating systems, and education reform successes from states like Louisiana and Tennessee. He drafted bills; met with TER’s board and “thought partners,” full of education-policy superstars like former Secretary of Education Rod Paige; and talked with legislators and staffers about why they should support TER’s initiatives.

Lobbying is a change for Duke, who interned with the Senate Education committee as an undergraduate. Longtime Plano politician Sen. Florence Shapiro, who chaired the committee, piqued Duke’s interest in education policy — and the Texas Legislature. At St. Edward’s, Duke was also a Student Government senator and vice president, and chief justice of the Student Court of Appeals. Between what he learned at the Capitol and on the hilltop, Duke was hooked. “I figured out what I loved,” he says, “and I knew that I wanted to eat, sleep and breathe it.” After graduation, he took a job as a legislative assistant for Rep. Raul Torres, eventually working his way up to legislative director for Rep. Marsha Farney.

When the position at TER opened, Duke jumped on it. The transition to the “third chamber” was pretty easy. “When I was on the other side, lobbyists had 20 or 30 seconds to grab my attention. I appreciated the people who delivered valuable information and focused on problem-solving,” he says. “I try to be that kind of lobbyist — I’m honest, I stick to what I’m advocating for, and I build partnerships where there is mutual crossover. That’s been a pretty good playbook so far.”

When he leaves the office (rarely before 7), he goes home with his girlfriend, **Krista Heiden '11** (a senior policy analyst for Sen. Donna Campbell), watches a few episodes of *House of Cards*, and checks on his goldfish, Chief Justice William Cushing. He’d like to get a bulldog, but there’s just no time to take care of anything that requires more than a few flakes of food twice a day. “We started out with three fish, and only one has survived our crazy schedule,” he says. “It’s like survival of the fittest in that tank.”

Really, the high-stakes spectacle happening in Duke’s fish tank is not all that different from life in the Lege. “If you ever have the chance to work a legislative session, take it,” Duke says. “It will be the most dramatic, fulfilling, exciting 140 days of your life.”



“I figured out what I loved,  
and I knew that I wanted  
to eat, sleep and breathe it.”

– CHRIS DUKE '10



# WORKING FOR THE GREATER GOOD

Austin is well known for its tech and startup scenes. But increasingly, the city is gaining traction as a home for companies (and a university) committed to solving social problems.

By Jon Fortenbury | Photography by Morgan Printy

Students from St. Edward's are tapping into the Austin startup community at Capital Factory, a local incubator and co-working space for entrepreneurs.



**Alex Gyarfas DMBA '15** had never considered herself a technical person.

As recently as two years ago, she had no plans to enter the tech industry. She wanted to go into print journalism, but shortly after moving to Austin for its weather and music, that all changed.

Tech found her.

"I couldn't go to a networking event without meeting someone from the tech scene," says the 24-year-old Venezuela native, who graduated from the Digital Media Management MBA program in May. "They seemed like they were having lots of fun, loved what they were doing and were contributing significantly with their work."

Still, Gyarfas didn't think she was cut out for tech. That is, until she and her team of fellow students pitched a mobile app to a group of local investors for a new-venture-creation class. She was surprised at her ability to impress a group of successful tech entrepreneurs. Winning that competition made her realize she could actually make tech a career if she wanted.

It also landed her and her teammates a lite membership at Capital Factory, a local startup incubator and co-working space, where she has networked and contributed to the startup world.

Gyarfas' story is part of a larger narrative happening in Austin. It's a connection between the city's tech scene and St. Edward's University, centered on how the university equips students to work at these companies as interns and then be hired as employees. That part of the story is not new.

What is new in Austin is a tech scene that's become increasingly centered on social enterprise. To what extent St. Edward's University, which has long been committed to promoting the social good, has contributed is not clear. But what is clear is that the university, its students and the tech scene have never been more aligned.

## A Town of Techies

There are reasons that Austin has had its own Silicon nickname for almost 20 years. The numbers don't lie. According to a report in *Forbes*, Austin is creating more technology jobs than any other city in the United States, with the Austin metro area seeing a 41.4 percent tech industry employment growth between 2001 and 2013. Austin boasts 95 of the fastest-growing companies on the 2014 *Inc.* 5000 list, which makes it the fourth-best city for fast-growing companies. And NerdWallet ranked Austin the sixth-best place in America for STEM (science, technology, engineering and mathematics) graduates, due to its large number of jobs.

It's a combination of factors that make Austin a desirable place for companies to establish offices or headquarters. The high quality of life coupled with a low cost of living make an ideal place to find talent.



115

STARTUPS  
FUNDED

IN 2014

*Built in Austin*

2,600

TECH COMPANIES  
EMPLOY 50,000+

*Austin Business Journal*



#1

CITY FOR  
TECH  
BUSINESS

*Wall Street Journal*

Plus, the fact that the city is the state capital allows for intersections between tech and government. Then there are the universities, which provide an "ever replenishing talent pool," according to *Inc.*

At the center of this scene is the Austin Technology Council (ATC), which represents about 300 tech companies and works directly with the city council to make sure tech concerns are heard, says Lawrence Waugh, a board member for the organization and managing partner of the local firm Calavista Software. One of those concerns is making sure the city retains and attracts the right talent: There will be approximately 9,000 new tech jobs in Austin by 2017, a stat used regularly by the ATC.

But tech isn't the only force driving growth. The startup scene in Austin is also thriving.

According to the 2014 Austin startup report created by Built in Austin, a hub for the Austin tech scene, local startups raised \$993 million in funding in 2014, 123 percent more than the previous year. More than 115 companies were funded, 70 of which raised more than a million dollars.

More and more, though, Austin is also known as a place for social enterprise, which focuses on for-profit businesses solving social problems.

According to Greenlights, a resource for local nonprofits, there are nearly 6,000 registered nonprofits in the city, so Austin's heart is in the right place. But now groups like the Austin Social Innovators Meetup are combining business with cause-oriented work.

Perhaps Austin attracts the type of people who would take on these projects. It's an appeal that goes beyond South by Southwest Conferences & Festivals (SXSW), nice weather and breakfast tacos. There's a reason people in the technology field move from Silicon Valley to Austin or skip Silicon Valley altogether.

Just ask ATC's Waugh, who came to Austin from the San Francisco Bay Area two decades ago. His wife was pregnant, and they were starting to think about the long haul. He says that California was fun for a dual-income couple with no kids, but when it came time to put down roots — raise a family, buy a house, all of that — he didn't want to do it there.

"There's much more work-life balance here," says Waugh. "It's easier to find a job here where people actually want to have lives and want to do good and not just have the mindset of 'I got this one shot, and I'm going to miss it if I don't work myself to death.'"

Since Austin draws friendly people with holistic goals in life, the projects they take on tend to be focused on the social good. All it takes is one look at Capital Factory's member companies to see this: Take Cloud 9, a startup whose mission is "to change the world by changing minds for the better" by delivering mental health counseling through mobile devices. PenPal Schools, an Austin-based startup, uses technology to connect students around the world to improve their cultural literacy and introduce foreign languages.

## Enter St. Edward's

When it comes to intersecting with the tech and startup industries in Austin, being fast, nimble and relatively small work to the university's advantage, says **Nancy Schreiber**, dean of The Munday School of Business.

Take the university's partnership with Capital Factory, which is benefiting Gyarfas and other students. Here's how it's structured: The five winning members of a startup pitch competition in the new-venture-creation class of the MBA program get Lite memberships there. This lands them access to the co-working space — and the various startups that work out of Capital Factory.

And there are a lot of them: More than 350 companies and 650 members, including investors, are affiliated with Capital Factory.

Each startup's goal is to raise a million dollars and then let a new venture take its place. The incubator hosts events nearly every day, with activities ranging from networking to lectures from investors and entrepreneurs. There's arguably no better environment in Austin for a college student who wants to get involved in local tech or entrepreneurship efforts. As part of her Capital Factory membership, Gyarfas planned marketing campaigns for Vivogig, a startup that allows users to share their favorite live-music photos.

"You can just tell there's a lot of creativity going on," says **Layne Cassidy DMBA '15**, who plans to use her education to work in business operations for technology companies. "It's very open and really creates an atmosphere that feels exciting. You know everyone there is working on something amazing and is very dedicated to it."

Beyond the partnership with Capital Factory, the university hosts hack-a-thons (events where computer programmers work on software development), sends several students to assist at SXSW, has placed students and alumni at Tech Ranch Austin (another accelerator and tech co-working space), has partnered with Open Austin (a group that promotes open government, data and civic application development), and much more.

Then there's the relationship with the ATC that's just getting off the ground. Internships starting this fall will connect business and science students with tech companies, with the longer-term goal that St. Edward's graduates will be well-positioned to fill the open tech jobs in the city.

According to **David Waldron**, vice president for Information Technology at St. Edward's, the university is connecting with the Austin community to provide innovation and intellectual capital, which can be leveraged to help students.

"We're interested in aiding the Austin community by answering questions like, 'How can entrepreneurs make money but also contribute to the social good?'" says Waldron. "Austin is a great tech



"Technology and products always evolve, but purpose and vision are what create impact in markets and in the world."

—KYLE BALLARTA MBA '11



**6,000** NONPROFITS  
IN AUSTIN  
*Greenlights*

# **1**

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**41.4%**  
TECH INDUSTRY  
JOB GROWTH  
2001–2013  
*Forbes*



**9,000**  
NEW TECH JOBS  
IN AUSTIN BY 2017  
*Austin Technology Council*



center focused on entrepreneurship and the social good. St. Edward's can fill that niche in a way that is very genuine and authentic as a vibrant participant in the Austin community and with our unique strengths. And one of those primary strengths is that focus on the social good."

**Kyle Ballarta DMBA '11**, an Austin venture capitalist who founded Falcon Ventures, says that St. Edward's taught him how to ask the right questions in the quickly evolving world of technology. Ballarta was a member of the initial team at LifeProof that reached 300 employees within three years. The company was acquired by OtterBox in 2013.

"I think the strong suit of St. Edward's is that it's a purpose-driven university," Ballarta says. "A lot of universities help students gain skill sets to be competent in a discipline, but what you realize when building products and technology is that they are nothing without purpose and mission. Technology and products always evolve, but purpose and vision are what create impact in markets and in the world."

Ballarta says that the more purpose-driven companies in Austin are disruptive, meaning they change business models and impact the world, the closer Austin will be to reaching its tech potential.

## Technology for the Good

Every year, students graduate from St. Edward's University and enter the local tech scene. They don't always go into social enterprise. Even when they go off to locally headquartered companies like Dell or National Instruments — companies not thought of as social enterprise companies — something sets them apart from graduates of other universities. And that is a mentality focused on benefits to society, which is engendered in the university's mission.

That's what stirred Gyarfas' interest in technology in the first place. As she met more and more people around Austin involved in tech, she was inspired by how technology can drive change in the world, which she got to see with her own eyes. It wasn't always the kind of change one thinks of when thinking of social enterprise, like TOMS Shoes. But it was a significant contribution to society, whether it was a web platform intended to get elementary students to read more or a company that helps small businesses grow through online marketing.

Experiencing the Austin startup scene showed Gyarfas that a career in tech is well within her reach. But perhaps more significantly, she realized how her business knowledge could be combined with something bigger.

"I've had to think about social responsibility, the global impact — not just about making money," she says. "This wasn't something I expected to get from the program, but it's been my favorite part."

For Gyarfas, her next stop is likely a job in Austin's tech scene. But after that, who knows: An online journalism platform in her home country of Venezuela? Something else she hasn't even imagined yet? She's just getting started.

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# THE CREATIVE ECONOMY





**Austin is collaborative rather than competitive. It welcomes the innovative and offbeat, and it supports the little guy (or gal). Talk to people in Austin's creative economy about why they love their city, and you'll hear similar themes. Here, seven artists, entrepreneurs and innovators share the projects that drive them and why Austin is the perfect place to pursue their passions.**

*By Robyn Ross | Photography by Morgan Printy*



## BRAD CARLIN '02

### Managing Director, Fusebox Festival

Brad Carlin knew he wanted to be part of the Fusebox Festival when he arrived for the 2011 kickoff event: a performance by the orchestral band Mother Falcon, accompanied by 100 string players in the Seaholm Power Plant building. “It blew my mind,” he says. “There were 2,000 people in there and a line going all the way around the building.”

Carlin now manages the business side of the annual “hybrid arts festival” that brings boundary-pushing performances, installations, discussions and even food tastings to Austin every spring. One of three full-time, year-round staff, he raises funds, markets the festival and helps develop the calendar of events.

The seeds for Carlin’s relationship with Fusebox were planted while he was attending St. Edward’s: Festival founder and artistic director Ron Berry cast then 19-year-old Carlin in his first off-campus play.

While Austin doesn’t have the arts resources of a place like New York City — the museums, the Broadway theaters — Carlin says it has something else: adventurous audiences.

“Maybe this comes out of Austin’s live music culture: the notion of going to a club, maybe not knowing the band that’s playing there, and feeling the immense reward when you discover something new and exciting,” he says. “I think that has laid the foundation for the way audiences value exploration and experimentation in other art forms.”



## JENNY LARSON '01

### Producing Artistic Director, Salvage Vanguard Theater

When Jenny Larson came to St. Edward’s, her concept of theater was informed by what she’d done at her South Dakota high school: Greek classics, Shakespeare, musicals, Neil Simon.

But in Austin, she discovered a different kind of theater that experimented with form, structure and narrative, and that probed ideas about race, gender, power and identity. Salvage Vanguard Theater (SVT) was producing the kind of work she liked, and she started an internship there in 2001. Larson worked her way up to literary manager, resident artist, associate artistic director and, in 2008, producing artistic director.

“We do gritty, garage-band theater,” she says. “It’s not theater that tells people answers. There’s no preaching; there are no pointed political statements. It’s more about having an open space for questions.”

Salvage Vanguard is both a theater company and an arts venue. Larson curates the season at SVT, choosing the plays and hiring the directors, designers and crew for each show. She also curates the venue itself, which has two theater spaces and a gallery that host events including comedy, improv, film screenings, puppet theater and yoga.

While some of her peers moved to New York City after graduation, Larson was more compelled by the do-it-yourself culture and eclectic art scene in Austin.

“I’ve never been the type of person who felt like ‘making it,’” she says. “That means different things for different artists, but for me it never meant going to L.A. or New York. To me, ‘making it’ means you actually make the work and have conversations with other artists, and that’s how you grow as both a human being and as an artist.”



## LUKE DUNCAN '13

Head of Customer Support,  
Ticketbud

## JACK MEREDITH '11

Head of Business Development,  
Ticketbud



Working at a startup is like earning an MBA through independent study, say Jack Meredith and Luke Duncan of Ticketbud. The Austin company is an event registration platform that helps organizers promote their activities and sell tickets. Now that the founding member of the company has moved on, Meredith and Duncan are two of the most senior people on its seven-member staff (which includes four St. Edward's graduates).

"We have to learn on the go all the time," Duncan says. "I've learned how to code a little bit, how to interact with customers, and how to deal with business development and sales."

While Ticketbud-supported events range from free parties to VIP charity fundraisers, the company typically works with small-to medium-sized organizations. "We like the DIY, creative events because those fit perfectly into what we offer," Meredith says. Last year the company was approached by organizers for the inaugural Pop Austin, a show and sale of high-end art. Ticketbud built a

custom platform for sales and also sent staff to the event to handle check-in and process transactions.

"It was amazing to swipe someone's credit card for \$100,000," Duncan reflects. "It was stressful but rewarding at the same time."

The Austin startup scene, which includes Ticketbud, has a similar intensity, the men say, with daily meetups, speakers and networking events. Meredith says it's important to balance those opportunities with focusing on the actual work of running a young company — "or you can get carried away with the excitement of being part of this culture."

But the work itself is motivating, because it allows for autonomy, flexibility, and the chance to focus on projects of personal interest, he says. "Since we're a small team, everyone has a say in any decision that we make. It's nice to see results and be able to say 'that's directly because of us and no one else.'"

## JULIA STRAWN '11

### Founder, Evergreen Chai



Julia Strawn's interest in tea began when she went to Japan in high school. "The way they prepared it, the tea tasted perfect every time," she remembers. "I became enchanted with the whole practice of sitting down and taking a moment for yourself to drink a pot of herbs."

Now she's enchanting new tea drinkers with Evergreen Chai, an herbal tea sold in bottles at Wheatsville Co-op and served mixed with milk and steamed at Austin coffee shops like Seventh Flag Coffee Co. and Caffé Medici. She and her business partner brew and deliver about 72 gallons of chai a week.

A global food issues class Strawn took her senior year at St. Edward's inspired her to work in sustainable food: on farms, at cafés and bakeries, and at a local produce and grocery delivery service. She then decided to start her own business that would be "a sweet indulgence for people, but would have herbal benefits." Chai was a product she could streamline; once she'd perfected the recipe, she could scale up, produce a consistent brew, and still have time left in her life for other pursuits.

Sustainability is paramount for Strawn, who uses all organic ingredients and, after brewing, composts the spent spices in her backyard garden. She's looking for biodegradable packaging and other ways to make her business zero waste. One day she'd like to run a sustainable farm and learning center where people could see herbs growing, and perhaps open a commercial kitchen that could host Evergreen Chai along with other companies.

"For me, it's important to know where your food comes from," she says, "and the Austin community has been really good at supporting local food products."

With frosting, sprinkles and entrepreneurial instinct, Wes Hurt launched one of Austin's most successful food trailers in 2007. Hey Cupcake! opened in an Airstream parked on South Congress Avenue and expanded to six locations by the time Hurt sold his majority stake in the business in 2014.

What most people didn't know as they were enjoying the sweet treats was that there was a disconnect between the business and its owner's life. Hurt, who had struggled with addiction and alcoholism for 20 years, was drinking and using drugs every day.

"The whole concept of Hey Cupcake! — the whimsical nature, the free-spirited feel of the Airstream, the nostalgia, the innocence — that always represented something I wanted to feel but was never able to manifest in my own life," he says.

Last year Hurt committed to getting clean and repairing his relationships. His next move was a new venture, CLEAN Cause Water. The premium purified and sparkling mineral water proudly explains its purpose on the sides of the packages: 50 percent of profits support recovery from alcohol and drug addiction. The company will expand by hiring employees who are in recovery, "to give them an opportunity to stay productive and build self-esteem," Hurt explains. He calls it "a for-profit, with a social twist."

The company launched in March and the water is sold in stores like JuiceLand that Hurt calls "Austin brands." "Our target market is people who are open minded and willing to have the conversation about it, which is really the goal," he says. "It's a conversation starter to de-stigmatize addiction and alcoholism in the [United States]."

Hurt is betting that in a city like Austin, residents and visitors alike will reach for a bottle of water that can make a difference over one that doesn't.

## WES HURT '05

### Founder, CLEAN Cause





## CARLOS MARTÍN '12

### Founder and Chief Concept Coordinator, The Z Bottle

The Z Bottle was invented at the end of a long, busy shift at a Sixth Street bar. Carlos Martín, then a junior at St. Edward's, was responsible for restocking the beer, which involved bringing it from the upstairs room where it was stored to the bar on the floor below. About one box short of filling the cooler, Martín stopped to rest and had an epiphany. "I thought, 'Man, I really wish there was some way these bottles could be more efficiently packaged so I don't have to go all the way back up for another case of beer,'" he remembers.

He started designing a bottle that would take advantage of the space left unused when cylindrical bottles are packed into a box. The design, for which Martín has a patent pending, is rectangular, with one convex and one concave side that help the bottles fit neatly together. They're also designed to interlock when stacked on top of one another, which saves more space.

In other cities, Martín says, "everyone's competing against each other, but here, everybody helps you out, no matter what industry you're in."

Martín calculates that a box packed with a dozen cylindrical 32-oz. bottles wastes about 38 percent of the space. The same box can be packed with 15 32-oz. Z Bottles, which leaves only 13.1 percent of the space unused.

While Martín's original inspiration was for a better way to move beer or liquor, he's currently discussing partnerships with a local water company and a vinegar and olive oil retailer. Looking ahead, he's decided to focus on the bottle's applications in the medical field — an idea that came from conversations with entrepreneur **Chris Ragland '05, MBA '10**. That's the latest chapter in the Z Bottle's very Austin-based story: Martín first developed the concept in his Entrepreneurial Practicum class at St. Edward's, and he has fine-tuned it in consultations with his business professors and at the local entrepreneurial hub Tech Ranch Austin, which he says exemplifies "Texas friendliness." In other cities, he says, "everyone's competing against each other, but here, everybody helps you out, no matter what industry you're in."




# The MODERN PILGRIM

*At age 20, Hannah Thornby '15 set out to hike nearly 800 kilometers along El Camino de Santiago and to find out why thousands of others do the same.*

By Hannah Thornby '15 | Photos by Suso Rivas





**T**he sun was still rising when I realized I wasn't alone on the trail. The forest was just thick enough to make the world seem enclosed by the arc of the holm oak tree branches overhead. The open fields of Navarra and vineyards of Rioja lay ahead, and I was savoring the fleeting feeling of a small, private world. Having left Estella in northern Spain that morning, I was roughly 100 kilometers in on my almost 800-kilometer walk across Spain along the French Way of El Camino de Santiago when I caught sight of a fellow pilgrim, Wheelbarrow Man.

I estimated Wheelbarrow Man, with his frizzy white beard and hunched back, to be about 60. He was carrying two sizable packs — one backpacker's pack and a smaller pack on his front. His companion, a taller, slender, wispy-haired woman speaking French, carried another pack and trailed softly behind as the man dragged the wheelbarrow over rocks and roots and other uneven surfaces. I had been trying to guess their story since I first spotted them on day one in the Pyrenees.

In the six days since I'd begun my journey in Saint Jean Pied de Port, France, I'd confirmed my suspicion that no amount of planning could have prepared me for meeting the wide variety of

pilgrims walking the Camino path. They came from places farther away, spoke more languages, and walked for more reasons — reasons I never could have anticipated. In coming together, we asked each other why: Why leave whatever life you've left to walk across Spain?

When the trail finally brought me back to Wheelbarrow Man that morning, I broke the silence with the typical pilgrim greeting: *Hola, Buen Camino!*

In basic conversational French I had picked up at cafés during a study abroad semester in Angers, Wheelbarrow Man and I ran the gamut of ice-breaking trail conversations — *Où as-tu commencé? Comment es vos pieds? D'où es-tu? Où va-tu aujourd'hui?* (Where did you start? How are your feet? Where are you from? Where are you going today?) — before I launched into what I really wanted to know: Why push a wheelbarrow such a long way along such unfriendly terrain?

Wheelbarrow Man answered in gruffer French than I was used to. All he said, or perhaps all I understood, was that he was carrying everything for his friend. He nodded backward to the wispy-haired Frenchwoman who was looking upward, onward, anywhere but where we were.





It's impossible to do the Camino alone. The shadow of other pilgrims past and present is as inescapable as rain in Galicia and the sun in the *Meseta*. Many, under the allure of sharing a trail and a tradition, discard conventions of privacy and immediately open up about the story that led them to the Camino. More often than not, I heard their personal accounts of war, heartbreak, death, dying, love and happiness after walking together for only a few kilometers. They'd often share why they were walking, if they knew. Quite a few did not.

Wheelbarrow Man didn't break. I had questions about their relationship and how far they had been walking, but mainly, I wanted to know about that wheelbarrow.

My muscles sore and my feet already blistered from carrying just one pack, I couldn't imagine why anyone would freely choose to push a wheelbarrow in the Spanish summer heat, up the mountains of the Pyrenees and down the unexpected valleys in the Rioja.

Neither showed signs of providing more answers. When they stopped, dropping the wheelbarrow and multiple packs to drink some water, I kept on, left with one more mystery to ponder along the Camino.

I came to the Camino as a walker and an aspiring writer. I came fascinated by its very nature, in which day-to-day routines are as simple, and as difficult, as walking from one place to another.

Greek philosophers called the Peripatetics

were the first to draw the connection that walking begets thinking. More recent studies in biology demonstrate that physical acts like walking can help restore basic body function: Walking increases the flow of blood and oxygen to more parts of our bodies, especially our brains.

And walking, that physical movement and journey through space and time, has been used by writers as a way to capture the human experience. Beyond medieval Christians and pilgrims who've written about the Camino, countless philosophers and literary minds have framed the human struggle around long walks — Kant, Wordsworth, Rousseau and Thoreau, for instance. With the horizon always ahead and the heart and lungs working in unison,







walking stimulates us and leads us to something greater.

I traveled to Spain last summer because, as mundane as it may sound, I love walking, and I wanted to write in the ancient space of the Camino, where people have been walking for well over 1,000 years.

The Camino was once mainly a form of plenary indulgence undertaken only by penitent Catholics wishing to become more devout. Today it is a modern cultural phenomenon. In 2013, the trail drew people from more than 130 countries for reasons that ranged from religious to recreational. The demographics of walkers are now so varied that academics are at a loss to define what exactly constitutes a Santiago-bound pilgrim.

I came to the Camino for my chance to join the legacy of walking and writing, but I spent much of my 780 kilometers trying to figure out why so many others come to it in the 21st century. Why pull boots on over blisters and walk through the often-unforgiving elements of northern Spain?

Unlike those medieval pilgrims seeking indulgences in the final Cathedral of Santiago de Compostela where St. James the Great is allegedly buried, only a few I came across were walking to receive forgiveness. The pilgrims I met pushed wheelbarrows and left jobs as doctors, chefs, teachers, artists and farmers to walk a trail that's hardly what it used to be: The Camino is neither pastoral nor isolated, given the urban sprawl and new cities that have intruded upon the ancient path.

The pilgrims represent any number of religions. The diversity makes for a welcoming and eclectic community that comes together on the trail or in special Camino hostels, as the pilgrims share their experiences with one another.

Nights on the Camino involve sharing cheap pasta dinners, multilingual conversations and often tales of blisters and what the sunrise looked like that morning (almost all wake up before dawn to start walking).

*"I came to the Camino as a walker and an aspiring writer. I came fascinated by its very nature, in which day-to-day routines are as simple, and as difficult, as walking from one place to another."*



But even after hundreds of kilometers and interactions with other pilgrims as distinct as Wheelbarrow Man, I was left wondering: What does it mean to be a modern-day pilgrim? And was I one?

I'd finally given up on my quest to name and categorize the Camino pilgrim when I met George, a sort of pilgrim expert.

When our paths crossed in Rabanal del Camino on the slow climb into Galicia, he was completing his 11th Camino France (the most popular of the pilgrimage routes to the cathedral) in as many years. He was 81. He would pass me on the trail a number of times.

Both young and old flock to the Camino, and the older walkers often fare better, walking farther or faster than their comparatively healthier, fitter counterparts. Competition on the Camino is looked down upon, but I still wondered about the phenomenon. I'm a long-distance runner, yet people 40 and 50 years older than me were consistently outpacing me, sometimes with no previous trekking experience and sometimes even pushing a wheelbarrow.

It would eventually make me doubt my place along the trail, question my position as a pilgrim.

George and I had set out from the same place one morning. After huffing my way into the last mountain village before the climb to the second-highest peak of the trail between France and Spain, I found him having a leisurely tea with a large group of other pilgrims. I'd always find him this way: surrounded by five or six others, laughing and sharing stories from his life and 10 other Caminos.

When, in exasperation, I finally asked how he moved so effortlessly along the trail, he told me that he believed that the older pilgrims fared better than the younger generation because they knew more about suffering, more about dealing with the ups and downs of life. If everyone breaks on the Camino under the physical and mental duress, those with more years under their belt know more about what

it's like to be broken and how to put themselves back together.

Pointing to me and a friend I had picked up along the trail that day, he told us there was a reason he'd done the Camino so many times in lieu of other Christian pilgrimages, like Fátima in Portugal or Lourdes in France.

"You get to walk and talk with people," he said, with a chuckle, "like yourselves."


In that simple answer, we were alike in our reasons for walking the Camino: We both came to start walking and see what would happen.

In the summer before my last year of college, I walked 780 kilometers between Saint Jean Pied de Port and Santiago in 33 days. I threw out my hip. I had my backpack bitten, while attached to me, by a donkey. I slept in an abandoned building and a convent. I found myself in the middle of a discussion about the Crusades between an Austrian nun and a death-metal-loving Polish anarchist. I made long-term plans with short-term friends to hike Machu Picchu, attend Oktoberfest and visit Vienna during Christmas. I shared an ice cream with a Polish priest 45 seconds after introductions.

I paid close enough attention to notice when the sunflowers finally turned their faces upward midsummer. I learned to take *siesta*, to listen and to toast at the end of every day. I saw the human spirit prevail when a stranger insisted on helping another stranger pop oozing blisters. I traveled slowly enough to notice and appreciate the subtle differences in landscape and people that inevitably appear if you keep traveling in one direction. I came to terms with a long-held impulse to prove that I could do everything myself. I became forever indebted to others for their small acts of kindness and realized that living in communion with people was important to me. I used the word "blessed" unironically for the first time in my life.







In the end, I identified as a pilgrim, but I still found the whole idea of the Camino too old, too long, too romantic and too esoteric to explain as a writer.

What I do know is that as the sights and the places change on the Camino, the rhythm stays the same. In today's overtasked, over-stimulated world, it's an infinitely human-feeling rhythm: wake, walk and rest. Young and old, believers and nonbelievers, those pushing wheelbarrows and those engaging everyone they meet: They become pilgrims when they let the trail, its people and the experiences they share along the Camino into their lives.

## Postscript

Whenever I am stressed, I list the 30 towns I stayed in over the course of my trek, starting in southern France and continuing across most of northern Spain: Saint Jean Pied de Port, Roncesvalles, Larrasoana, Puente la Reina, Estella, the list goes on. Strung together, they sound like a chant and calm me. They remind me of everyone I met along the path.

I miss walking and talking with people every day, but in the almost 12 months since I completed my pilgrimage, I've finished an undergraduate honors thesis on my experience on El Camino de Santiago, embedding contemporary and medieval history alongside social research into pilgrims and pilgrimages within a longform creative nonfiction narrative. I have been awarded a Fulbright English Teaching Assistant grant in Malaysia. I graduated with honors from St. Edward's in May. And I have plans to visit a few members of my Camino family just as soon as time allows.



webextra 

Summer  
Scholars

Hear more from **Hannah Thornby '15** about her walk across Spain, and follow **Kate Barton '15** as she writes for the Prague Post in the Czech Republic at [stedwards.edu/webextras](http://stedwards.edu/webextras).

# ALUMNI NOTES

## Meet Your Chapter Presidents

Sure, the center of the Alumni Association is on the hilltop. But as the association continues to take root, more and more is happening at the chapter level, where our fearless presidents and chapter volunteers organize events, connect with alumni and serve as ambassadors for all things St. Edward's.

Here are the faces — and personalities — behind our seven chapter presidents and the president of the Alumni Association.

### Stay Connected

**Email:**

sealumni@stedwards.edu

**Web:**

stedwards.edu/alumni

**Phone:**

512-448-8415

800-964-7833


**Mail:**

St. Edward's University  
Campus Mail Box 1028

Attn: Data Specialist  
3001 South Congress Avenue  
Austin, Texas 78704-6489

 facebook.com/sealumni

 flickr.com/sealumni

 Search for  
"St. Edward's University  
Alumni Association"



### Alicia Barron '03

**AUSTIN PRESIDENT AND VICE PRESIDENT OF THE ALUMNI ASSOCIATION**

**What's your favorite magazine?** *Real Simple.*

I actually organize for fun.

**Favorite chapter activity?** Any volunteer project. It's a great way for us to continue the Holy Cross mission and feel good about helping others.

**Three words that describe St. Edward's?**

Home, exciting, Topper



### Allyson Schaeffer '03, MBA '10

**BAY AREA PRESIDENT**

**What's the best thing that happened to you as a student at St. Edward's?**

The cliché answer would be meeting my husband, but apart from that, it would have to be being a Student Orientation Leader.

**Favorite Bay Area restaurant?** We often sneak into San Francisco for pizza at Tony's or get oysters at Fish in Sausalito. It's hard to beat the seafood here!

**What do you miss most about the hilltop?** Walking on campus and saying hello to so many familiar faces. The hilltop has always and will always feel like home.



### Erica Zamora '11

**DALLAS-FORT WORTH PRESIDENT**

**What's one insight about St. Edward's you'd share with a prospective student?** You're entering a campus that can and will treat you like family if that's what you are looking for.

**What's the best thing that happened to you as a student at St. Edward's?**

Getting involved in Hilltop Leadership Development and the Student Leadership Team. And working Orientation for **Connie Rey Rodriguez '04, MAHS '06** — best job ever.

**Best way to de-stress after a long day?** Practicing calligraphy and watching TV — *Parks and Recreation*, *The Mindy Project* and *Brooklyn Nine-Nine*.





## Juan Carlos Rodriguez '98

### SAN ANTONIO PRESIDENT

**What's the best thing that happened to you as a student at St. Edward's?** Living on campus and becoming involved with various clubs and organizations. It made me feel like I was part of the university's mission.

**Favorite restaurant in San Antonio?**

El Jarro de Arturo

**Three words that describe St. Edward's?**

Hilltop, peaceful, involved



## Lupita Villanueva '05

### RIO GRANDE VALLEY PRESIDENT

**What do you miss most about the hilltop?** Standing at the top of Main Building's steps or sitting at the top of the hill above the track fields (now the soccer fields) and taking in the city skyline. I'd think of how busy Austin is, but in that same world, there was a sense of peace and quiet at the hilltop.

**What's the last book you read?**

*Dispatches from the Edge: A Memoir of War, Disasters, and Survival* by Anderson Cooper

**Favorite chapter activity?**

Founders Day Service Project. It's a true reflection of St. Edward's and its community.



## Kyle Green '11

### WASHINGTON, D.C., PRESIDENT

**Favorite D.C. restaurant?** Pearl Dive

**Three words that describe St. Edward's?**

Inclusive, family, engaging

**What's the best thing that happened to you as a student at St. Edward's?** Meeting my now-husband while studying abroad in Angers, France.



## Stephanie Bazan '02

### PRESIDENT OF THE ALUMNI ASSOCIATION

**What's the best thing that happened to you as a student at St. Edward's?** Besides meeting my husband and other lifelong friends, I'd say getting chosen for the Campus Ministry immersion trip. It changed my life.

**What country would you most like to visit?** Morocco

**What do you miss most about the hilltop?** Being part of the dance and Orientation teams and all the joy, lessons, stories and friendships that came out of those experiences.



## Jennifer McGee '07

### HOUSTON CO-PRESIDENT

**What country would you most like to visit?** Japan. I would love to experience Asian culture and see the other side of the world.

**What do you miss most about the hilltop?** Living so close to my friends. We used to be able to show up at each other's doors in a matter of minutes to hang out; now some are many hours away.

**Favorite restaurant in Houston?**

Los Cucos — best Tex-Mex around.

# Class Notes

## SEND IN YOUR CLASS NOTES

Send your Class Notes and wedding or birth announcements to the Alumni Office at [bit.ly/AlumniUpdateForm](http://bit.ly/AlumniUpdateForm) (address is case sensitive).

### 1970s

**Peter Ademski '74**, of Lakeway, and his restaurant, Delaware Subs, were featured in the *Austin American-Statesman* on Sept. 28, 2014.

**Luke Buccì '77**, of Reno, is vice president of product innovation at Novel Ingredient Services.

### 1980s

**Robert "Bob" Hilliard '80**, of Corpus Christi, is a partner at Hilliard Muñoz Gonzales LLP and was inducted into the *Texas Lawyer* Verdicts Hall of Fame for winning a \$25 million case in Nueces County.

**John Ikard MBA '81**, of Lakewood, Colorado, has been named the chairman of the American Bankers Association.

**Gary Iles '85**, of Boulder, Colorado, is the senior vice president of sales and marketing for Glowpoint, Inc., a provider of cloud-based video collaboration and support services.

### 1990s

**Geronimo Rodriguez Jr. '90**, of Austin, is the vice president of diversity and community outreach for the Seton Healthcare Family.

**Robb Catalano '92**, of Fort Worth, was named the chair of the advisory committee to the Texas Board of Criminal Justice on Offenders with Medical or Mental Impairments.

**James Hollis Bone '93**, of Round Rock, is the executive vice president and commercial lender for R Bank.

**Michael Martinez '94**, of Austin, is owner of Ben White Florist, which was named the South Austin Civic Club's business of the year.

**Eric Drymalla '95**, of Sugar Land, earned the Certified Commercial Investment Member (CCIM) designation from the Houston/Gulf Coast CCIM chapter.

**Rachel Hernandez Blair '95**, of Austin, joined the Law Offices of Alex R. Hernandez Jr. PLLC as a family law counselor.

**Alan Daniel Davis '93, MBA '97**, of Liberty Hill, is vice president of products and technology at Allen Technologies Inc.

**Bradley Scott Tegeler '98**, of Austin, is the legislative director for Texas state Sen. Paul Bettencourt.

### 2000s

**Lee Eddy '00**, of Austin, recently moved from Brooklyn, New York, and is performing with the comedy group The Knuckleball Now.

**Amy Mills '00**, of Austin, was a finalist for the 2015 Austin Under 40 award in the community service and nonprofit category.

**Tonia Scaperlanda MAHS '02**, of Austin, is the director of human resources for the Texas Higher Education Coordinating Board.

**Matt Abbott '03**, of Austin, won the youth and education category for the 2015 Austin Under 40 award.

**Brian Edward Manley MSOLE '04**, of Round Rock, is assistant police chief at the Austin Police Department and the chief of staff for Chief Art Acevedo.

**Patricia Jones '06**, of Dallas, is an associate at Fox Rothschild LLP in the firm's Dallas office. She handles a variety of real estate and transactional matters.

### 2010s

**Jennifer Hassin '12**, of Austin, was recently featured in the online publication *Open Salon* for her artwork.

**Shelby Cole '13**, of San Antonio, is the digital director for Leticia Van de Putte's campaign for mayor of San Antonio.



**Nate Thomas '79** and **Tim Russ '77** received 2014 Emmys for a television public service ad (PSA) campaign they produced and directed for the FBI on intellectual property theft. The award-winning work included three ads on music piracy, bootleg clothing and trade secret theft. Thomas is a tenured professor of Cinema and Television Arts at California State University, Northridge, where he is head of the Film Production program. Russ, a well-recognized screen actor, is known to millions of fans across the world as Tuvok on the *Star Trek: Voyager* television series.

## IN MEMORIAM

**Joseph Dickmann '40**, of Oklahoma City, Oklahoma, on May 15, 2014

**Richard Schaffer hs '49**, of Austin, on Oct. 27, 2014

**Brother Raymond Harrington, CSC, '55**, of Notre Dame, Indiana, on Jan. 15

**Brother Richard O'Brien, CSC, '57**, of Valatie, New York, on March 15

**James Porfirio hs '57**, of Georgetown, on Jan. 14

**John Kramer '60**, of El Paso, on May 28, 2014

**Brother Alexander Stroz, CSC, '60**, of Valatie, New York, on Oct. 4, 2014

**William Dazet '61**, of Metairie, Louisiana, on Feb. 24

**Leonard Goode hs '61**, of Arlington, on Aug. 21, 2008

**Brother Timothy O'Connell, CSC, '61**, of Notre Dame, Indiana, on Nov. 4, 2014

**Joseph Wright '61**, of Oxford, Ohio, on Feb. 15

**Raul Bautista hs '62**, of Austin, on Jan. 9

**Brother Robert Fillmore, CSC, '62**, of Notre Dame, Indiana, on Jan. 28

**Raymond Prewitt hs '62**, of Oklahoma City, Oklahoma, on Nov. 20, 2012

**Robert Hormann '64**, of Fresno, California, on Dec. 24, 2014

**Melvyn Bulot '65**, of Niceville, Florida, on Feb. 24

**Stephen Gerth '65**, of Newburgh, Indiana, on March 21, 2012

**Ricardo Palacios '65**, of Laredo, on Jan. 16, 2011

**Paul Bass '76**, of Austin, on Sept. 12, 2014

**Billy Boswell MBA '76**, of Brady, on Sept. 12, 2014

**Frederic Hannah Jr. '77**, of Austin, on Oct. 10, 2014

**James Minahan III '77**, of Austin, on Sept. 11, 2014



**Lonnie Chumney**

**MBA '78**, of Hamilton, on Sept. 1, 2014

**Lawrence Metcalf**

**MBA '79**, of Tomball, on Dec. 19, 2014

**Charles Cornwell**

**MBA '80**, of South Padre Island, on Oct. 13, 2014

**Juanita Alexander '81,**

**MAHS '83**, of Austin, on Nov. 8, 2014

**Gregory Pease '84,**

Denton, on Jan. 10

**Eleanor Davis '86,**

of Del Valle, on Nov. 20, 2014

**Lar Kaufman '86,**

Concord, Massachusetts, on Aug. 6, 2014

**Shirley Rhoades '86,**

Austin, on Sept. 30, 2014

**Donald Rincon '90,**

**MBA '94**, of Austin, on Nov. 3, 2014

**Robert Cooke '92,**

of Georgetown, on Nov. 5, 2014

**James Dunman II '92,**

of New Braunfels, on Dec. 25, 2014

**Helen Farah '92,**

Houston, on Oct. 10, 2014

**Forrest Haven Street-**

**Allen MAHS '97**, of Lake Dallas, on Jan. 2

**Sherry Hooten '98,**

Austin, on Oct. 18, 2014

**Cheryl Heflin '04,**

Pearland, on Jan. 16

**Ryan Krause '13,**

of New Braunfels, on June 9, 2014

**Claude Nolen,**

of Austin, professor emeritus at St. Edward's, on March 2

**Brother Donard (Louis)**

**Steffes, CSC**, of Carlton, Michigan, on March 12

## MARRIAGES

**Kimberly Allen MAC '10,**

of Austin, to Lamar Watts on Nov. 3, 2012

**Kyle Green '11,**

of New Orleans, Louisiana, to

**Brent Johnson '12,**

of Dallas, on Jan. 18

**Claire Broxson '12,**

of Sugar Land, to Cameron

Frisby on Dec. 28, 2014

**Frances (Francie)**

**Gremillion '12,** of Katy, to

**Garrett (Gusty)**

**Simpson '12,** of Lorena,

on July 5, 2014

**Melinda O'Cañas '10,**

of Austin, to Roland

Benavides on Dec.

13, 2014

## BIRTHS

To **Vanesa Cari Arce-**

**Long '00** and Jason

Long, son Cristián Daric

on Aug. 11, 2014

To **Veronica Hershey '06**

and Zane Hershey, son

Zane Leo Hershey on July

21, 2014

To **Jennifer McGee '07**

and **Mike McGee '07,**

daughter Hannah Claire

on March 16

To **Megan Marie**

**McElligott Davenport**

**'08** and Christopher

Davenport, daughter

Emily Anne Davenport on

Feb. 13

To **Kimberly (Allen)**

**Watts MAC '10** and

Lamar Watts, son Lamar

David Watts and daughter

Kree Annalise Watts on

Jan. 13

To **Leanna Singleton '13,**

daughter Emilee Hanna

Singleton on June 13,

2014

## ASK THE EXPERT

## Behind the (Dental) Scrubs

When patients talk to dentist **Mike Moosy '94** about pain, he is empathetic. Really. A lifelong grinder and clencher with TMJ, Moosy has undergone nearly every one of the procedures he performs — root canals, crowns, extractions, implants, braces and full-mouth reconstruction. Here, he tells *St. Edward's University Magazine* why being a dentist is about more than numbing gums and filling cavities.



COURTESY OF MICHAEL MOOSSY

**Getting Personal ...**

I came to St. Edward's as a Psychology major. I graduated with a Biology degree. I changed majors a lot, but all my professors taught me the biggest skill I use in my practice — getting to know people. I remember having classes with [Professor of Biology] **Bill Quinn**, even getting invited to his house, and feeling that he genuinely cared about me as a student, a person and a future dentist. It's something I still remember and rely on.

**Mind over Cavities ...**

Dentistry is 50 percent psychology — it's me gaining your trust so I can give you a shot and drill in your mouth. It's really intense to be "on" for hours and hours every day, even for an extrovert like me. I try to make each patient feel heard and acknowledge that whatever is hurting them is real pain. I even give out my cell phone number so they can call or text after a procedure if they need to. The easy part of this job is actually doing the dental work!

**Technology for the Win ...**

Intraoral cameras and digital radiography have really transformed dentistry. I can take a picture of your tooth using 80 to 90 percent less radiation than the old film X-rays, and then I can put that picture on a 20-inch monitor so you can see the problem. With technology, I can bring patients into their own care and treatment and do better, higher-quality work.

**My Take on Fluoride ...**

There are a lot of anti-fluoride people out there. I consider myself open-minded, but I see people every day who come from communities with fluoridated water and those who don't, and I can tell who drinks fluoridated water. They have stronger, healthier teeth. It's just like everything else, though — too much or too little is not good. You have to find a balance, and you have to get educated about it.

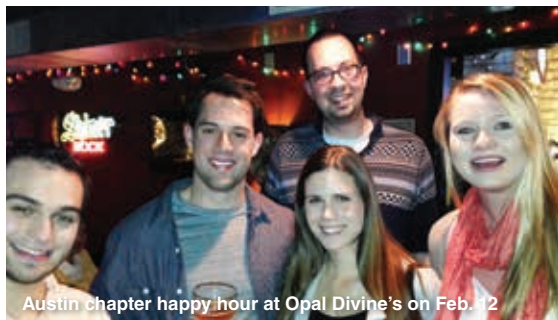
**The Front Line ...**

Dentists are on the front line of medicine these days. We often see patients more regularly than their primary care physicians, so we're in a position to catch more. Problems with the oral environment can be indicators of bigger issues like diabetes, acid reflux complications and cancer. People don't see their teeth and gums, so they dissociate from them. It's my job to help them see that their mouth is part of their body, and that what happens there is reflective of their overall physical health.

—*Stacia Hemstrom MLA '05*

## CHAPTER NEWS

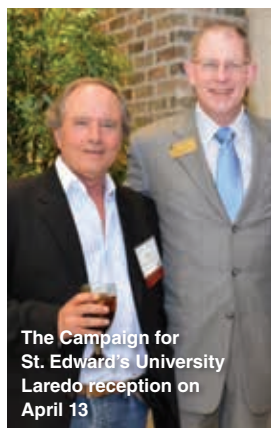
Get involved with the alumni chapter near you. Visit [bit.ly/SEUAlumniCal](http://bit.ly/SEUAlumniCal) for information on upcoming events.



Austin chapter happy hour at Opal Divine's on Feb. 12



CAMP Career Day on Jan. 25



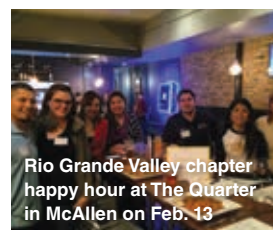
The Campaign for St. Edward's University Laredo reception on April 13



Alternative Spring Break lunch in Denver on March 15



Austin and San Antonio chapters at the Spurs game on March 29



Rio Grande Valley chapter happy hour at The Quarter in McAllen on Feb. 13



St. Edward's University DFW presidential reception on April 29



Alternative Spring Break dinner in Chicago on March 18

## ALUMNI AWARD SPOTLIGHT

**Victoria (Gutierrez) Pineda '00, MLA '04**


received the 2015 Alumni Achievement Award in recognition of her involvement and contribution to the alumni community. Pineda has served on the Young Alumni Council, been a member of the Alumni Association board and established The Carlos and Victoria Gutierrez Annual Scholarship in memory of her father and in honor of her mother. Currently, Pineda serves as the assistant vice chancellor for Institutional Advancement at Texas Tech University Health Sciences Center in El Paso. "St. Edward's and its guiding principles of love and care for community, service learning, the pursuit of excellence, and making the world a better place have defined my life," she says. "They are always at the forefront of what I do and help remind me why I do what I do."



**David Peña Jr. '90** received the 2015 Distinguished Alumnus Award. Peña is the executive director and CEO of the Hispanic Dental Association, a national nonprofit based in Austin. He credits his education at St. Edward's with preparing him for a multifaceted career and inspiring him to give back while providing him with the tools to strengthen the communities where he's lived. Peña says he's enjoyed the past 18 years of working in the nonprofit sector. "The doors that my education opened for me have allowed me to make a difference in the lives of many through my work promoting social and economic justice, fairness, and health equity," says Peña, who's also an alumnus of the College Assistance Migrant Program.







## Writing His Way

Just over a year ago, **Charles Rogers '09** was sitting in New York City wondering when he should move to Los Angeles for his career. Then *Fort Tilden*, the feature film he co-wrote and co-directed, won the 2014 South by Southwest Grand Jury Award. We talked with the Communication major about how his life has changed since his indie film took home that big award.

### What was the impact of winning the Grand Jury Award?

Right after the festival, Sarah-Violet Bliss [Rogers' co-writer and co-director on *Fort Tilden*] and I signed with our agent. We spent 10 days in L.A. on a so-called water-bottle tour, where you meet with producers, managers and directors and drink lots of bottled water. We toured with *Fort Tilden* at festivals over the summer, and in October, I moved to L.A. That day, I got the call that we had been hired as writers for the Netflix series *Wet Hot American Summer: First Day of Camp*.

We also wrote for season two on the Amazon series *Mozart in the Jungle*. Sarah-Violet and I are developing a new project together, and I'm writing a feature film to direct. *Fort Tilden* will be released theatrically and on video-on-demand in August, and it will be my first feature film to screen in theaters. It's crazy to think that it's been one year since South by Southwest and how much has changed.

### When did you know you wanted to be a writer?

My parents bought a video camera when I was 6 years old, and I started making movies. I'm an only child, so I entertained myself. Writing was a big part of that. My grandmother was one of my best friends, and we used to make films together. I made this one short film, in which she played a Girl Scout who had come to sell me cookies. When I let her into my house, I discovered she was actually a Bosnian spy.

### *Fort Tilden* is a comedy, and now you've written on two comedy TV shows. What's the most challenging part of writing comedy?

It's said that writing drama is easy, but writing comedy is hard. I think

people who say or think that might not be funny. In some ways, I find it a little harder to write straight drama. One of the most difficult things about comedy, though, is getting excited about a character or a joke that could be taken further, but for the sake of the tone or story, you have to rein it in.

### What's the one thing that's stuck with you from St. Edward's?

[Associate Professor of Communication] **Marilyn Schultz** taught a documentary class. She was a really awesome woman, larger than life. She helped me with my application to graduate school at New York University, and she and [Associate Professor of Religious Studies] **Father Lou Brusatti** held a mock interview with me. When I told Marilyn I got into NYU, she started crying. [Assistant Professor of Communication] **Billy Earnest** called me three weeks later and told me Marilyn had passed away. She didn't need to help me, and she did, even when she was sick.

### You've said that you think St. Edward's is a very nurturing place. How did that prepare you for a cutthroat industry like show business?

Show business is very competitive. In fact, that's kind of all it is. It's all competition because it's all rooted in the outcome of the projects. One thing I learned at St. Edward's is not to compare myself to other people. You kind of have to put blinders on and focus on what you're working toward, and that's really served me well.

—Interviewed by Frannie Schneider





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