LEADING TOGETHER

MEET THE ASSOCIATION’S MANAGEMENT TEAM

Members of The Association of Former Students’ management team participate in the February 2008 groundbreaking for the Haynes Ring Plaza.
Leading Together

Association President and CEO Porter S. Garner III '79 began assembling the current management team in 2000 and credits them with setting a consistent example of professional leadership, teamwork, and service for the entire organization.

“The Association is fortunate to have individuals of such quality and character leading our great organization,” Garner said. “Each member of the team brings a unique skill set to the table and all bring a heart of selfless service and enthusiasm for The Association.”

While Garner is ultimately responsible for the well-being of the entire organization, he has trusted each of the five members of the management team with specific areas of responsibility and accountability aligning with their strengths and experiences.

Kathryn Greenwade ’88, Cecilee Herd ’95, Marty Holmes ’87, Barbara Kasper ’82, and Ron Spies ’73 serve as the organization’s vice presidents. Greenwade leads The Association’s communications and human resources functions, with Herd directing protocol and communications for The Association’s Board of Directors and President. Holmes has oversight for the marketing, fundraising and programs areas for The Association, and Kasper guides the capital fundraising efforts for the organization. Spies, who serves as Chief Financial Officer, leads the finance, accounting, information technology and service, facilities and production aspects of The Association.

Garner notes that while each member of the management team has designated areas of responsibilities, all willingly take on additional projects on behalf of the organization as needed. Association Past Chair, Hal Hornburg ‘68 agreed with Garner’s assessment of the team.

“The Association is fortunate to have such a great management team,” Hornburg said. “Their approach has always been proactive and consistent, ‘The answer is yes, now what’s the question?’”

“That’s an appropriate description of our management team,” Garner added. “They always seek to do the right thing for Texas A&M and Texas Aggies, regardless of the sacrifice it may represent to them personally. I am very proud to serve The Association with these outstanding Aggies. Each of them daily live Texas A&M’s core values of excellence, integrity, leadership, loyalty, respect and selfless service.

Shelley Potter ’78 added her appreciation for the staff’s assistance in her role as 2009 Chair of the Board.

“Whether I’ve needed a quick response to answer a former students’ question or more thorough information to prepare for a presentation, each member of the management team seems to have the information needed, or know where to find it quickly,” Potter said, “I look forward to working closely with this group, as well as the entire Association staff in 2009.”

2009 Chair Elect, Shariq Yosufzai ’74, credits the management team with setting an atmosphere of high performance, great dedication and commitment.

“The Association is privileged to have one of the most dedicated groups of managers I have ever seen at its helm,” Yosufzai added, “This team is the reason our organization is widely as recognized as the premier alumni association.”
Porter S. Garner III ’79
President and Chief Executive Officer

Garner was unanimously elected The Association’s sixth professional Executive Director in January 2000. After a Bylaws amendment in November 2008, his title was changed to President and CEO. In March of 2009, Garner will celebrate 28 years of service to The Association, beginning with his role as Field Director where he logged countless miles and hours in assisting A&M Clubs across the state, nation and world. Years spent interacting with Aggies one on one across the Aggie Network and witnessing their devotion to Texas A&M and Texas Aggies, shaped Garner’s vision for the organization, compelling him to create a culture built on a foundation of service and teamwork. Under his leadership, The Association has expanded its reach and relevance to the Aggie Network, raised the largest Annual Fund in the organization’s history and enhanced the look, feel, and capabilities of the Clayton W. Williams, Jr. Alumni Center, creating the premier alumni center. Porter earned a BBA in Marketing from Texas A&M in 1979 and served as President of the Student Aggie Club while in school. In 2006 He was selected as a Fish Camp Namesake in recognition of his many contributions to Texas A&M. His love of Texas A&M was instilled in him by his father, the late Porter S. Garner, Jr. ’45 and Porter and his wife, Lisa ’91 are raising three future Aggies, Claire, Callie, and Porter IV.

“For 130 years, The Association has been a source of service and support for Texas A&M, answering the call of our university in times of triumph and tragedy” Garner said, “It’s an honor and a privilege to lead an organization with such a rich legacy and brilliant future.”

Kathryn Greenwade ’88
Vice President

Greenwade joined The Association team as Director of Human Resources in 1999 after leading the Former Student Career Services program in the Texas A&M Career Center. In 2003 she was promoted to Assistant Executive Director and in 2005 led the team charged with developing The Association’s Strategic Plan. In 2008 Kathryn assumed leadership of The Association’s communications team and currently leads staff responsible for communications on behalf of the organization and the production of Texas Aggie magazine, True Maroon, AGGIeNews, and AggieNetwork.com, in addition to the organization’s human resources team. She has held the Professional in Human Resources Certification from the Human Resource Certification Institute since 2000. Kathryn earned a BS in Journalism in 1988 and since returning to Aggieland in 1997 has given of her time to Texas A&M in many ways. She has served as a Corps of Cadets Academic Mentor to Company C-2 since April of 1998 and has twice been named Outstanding Academic Mentor. In 2000 she was named a Fish Camp Namesake. Kathryn is a third generation Aggie.

“I am proud to be part of an organization that makes such a positive impact on Texas A&M,” Greenwade said. “Growing up I would read about the work of The Association in the Texas Aggie, and I’m honored today be a part of the staff that carefully preserves that legacy of service and support, yet continually searches for new and unique ways to serve the Aggie Network.

Cecilee Herd ’95
Vice President

Herd graduated from Texas A&M in 1995 with a BS in Agricultural Economics and joined The Association staff as Executive Assistant after working five years as Director of Membership and Public Relations for the International Food and Agribusiness Management Association. As Executive Assistant, she coordinated The Association’s quarterly Board of Directors meetings, Board correspondence, and admissions-related correspondence. In 2007 Cecilee initiated The Association’s Resource Guide, which serves as a training tool for Association volunteers and reference for the entire Aggie Network. In 2008 she was named Vice President with responsibility for all protocol and communications
related to the Board of Directors and The Association President. Cecilee is a third generation Aggie and along with her husband, Larry ’00, is raising three future Aggies, McKenlee, Kaylee, and Will.

“I truly appreciate the culture we have at The Association,” Herd said, “It’s amazing to see our team pull together day in and day out as we strive to become the premier alumni association. There is great enthusiasm at all levels and it’s really quite something to work with people who love what they’re doing – serving Aggies.”

Marty Holmes ’87
Vice President
Holmes joined The Association staff in 2003 bringing 12 years of association management experience with him. He earned a BBA in Marketing from Texas A&M in 1987 and currently leads The Association’s marketing, annual giving, campus programs, former student programs, and events teams, as well as the Distinguished Alumni Program. While a student at Texas A&M, Holmes was a member of the Corps of Cadets, a Ross Volunteer, Yell Leader, and recipient of the Buck Weirus Spirit Award. He served as a Class Agent for the Class of 1987 from 1992-1997 and was named a Fish Camp Namesake in 2005. Marty currently holds the Certified Association Executive designation from the American Society of Association Executives. His family includes his wife Deanne, and two future Aggies, Wesley and Mason.

“I truly enjoy working for and with Aggies on a daily basis in support of Texas A&M. It’s a great gig,” Holmes said. “It has been rewarding for me to see the implementation of new initiatives, such as MyAggieNetwork.com and to build the positive relationships on behalf of The Association across campus.”

Barbara Kasper ’82
Vice President
Kasper joined The Association team in August of 1989 after seven years in the banking industry. She began her Association tenure as Director of Annual Giving and today leads the development operations of the organization, which includes the Endowed Century Club, as well as capital fundraising. She is currently coordinating The Association’s fundraising for the enhancement of the Clayton W. Williams, Jr. Alumni Center, an effort which has raised $15 million to date. Barbara earned a BS in Health Education from Texas A&M in 1982 and is active in many community and A&M-affiliated organizations, including the Brazos County A&M Club, of which she is a Past President. In 1998 she was named a Fish Camp Namesake in recognition of her service to Texas A&M. Ron and his wife, Debbie ’76, are parents to Jeremy, Tim and Nick.

“I was drawn to The Association by its noble mission of service and support to Texas A&M,” Kasper said. “It’s the purpose of our organization – making a difference to Texas A&M – that motivates me daily.”

Ron Spies
Vice President and Chief Financial Officer
Spies joined The Association staff in 1987 as Controller, after a long affiliation with the organization through his audit practice. Today, as Vice President and CFO he is responsible for the fiscal well-being of the organization, in addition to leading the information technology, information services, accounting, facilities, and production teams. In addition to his duties as CFO, Ron served admirably as the team lead on The Association’s Building Enhancement Project. He earned a BBA in Accounting from Texas A&M in 1973 and has been a licensed CPA since 1976. In 2006 Ron was honored as a Fish Camp namesake in recognition of his service to Texas A&M. Ron and his wife, Debbie ’76, are parents to Jeremy, Tim and Nick.

“I enjoy being a part of an organization that provides great service to Texas A&M and valuable support to students through scholarships and funding for student programs,” Spies said. “I’ve been honored to play a role in the original construction of the Clayton W. Williams, Jr. Alumni Center and in the enhancements which will be completed in the fall of 2009.”