

Advancing Excellence

Update from the Development & Alumni Office at The University of Texas at Austin's Jackson School of Geosciences - No. 7, Spring 2012



Alumni and Friends of the Jackson School,

I would like to salute the 355 donors who successfully helped us fund our new student center. In just two years, your generosity pushed us over the top, allowing us to create a world-class home base for geosciences at the Jackson School. Donors of named spaces include:

Anonymous
Janice H. and Thomas D. Barrow
BHP Billiton Petroleum
Ina R. Brundrett
Elizabeth G. and Richard J. Chuchla
Bill C. Cotner
Finkelstein Partners Ltd.
Ann H. & Henry R. Hamman
Jacque N. & David S. Holland, Sr.
Katie Petroleum, Inc.
Kathleen A. & Richard A. Leach
Patricia & David H. Lehman
Sara T. & David F. Martineau and
Alicia B. & David T. Martineau
Nancy E. and David A. Pustka
Nancy C. & Don B. Sheffield
Statoil Gulf Services LLC
Katherine C. & Stephen P. Weiner
Cathy & Chuck Williamson

For a complete list of all 355 donors and our named spaces, go to: <http://www.jsg.utexas.edu/alumni/support/student-center-donors/>

We'll be having an open house this fall and I invite all of you to come visit and see what together we have created. I hope we can share a cup of coffee at the new Pangea Cafe.

Warmly,
Sharon Mosher



David "Scotty" (B.S. '57) and Jacque Holland of Houston get their horns up in celebration of the new Holland Family Student Center.

We Did It!

Donors Take Us Over the Top, Make the Holland Family Student Center a Reality

A \$3 million gift from David "Scotty" (B.S. '57) and Jacque Holland of Houston has boosted the Jackson School beyond its fundraising goal to more than \$8 million. The Hollands and 355 other Jackson School alumni and friends have made the dream a reality. The Holland Family Student Center will open this fall, September 2012.

In July 2010, Dean Mosher publically announced the campaign for the Student Center at the home of Advisory Council member Chuck Williamson (PhD '78). What started with a small gathering of supporters has grown to embrace a significant portion of our community.

An integral part of the school's strategic plan, the Holland Family Student Center will be a central hub for the geosciences on the university's main campus and a space for students to study, collaborate and meet with advisers.

"This enhances our goal to create the community and feel of a small college within the larger university campus," said Mosher. "We are deeply grateful for the visionary generosity of the Hollands, who are long-time supporters of higher education in general and of the Jackson School in particular."

Continued page 2

THE UNIVERSITY OF TEXAS AT AUSTIN

JACKSON

SCHOOL OF GEOSCIENCES

Student Center — Cont'd

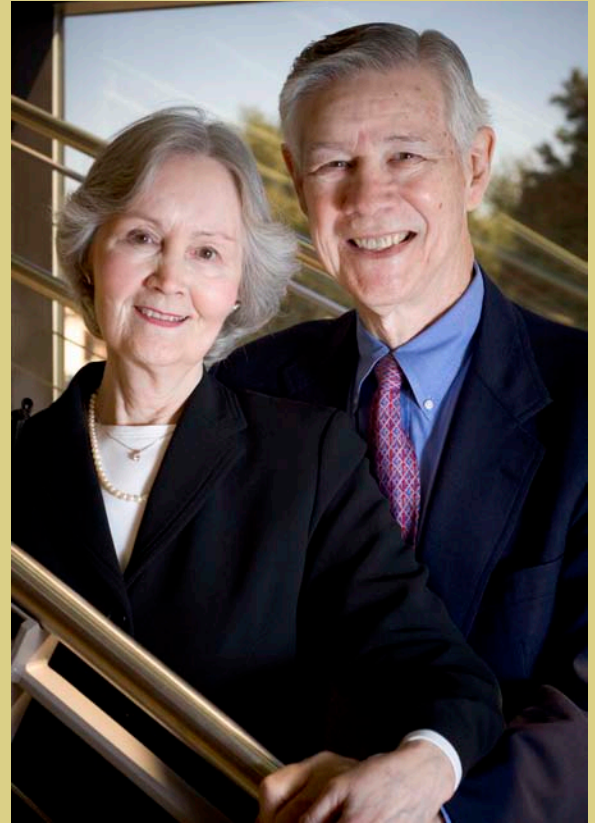
One of the most gratifying aspects of how this project came together is the breadth of alumni support. It wasn't the work of one or two people, but rather the faith and generosity of 355 donors that made it possible. When he first heard about plans to build a student center, George Harwell (B.S. '58, M.A. '59) thought it sounded extravagant. Surely classrooms, labs, and equipment were more important.

"Once they explained how it would encourage interaction for the entire community—students, faculty and alums—the full vision became apparent," he said. "My enthusiasm for the project was heightened by the recognition of one of the icons of the Geology Department, Mr. Ronald K. DeFord. My gift is a tribute to the efforts of the JSG staff and the loyalty of the alumni and friends."

Scotty Holland, former CEO of Pennzoil Exploration and Production Company, was a group vice president of the Pennzoil Company until his retirement in 1990. A graduate of The University of Texas at Austin, Scotty Holland has served the university as a member of the Geology Foundation's Advisory Council since 1986, chairing the council from 1991 to 1993.

"I couldn't have asked for a better place to study geology than UT Austin," said Holland. "My wife and I have been so fortunate. We wanted to give back. We would like to see our contributions help future generations of students grow, understand and have better lives."

Their \$3 million gift caps a \$7.8 million drive to pay for the Jackson School's student center. The new center, housed in renovated space in the Jackson Geological Sciences building, will be completed in August 2012. The 11,000-square-foot facility will include a public commons area with coffee bar, a student study area, student services for advising, tutoring and career placement, and meeting spaces for students, faculty and research scientists. One of the highlights will be the Magic Planet globe, a 6-foot-in-diameter digital display for technical instruction and public outreach presentations about the Earth.



Video: Living Leadership

The Jackson School produced a video tribute to David "Scotty" Holland (B.S. '57) highlighting his commitment to philanthropy, his belief in education, and why he loves The University of Texas. Watch the video at: www.jsg.utexas.edu/alumni/support/

The Communication Equation

Communication is one of the most critical skills for geoscience students at all levels. Whether they end up working in government, industry or academia, scientists must at times be writers, presenters and teachers. And as the United States struggles to build a pipeline of future scientists, communicating science becomes even more critical to our success as a global leader.

Although the scientific community recognizes the importance of communication, it is unusual to embed training for the skill into traditional geosciences curriculums. Often students learn best practices through trial-and-error, from an advisor or a class offered as extra credit.

Since the days of R.K. Deford and the original Tech Talks, the Jackson School has been integrating these skills into our curriculum. The JSG has taken the Tech Talk tradition to a new level with our current Master's Thesis Day. Another new event, the Lease Sale class, led by three faculty members, challenges teams of undergraduates to analyze real world geophysical and lease data, compete with other teams to bid on leases, and explain their plans to industry representatives. Most recently, the Graduate Student Executive Committee organized the first annual Research Symposium, showcasing over 120 student posters and producing eight award winners. These are but a few of the examples of the JSG building communications skills into our culture and curriculum.

But we need to do more.

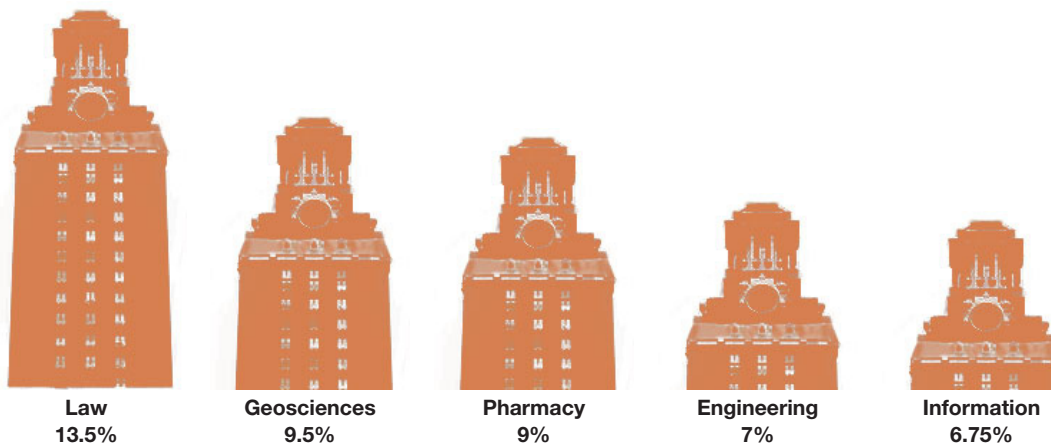
To address this, we are creating a writer-in-residence position. This professional staff member will assist students in honing their writing and presentation skills, help instructors integrate more written work into the curricula, and offer community-wide training. The writer-in-residence will be housed within the Holland Family Student Center, to provide easy access to students, faculty, and the geo community.

For the past year, we have hired a staff person to provide writing training to our students. While this has been hugely successful, we believe our students will benefit from a more robust writing program, not a single writing short course. To assure this position becomes a seamless part of the culture within the geosciences at UT, we are seeking a \$1 million endowment to sustain the writer-in-residence.

We are fortunate to have the support of the Jackson Estate from which a match fund will help to build this endowment. With every \$25K or greater gift to the Writer-in-Residence Endowment, the Jackson School will match half your gift. Your gift of \$50K will become \$75K, \$25K becomes \$37,500, and so on. Corporate matches, as part of the total gift, are eligible to be matched as well. Gifts may be pledged over a three year period.

For more information, please contact Ann Flemings at 512-471-1993 or aflemings@jsg.utexas.edu. Or make a gift online at <http://www.jsg.utexas.edu/alumni/support/>.

Fifteen by '15: JSG Aims for Most Loyal Longhorns



UT Austin's top five colleges for rate of alumni participation.

Five years ago, the Jackson School had one of the lowest alumni giving rates at the University of Texas at Austin (13th out of 15 colleges and schools). Only about 4 percent of alumni made donations to the school on a regular basis. Over the last five years, the rate has more than doubled to an impressive 9.5 percent. The Jackson School has the second highest alumni giving rate at the university.

We are so proud of this deepening involvement—and you should be too. Of 15 schools and colleges, only two increased their alumni giving rate over the past five years: ours and the business school. And that was during a major recession.

We're setting our sights on the top spot at the university with our Fifteen by 2015 Campaign, so be sure to get on board.

An alumni giving rate of 15 percent will show that the people closest to the institution, those who have gained the most benefit from the school, are putting resources back to continue its success. Your contribution makes a statement to the entire geosciences community that you believe in our programs, mission, and vision.

Richard Chuchla (M.A. '85), chair of the Geology Foundation Advisory Council and new opportunity manager for South America at ExxonMobil, says a strong giving rate is a key to significant and sustainable growth.

"It's about the power of a team versus reliance on a few stars. It's

"It's about the power of a team versus reliance on a few stars," says Chuchla.

about predictability versus volatility," he says. "With many involved, each with changing and unpredictable life circumstances, our chance of success increases."

Your participation as a donor to the Jackson School enables you and your family to impact the future direction of the school and become an active participant in its evolution. By helping to build the nation's top geosciences program, you have the opportunity to be a part of history. When you are an active contributor, you can take pride in each accomplishment of the school, each award, each discovery, each step on the way to excellence. You, and many others like you, can rightfully say, "We did that."

Every gift, every year makes the difference for the school. Whether you make an annual end-of-year gift to the school, create an endowment that supports an area of special importance to you, or give on a monthly basis, the point is that consistent giving across time, from all our alumni, is how we will achieve success with the Fifteen by 2015 Campaign.

Multiply Your Impact

Make your gift work double time. Gifts from current JSG students and recent grads (May 2009 to present) will be matched—dollar for dollar—by the Jackson School. Any gift to the Jackson School—from \$20 up to \$3000—is eligible. It is simple. Just send in a gift and it will automatically be matched. No paperwork, no hassle and you will have twice the impact. Consider Derek Sawyer, Ph.D. '10, who valued his time at UT Austin and wanted to make a contribution. "I wasn't sure my small gift was going to make a difference. It was a no-brainer to donate when I found out a modest amount would be immediately doubled," says Sawyer. But Derek didn't stop there. He accessed ExxonMobil's 3:1 company match growing his gift even further.

Consider this:

- \$50 prints a research poster
- \$200 helps pay for books
- \$1,000 buys field camp equipment

Those same contributions MATCHED:

- \$100 pays entry to a research conference
- \$400 pays for thesis binding
- \$2,000 pays a student's field camp tuition

Get even more bang for your buck. Check out matchinggifts.com/utexas to learn if your company provides a match, or ask your HR rep.

Give 'em a Smart Start

Enroll your company in the SMART Start program, a Jackson School summer intern program for companies who want to find their future talent today and for undergraduates who want a head start in real world geology experience.

Join companies like ConocoPhillips, Roxanna Oil, Chevron, Weston Solutions, BXP, Sandalwood Oil & Gas and enrich a young geoscientists real-world education. Frank Cornish (M.A. '75) is director of the Corpus Christi chapter of FANs and president of Imagine Resources, LLC, a company that analyzes 3D seismic data and identifies prospects for oil and gas companies. He participated in SMART Start by hiring geoscience student Ashley Latimer as a geotech. He says some employers might be wary because they don't

know what students can achieve or because of fears it will take too long to train them.

"And it may be true for a complex geological problem we're trying to solve," he says, "but it may not be true for doing things like regional cross sections or some fundamental stratigraphic things that we in our business have to get done anyway or long term projects we tend to put off. You'll be astounded at the skill level students can bring to the table."

Cornish was especially impressed with Latimer's computer skills. She completed a large project mapping an incised valley in the upper Wilcox formation in the Gulf of Mexico. She combined well log data and seismic data into three-dimensional maps that users could fly through and search for potential hydrocarbon traps. She also helped put together presentations for clients based on the maps she and her coworkers created.

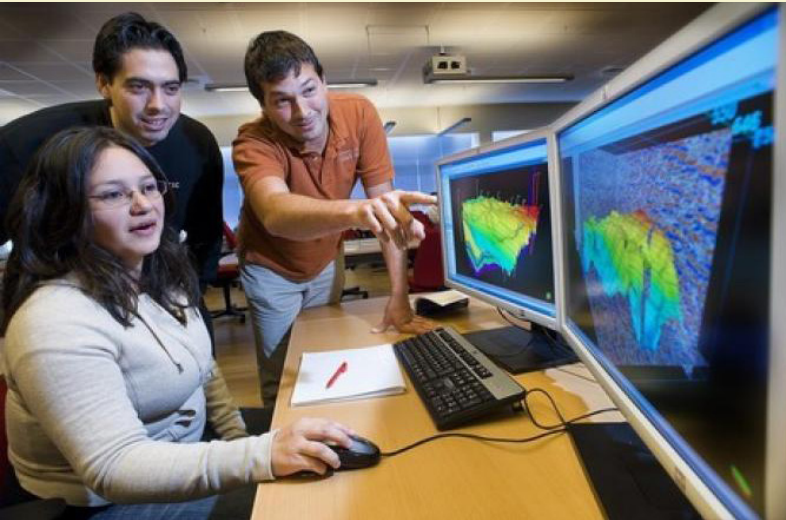
The program is very much a two-way street. Latimer says working in a geoscience related field was a much more productive way to spend her summer than working in a typical summer job.

"Being able to start with raw data and churn it through the works and get a product out of it that was worth something was such a valuable experience for me," she says. "I produced something useful in the real world, which is something I rarely experience in college. And I had a good time doing it."

"Smart Start was one of the most rewarding experiences of my life," added Sheila Wilkins, an intern with Martineau Petroleum. "Some of this stuff is taught in school—it is much different when learned in the work environment and seen in action."

For more information or to register, go to:

www.jsg.utexas.edu/careers/for-recruiters/smart-start/



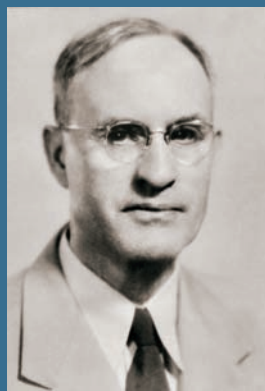
Honoring Three Geoscience Legends

This spring, the Jackson School proudly inducts three legends into its Hall of Distinction. The Hall of Distinction recognizes individuals who are or were strongly affiliated with the school and who achieved exceptional standing in industry, government, or academia. For more

information about the three 2012 inductees, visit our website. If you would like to nominate someone for this honor, contact the Jackson School Development Office to request a nomination form (Georgia Smith, 512.471.1282, gsmith@jsg.utexas.edu).



Art Maxwell, first director, Institute for Geophysics, pioneer in geophysics and science administration



Elias Sellards, director, Bureau of Economic Geology and Texas Memorial Museum, giant of Texas geology



James Lee Wilson, UT Austin professor, Advisory Council member, industry and world leader in carbonates research

Earth is Calling: We Need You to Answer

Cristopher Marshall (B.S. '97) has been teaching high school science in Texas for 14 years. He says very few students understand how the geosciences offer tools for solving some of society's biggest challenges. For one thing, he says the state's science curriculum—and the all-important standardized tests—focus almost entirely on biology, chemistry, and physics.

"It's up to geoscience professionals to carry the torch and crusade for the future of the profession and the world," says Marshall, earth and space science teacher at Heritage High School in Frisco. "I tell my students without apology that we need you and we need you badly."

Compounding the problem, few teachers or counselors know what career opportunities exist for students in the geosciences.

"When students hear science they think medicine or engineering," he says. "There are a few that have explored other options, but for the most part, they live in a bubble."

Last fall, Marshall partnered with the Earth is Calling program and brought two UT geoscience alums to his school to talk about what it's like to be a working geoscientist. They showed students a 5-minute video produced by the Jackson School highlighting geoscience career opportunities and the crucial role geoscientists will play in the future. They ended with a lively question and answer session.

Marshall was instrumental in the development of the Earth is Calling program. He vetted the video with students and provided professional science curricula to help develop the program. Earth is Calling, a grassroots effort of the FANS Alumni Board, seeks to raise awareness of the geosciences as an academic and career choice

"It's up to geoscience professionals to carry the torch and crusade for the future of the profession."—Cristopher Marshall



JSG Grad Student Andrew Smith shares Earth is Calling materials with a future geoscientist at a recent ESI event.

among rising high school students with an aptitude for science and math. The program is delivered locally by professional geologists, preferably Longhorns, but anyone—even Aggies!—are welcome. The www.BeAGeo.com website serves as a repository for information on geoscience careers, Earth is Calling publications, teaching resources and a free download of our video.

We're looking for more geoscience ambassadors to visit local schools and infuse students with knowledge and passion, for the sake of society and the planet.

Won't you help us explain to students why geology is the science for the 21st century? Real world knowledge is powerful fodder for young people weighing their futures.

Get Involved

Visit BeAGeo.com and click "Contact." Fill out the short form and we'll provide all the information and materials you need to get started.



Robert Zinke receives award for 2nd Place, Best Undergraduate Poster from ConocoPhillips Mac McGilvery Ph.D. '96.

ConocoPhillips Sponsors First JSG Student Research Symposium

In February, the Jackson School held the first annual JSG Student Research Symposium, a conference style poster session coordinated by the Graduate Students Association Committee (GSAC). The day-long event offered graduate and undergraduate students the opportunity to present their best scientific work to the UT community. Faculty and research scientists judged the presentations, with Best Poster awards in five categories. Sponsored by ConocoPhillips, this event was an outstanding example of the school's culture of academic and research excellence.

Scenes from Recent Alumni Events



This page

Top left: Cheryl Gucwa, Paul Gucwa M.A. '71, Ph. D. '74 and Robbie Gries M.A. '70 enjoying dinner and conversation at Dean Mosher's home during the Fall Advisory Council. • Top right: Fellow alumni Lindsay Worthington, Ph.D. '10, John Singleton, Ph.D. '11, Brandon McElroy, Ph.D. '09, and Benjamin Andrews, Ph.D. '09 toasting a tradition at the annual AGU alumni lunch. • Middle left: Statoil shows Longhorn pride by sponsoring and attending the JSG tailgate. • Bottom left: A surprise serenade by the Longhorn Pep Band concluded the 2011 Jackson Scholar's Lunch. • Bottom right: Jamie and John Long, M.A. '78, San Antonio FANs Chapter Director, at the SEG alumni reception on the riverwalk.

Opposite page

Top left: Ann Leist B.S. '79, Frank Cornish (M.A. '75) and Tracy Looney fueling up for the UT v. Texas Tech football game. • Top right: Isis Gaber, current JSG undergrad and Richard Leach, B.S. '77, comparing their time as students. • Middle left: Graduate students Terence Campbell (M.S. '07 and current Ph.D.) and Alex Lamb reconnect with Reeshidev (Rishi) Bansal, Ph.D. '07, and Will Burnett, M.S. '07, at the SEG alumni reception. • Middle right: David Holland, Jr., Scotty Holland B.S. '87 and Sharon Mosher celebrate the naming of the Holland Family Student Center.





Upcoming Events

FANS Corpus Continuing Education Lunch
with Dr. Tom Grimshaw / Shale Gas Development
Environmental Issues - Seeking the Facts
Thursday, March 1
Corpus Christi Town Club, Corpus Christi, TX

The Jackson School Giving Society Dinner
Thursday, March 29
AT&T Conference Center, Austin, TX

The University of Texas Class of 1962 Reunion
Wednesday – Thursday, April 25-26
Etter-Harbin Alumni Center, Austin, TX

Jackson School AAPG Alumni Reception
Monday, April 23
Queen Mary, Long Beach, CA

Austin Petroleum Exploration Society (APES) Reception
Sponsored, in part, by the Jackson School
Thursday, May 3
Abels on the Lake, Austin, TX

Remember Our New Address!

The Jackson School has had a new address since 2010. Please watch out for older publications, which have the previous address. Below is the correct address, and it can always be found on our website:

Mailing Address (since 2010):
The University of Texas at Austin
Jackson School of Geosciences
1 University Station; C1160
Austin, TX 78712-0254



The University of Texas at Austin
Jackson School of Geosciences
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www.jsg.utexas.edu

Calling All Geoscientists!

Jackson School Reunion

April 19-20, 2013 • Austin, TX



*Reconnect with Faculty
Renew old Friendships
Rediscover the 40 Acres*



Stay tuned to www.jsg.utexas.edu/alumni for more