

Spurs Illustrated

Silver Spur Alumni Association Newsletter, Spring 2008



Letter from the President

Silver Spur Alumni,

“If you fall into a mudhole, check your back pocket – you may have caught a fish” – Coach Darrell Royal

Ultimately, the adversity and challenges presented by the hazing investigation will make the Silver Spur active organization and the Silver Spur Alumni Association better and stronger. While no one was hurt, every hazing incident must be treated with great severity, and in the process the Silver Spur actives have acknowledged a need for improvement and have proactively sought our help to become the best organization on campus.

I know that when the dust settles there will be some alumni who are disappointed to see our association and the University have an increased level of involvement with the actives because they feel that they should be as autonomous as possible. I ask that you take time to be thankful that the Spurs are allowed to remain on campus and that taking any measures necessary to keep them the official handlers of the school mascot would be appropriate.

I also recognize that there will be some alumni who are disappointed to see our association and the University not having even more control. I ask you to realize that the Silver Spurs still recruit and develop some of the premier leaders on campus and with just a little more structure these young men are well equipped to ensure our traditions.

Outside of this incident the past few months have been highlighted with some great events for the our Alumni Association and we will continue to host social gathers so as to provide opportunities for networking and reconnecting.



The event in Houston in November at Belvedere’s lounge was the most successful social event in our association’s history and alums and actives alike had a great time. We hope to replicate that event in every major Texas city every semester and when you see a notice about such an event, be sure to go because you will almost certainly have fun meeting Spurs you haven’t previously met.

Additionally our Alumni Board has convened twice in 2008 and the Executive Board has had seven informal meetings so rest assured that we are hard at work at ensuring the Spurs place on campus and continuing to grow our association. There are many who have helped make things possible for us over the years but I would quickly like to recognize a few alums for their recent contributions and if you have a chance either in person or via email let them know you appreciate their hard work for the association.

Mike Blalock- Mike’s commitment to our association over the past 5 years

has been unyielding despite running a very successful business and raising three great kids. His passion for Spurs is apparent in every conversation you have with him and he helps us remember to make sure that the organization is a fun and special time for the students.

Daniel Horowitz- Through his professional involvement in hazing related cases, Daniel is enabling us to be a source of information about the dangers of hazing to the actives and helping all of us realize the pointlessness of hazing related acts.

Charlie Harrison / Ryan Zehl / Jonathon Plumhoff – Put together an incredible event at Vintage Lounge in Houston which will remain a fixture in Houston Spur events.

James Wallis / Jason Itkin – Have both invested incredible amounts of time in drafting documents outlining and brainstorming ways for the active and alumni organization to maximize their potential.

I look forward to seeing all of you soon and as always feel free to drop me a line or call me with anything whatsoever.

Patrick Ryan
President
Silver Spur Alumni Association

Inside the BEVO Center

The Silver Spur BEVO Center opened in 2006 and is located on the east side of the stadium. Many thanks to the hundreds of Spurs who donated to the project. For those of you who have not seen the museum, it is truly a remarkable place. Here is a glimpse into The Silver Spurs BEVO Center.

The Communications Committee will be working on consolidating many of the displays and archiving the history on the Silver Spurs website. We are constantly thinking of new displays for the museum to keep it updated. If you have any items that you would like to donate, please contact Ricky Brennes at rickybrennes@clearchannel.com.

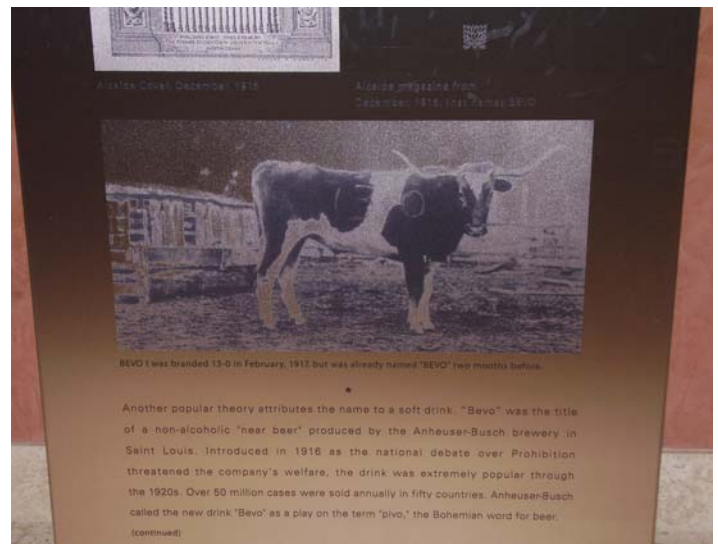


BEVO's Origin

The museum puts much focus on the origin of BEVO—both the steer and the name. RIGHT—Picture of BEVO I in 1917 showing the infamous 13-0 brand. The display goes on to say that two months before the brand, the new mascot (introduced in 1916) was already being called BEVO.



LEFT— Items that are believed have influenced or inspired the name “BEVO”— a popular soft drink made by Anheuser-Busch called *Bevo* and a 1916 comic strip by Gus Mager, “Sherlocko the Monk.”



LEFT—This display shows a picture of the first time BEVO I appeared at a football game, which was Thanksgiving Day, 1916 when Texas played A&M. Also included in the display is a picture of the 1916 Texas Football team.

RIGHT—The museum pays tribute to Pig, the scrappy tan and white dog belonging to the University's first athletic director, L. Theo Bellmont. Well known to the students, Pig served as the University's mascot before BEVO came into existence.



Inside the BEVO Center

RIGHT— A look inside the museum. The tiles on the floor commemorate each BEVO with the years they served as mascot. BELOW—The museum dedicates space for pictures and information on each of the 14 steers who have served as BEVO.



The BEVO Center is full of historic sports memorabilia celebrating big school wins as well as recognizing Silver Spur lettermen. ABOVE—BEVO's halter used during the 2005 and 2006 Rose Bowls. TOP RIGHT—Game Ball from 1970 Cotton Bowl where Texas beat Notre Dame 21-17 to win the National Championship for the 2nd time in school history. (BEVO IX witnessed both Championships in 1969 and 1970). The Game Ball was presented to Silver Spur founder Joe Dealey. BOTTOM RIGHT— Football helmet and jersey of Silver Spur Diron Talbert, inducted into the Silver Spur Hall of Fame in 2004. (The BEVO Center contains individual displays honoring Silver Spurs Hall-of-Famers.)

Changing styles throughout the years

The museum have numerous displays of old shirts, hats, boots, and spurs dating back to the 1950's—below are just a few of them. Throughout the history of the Silver Spurs, the shirts have changed dramatically. Each era of the Silver Spurs sported a different style. The earliest shirts were often gray and embroidered with the Silver Spurs logo. In the early 1960's shirts turned a bright orange with snap buttons. Throughout the 1970's the shirts turned to a lighter orange that was easier on the eyes. The Silver Spurs shirts were not burnt orange until the 1980's. In the early 1990's the Silver Spurs switched to short sleeved shirts and no longer wore bandanas.



Announcements

Update your profile

The Alumni Association is excited about not only increasing our involvement with the active chapter, but also expanding our social and networking opportunities.

We want to keep everyone informed so please forward this newsletter to all your Spur friends and then visit our website www.utsilverspurs.com to update your profile.

Opportunities to get involved

We are very pleased to announce that we will have very specific roles and opportunities to work with the actives and we will most definitely need volunteers. The actives have asked for our help in some matters and we have brainstormed with them some ways in which we can be involved.

- 1) One to One Spur Alumni Mentoring: Upon entering the organization we would like to match each Rowel with two alumni who will serve as mentors during their time in Spurs and beyond. There is no pre-qualification for mentorship other than the availability to attend a couple events a semester and a willingness to contribute to some of the minimal costs associated with rowel-ship (i.e. spur straps, group photos). If you would like to be a Spur Mentor please email Patrick Ryan at alumnipresident@utsilverspurs.com and include a resume or a brief bio.
- 2) The Alumni Recruitment Reception: Every semester the alumni will host a recruiting event in the BEVO museum so that the actives can better market to the current student body the benefits and tradition associated with being a Spur. When dates are chosen for this event an email will be sent out for you to RSVP.
- 3) An open-forum hazing discussion: After the Rowels are selected every semester, the alumni will host a meeting for all members to learn about the laws and logic behind hazing prevention. This will be an opportunity for alumni to discuss with the actives why hazing doesn't have a place on campus and ultimately how there are more constructive ways of fostering brotherhood and spirit. A social networking event will follow.

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Board meeting notes

The Silver Spurs Alumni Board has already met twice this year. During the board meetings in Austin and Houston, alumni discussed a myriad of issues that affect our organization.

Board members have been discussing the future of the current truck and trailer as it is time to get the actives a new truck and trailer. This is an issue the Board will have to consider at some point and during the January Board meeting alumni discussed the possibility of an outside advertisement to be displayed on the truck/trailer. It is clear that we can have the vast majority of the cost of these items paid for by a company and/or specific dealership in exchange for advertising space on the truck. While the details aren't concrete the issue is whether or not you are comfortable with us going down the path of 'corporate sponsorships. Patrick Ryan said we have an opportunity to raise money by selling, raffling, auctioning off the old truck and trailer. The Alumni Board is currently exploring ideas to maximize this opportunity.

Board Member Ricky Brennes has been leading a Committee with the goal of creating new Spur Alumni merchandise. He has been talking to several outlets, including the University Co-Op and Team Spirit about making merchandise. Alumni have reached the consensus that the Silver Spurs Alumni logo should stick with the regular logo and drop the five-year-old alumni logo that was first used when the alumni association was established. Money from the merchandise could support the endowment.

It was brought to our attention that general misinformation about BEVO enabled a Holiday Bowl Sponsor to wrongfully kick BEVO off of the field. Incidents like this, in addition to the general lack of awareness by fans, students, and the public about the steer make it evident that there needs to be a concentrated effort at improving general awareness about our mascot. This could include items such as yearly press releases, his own web site, and information about him for the football program.

Board Member Dr. David Jones has addressed ideas on behalf of the networking committee. He stressed the need for more networking and having a database of mentors for actives and alumni. His committee is in the process of developing a database.

Mark your calendar

The alumni are hosting a happy hour with the actives in honor of the graduating seniors on Thursday, May 1st. This will be an opportunity for the grads to learn about the association and meet some of the local alumni. Details to follow. Contact Dustin Elliott for more information at dustin.elliott@wachoviasec.com.

Alumni weekend has been set for November 8th when Texas will play Baylor.

Update on Wales Madden

Former handler Wales Madden is undergoing a serious battle with cancer but he is doing well and he is ultimately going to win the fight! Much thanks to the Spur alums who have sent along notes of encouragement and support. Be sure to go to <http://www.caringbridge.org/visit/walesmadden> to receive updates about Wales and to sign the guest book. The site password is walesmadden.