

## Directory Dedication

In 1922, when Mrs. Peoples and her fellow Aggie Moms from Dallas, formed the first Aggie Moms Club they knew that they would need the support of the University if they were going to be successful in accomplishing their vision.

As more clubs formed over the next few years it became apparent that an umbrella organization was needed to provide structure for these clubs. No need to re-invent the wheel with the formation of each new club. Hence, the Federation of Texas A&M University Mothers' Clubs was founded in 1928. The mission, as adopted by the Federation, is "by individual and united effort to contribute in every way to the comfort and welfare of the students, and to cooperate with Texas A&M University in maintaining a high standard of moral conduct and intellectual attainment." That's a lot of words to say that the Federation exists to provide for our Aggies and to work with the University to graduate students that are ready to face the world.

The key to the success of the Federation is, and has always been, our close relationship with the University. During my time serving on the Federation Board, I've had the opportunity to work with various departments and entities connected with Texas A&M and have always been impressed with their willingness to come together to work with the Federation to overcome challenges that have been put before us. The Aggie Network is the real deal!

As a Constituent Network member of the Association of Former Students, we are lucky to be able to pick up the phone or send an email and get answers or the opportunity to come together and work towards a resolution. We have the good fortune to have access to resources and talent within the Aggie Network that continue to help the Federation to grow and evolve.

Because of this commitment to the Federation, it is my pleasure and honor to dedicate my year to the Aggie Network. There are so many individuals that make up the team that supports the Federation starting with Joy and Dana who cordially greet everyone either on the phone or when you drop by the offices of the Association of Former Students, to the mailroom team that can turn things around on a dime, to the coordinators and directors, to the VPs and of course to Porter Garner III '79 who has put together an amazing team. A team that has been empowered to work collaboratively and innovatively with the Federation.

In the past two years the Federation has been faced with a number of challenges that I prefer to call opportunities. It became apparent that the Federation needed to be more actively marketing our clubs to new families and that we also needed to identify partners that would be financially willing to help us achieve these goals. We knew that we needed to be there for our Aggie families, from the moment their student received their acceptance letter to graduation and beyond- ***From Howdy To Here! And so my theme was born.***

Again the Aggie Network came to our aid. After meeting with leadership, including Nic Taunton '07, Ron Spies '73 and Marty Holmes '87 a plan was created to implement our vision. With their blessing the annual campaign was launched and we began creating materials that would promote the Federation to our constituents. Working with Amy Hale '10 and Patrick Danielczyk '03 we created a window decal for donors, and brochures describing who the Aggie Moms are and how they impact nearly every student on campus. To date more than 20,000 brochures have been distributed to families and donors on all branch campuses and in your local communities.

In 2016, when the Texas legislature put in place new privacy laws protecting our incoming students, the Federation was faced with changing how we had been recruiting new moms and welcoming our new Aggies. Knowing that this new legislation would have a huge impact on our outreach and growth; calls were made to our Aggie Network partners and Kelli Hutka '97, Coordinator of Campus Programs at the Association of Former Students, pulled together a meeting. Kelli was able to pull together, in very short time, key leaders from the Office of Admissions, the Office of Student Affairs and the Association of Former Students and members of the Federation Board. By working collaboratively and thinking creatively a new way of doing business was developed. Each group brought forth a key component and a new outreach program was put into action.

The Office of Admissions helped the Federation produce a postcard that was funded by the Federation and was sent from their office so as not to cross the lines

of confidentiality to over 11,000 new Aggies, The Office of New Student Conferences stuffed every family bag that was distributed with our new brochure and an interest form for the mom to fill out. But most importantly that office fully funded at their expense an award winning video describing the Aggie moms. I hope each of you have seen this great video. If not head over to our website where you can watch it! This video was an incredible gift to the Federation and will be used for years to come. The Association of Former Students stepped up and with Amy Hale's leadership, an interactive map was created that shows all of our member clubs and allows the clubs to post all of their upcoming events. The postcard and our website both pointed new families to this map for information about your clubs. And lastly, the Office of Admissions has placed an ad in their magazine- 'Now that you've been accepted' featuring Aggie Moms. We are truly indebted to the efforts of each of the partners.

And lastly, a donor had been identified a few years ago that wished to create an endowment that would be managed by the Association of Former Students in honor of his mother and to benefit the work of the Aggie Moms. This was new territory for the Association. Several meetings were held again with Marty Holmes and Nic Tauton to discuss the options that all three groups had in this opportunity. Again this group, who had been empowered to work creatively came up with a plan. The money that would be earned from the interest of this endowment could be used to defray costs incurred by the Federation while working on campus. Again new ways of doing business were designed and the first ever endowment benefiting the Federation was secured in August 2017. Thus creating the Rachel R.

Gonzales Endowed Memorial Fund. This was created in her memory by her son, COL. (R) Robert F. Gonzales '68. Rachel served tirelessly in her local San Antonio Club as well as with the Federation where she served as president in 1983-1984. The Federation is very grateful to Robert as well as to the Association for giving him the opportunity to honor his mother and support the Federation.

For these and many other reasons I am dedicating my year to this group of talented, creative, generous and gracious members of the Aggie Network. They have helped us to fulfill our mission as well as to be there for all Aggie Moms and their students ***From Howdy To Here.***

On a personal note, I owe a huge debt of gratitude to Amy Hale and Patrick Danielczyk for helping me create a logo for this year that reflected my theme. This logo will be used by the Federation for the next academic year and I am very proud to display it tonight.

On behalf of myself and the Federation Board I want to thank our University Partners who along with the Aggie network embody the Aggie Spirit and unwaveringly support the Federation of Texas A&M University of Aggie Mothers' Clubs a one of a kind organization supported by a one of a kind team.

It's absolutely true what they say- "from the outside looking in you don't understand it; from the inside looking out you can't explain it."