

FIRST IMPRESSIONS OF THANKSGIVING

BY: BO SODERBERGH

I came to the U.S. for the first time in August, 1969, on a student visa to attend TCU.

We had done almost no preparation before I headed off across the Atlantic with my suitcase and the portable Olivetti Lettera 22 my parents gave me, probably to ensure that I write letters home. There were many things that would be new to me, including, for this story, American holidays and American food, with the exception of burgers.

In 1969 we were living in London, and my friends and I would gather at Yankee Doodle, just off Oxford Street, for charbroiled burgers and shakes. My father would make occasional trips to New York and bring back tales of wonderful burgers, especially from Hamburger Heaven – or possibly Haven – somewhere in the region of 42nd St and 2nd Ave, where his office was located. (When my son and I were in New York in 2008, we tried in vain to find it. After 40 years it was

probably long gone...)

Nothing in my experience would have, or could have, prepared me for the oddity of some American holiday dishes or, as I discovered the day of my arrival on campus in August 1969, American cafeteria food. (This is not a thinly disguised critique of TCU's cafeteria...) Imagine my reaction when my new roommate graciously took me, in his green Oldsmobile Cutlass, to the cafeteria

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MARK YOUR CALENDAR

DECEMBER 13: HOLIDAY LUNCHEON



Beginning with the December 13 holiday luncheon, all TCURA meetings will move back to the Kelly Center. Lunch will also return to a buffet format.

JANUARY 17: DR. MARK THISTLETHWAITE



TCU Emeritus Professor of Art History Dr. Mark Thistlethwaite will present on an exhibition currently installed at the Sid Richardson Museum, which he co-curated. Titled "Night and Day: Frederic Remington's Final Decade," the exhibition will be on view until April and focuses on Remington's efforts to become recognized by art critics for his paintings rather than his illustrations.

REGISTER TO ATTEND

Lunch will return to a buffet format at the same cost of \$15. Please register at least a week in advance on the TCURA website (<https://tcura.tcu.edu>) or email Linda Moore at l.moore@tcu.edu.

PARKING

Parking is available in the Kelly Center lot or the visitor section of the adjacent parking garage.

FUTURE MEETING DATES

FEBRUARY 14 APRIL 11
MARCH 14 MAY 5

All above dates are on Tuesdays. Speakers and/or programs will be announced in advance of meetings.



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on Rogers Rd, at the river. So many culinary surprises.

As the semester rolled along, I worked to adjust to all the new things I encountered and, all things considered, think I did pretty well. Especially considering that I really had no clue what I was doing in college. (There were a lot of things that I never adjusted to but they belong in a different story.)

As we got into November I grew increasingly homesick, something I suspect most freshmen do, and was getting more and more excited about getting to go home for the holidays. Then came Thanksgiving! Figuring that getting some days off would give me time to spend with my friends, I was totally unprepared for Clark dorm and the campus all of a sudden being completely deserted. The closest I could relate to was Good Friday (in Swedish it's called Long Friday) when, in my childhood, we weren't allowed to go to the playground, adults dressed for mourning and my brother and I would sit in the window and look down at a deserted street. The difference of course is that the Thanksgiving break lasted four long days.

Somewhere, I don't remember how, I got a Thanksgiving meal which only underscored the strangeness of the occasion. I spent four days living behind what my son refers to as a Veil of Melancholy but quickly recovered. After all, it made Christmas at home all the more enjoyable.

Through my unmarried years many friends invited into their homes for Thanksgiving meals and the occasion became more meaningful although it has never replaced Christmas. As for the food, I've learned to like some but not all, and that is a secret I share with only my very nearest!! To balance the narrative, my wife Joyce and I went to Sweden some years back around Christmas time and she found the food equally strange. So much herring and other fish! And where was the fresh produce?

Happy Thanksgiving to all!



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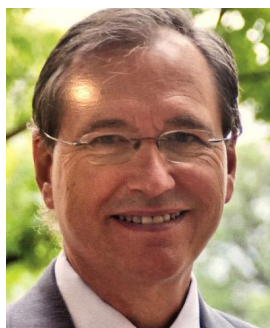
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REFLECTIONS ON TCU AND BEYOND

BY: DR. WILLIAM L. CRON



DR. WILLIAM L. CRON

I grew up in a small town in northern Ohio on the Indiana border. After being offered a basketball scholarship at Ball State University, I chose, instead, to attend Xavier University in Cincinnati on an academic scholarship but played freshman basketball there. After that year,

I focused on my academics, giving up my dream of being an All-Star basketball phenom! After graduating from Xavier, I went to Indiana University for my MBA and then entered the workforce with Procter and Gamble for two years before going back to IU for my doctorate in Marketing.

I accepted SMU's offer to teach in Dallas where I met my wife, Dr. Deborah Cron, who at that time was Assistant Superintendent at Garland ISD. When Deborah became superintendent of Weatherford ISD, I spoke with Dean Bob Lusch regarding my interest in coming to TCU. Bob was able to persuade the university to make a highly unusual decision and create a position so I could join the Neeley School of Business in January of 2002. This was the first of my many wonderful and rewarding experiences with TCU. In four years, I was awarded a chaired position in the business school and served as Senior Associate Dean for graduate programs and faculty research at Neeley. The Neeley Business School achieved top rankings in research productivity in premier journals and was in the top 30 rankings for MBA programs in the World during my tenure. This achievement provided the most fun I'd had in my professional life since almost no one, including staff and faculty at Neeley, thought it was feasible to earn such a high level of performance. But this is part of the magic of TCU. Given the right vision and strategies, TCU people will break through walls and climb high mountains to excel.

What kind of place is TCU? We have the right balance of scholarship and teaching. TCU provided me with the support to receive an AMA Lifetime Achievement Award for my research. I eventually authored over 80 journal articles, 18 in consensus premier journals in marketing, management, IT, psychology, and quantitative analysis. TCU also encouraged my participation in the American Marketing Association where I held international positions as President of the Academic Council, President of the AMA Foundation, and Chairman of the Board for the AMA. TCU also encouraged participation at the highest levels of business, providing the foundation for my serving as Lead Outside Director for two healthcare companies. This support says a lot for TCU and its robust vision of scholarship and impact. My most cherished moment at TCU was receiving the Chancellor's Award for Distinguished Achievement as a Creative Teacher and Scholar.

What do I like the most about retirement? Just about everything. Mostly I enjoy being able to continue activities that I find enjoyable: playing golf with retired TCU faculty members, continuing to conduct research and write research articles, and teaching in the University of California – Davis online in its MBA program. I also continue to teach in the Masters program at Ruhr University in Germany. What I like the least about retirement is the absence of any path at TCU for retired professors to contribute to graduate school education, so I had to look elsewhere.

I am so very encouraged by the development of the TCU Medical School as I believe the growth-path forward for TCU is to build its graduate programs. TCU offers a fantastic undergraduate experience, but it is graduate education and research support that attract the best and brightest faculty and exceptional faculty drive university success.

TCURA MISSION STATEMENT

The TCU Retirees Association exists to provide opportunities for fellowship, to promote lifelong learning, to advocate for fair benefits, to recognize the accomplishments of its members, and to strengthen the relationship between the retirees and the University.

HEADLINES OF INTEREST

KEY TCU NEWS TO KEEP YOU INFORMED



MEDICAL STUDENTS QUICK TO ENGAGE WITH TWO-TOED SLOTH

Medical students took a break from their rigorous studies for a visit with Jaws, a two-toed sloth. The THRIVE Medical Student Well-Being team at the Anne Burnett Marion School of Medicine at Texas Christian University surprised the medical students who were enamored by the animal encounter. “The students have really gone wild over this. It created such a buzz,” Craig Keaton, Assistant Director of THRIVE Medical Student Well-Being, said of the animal encounter. “The intention of the visit was to give the medical students a break, give them a moment to step out of the classroom or the clinic and have a little pause in their day.”

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FROGHOUSE RAISED WALLS AND LEADERS

In 2007, Olga Samano was a 25-year-old single mother living in her parents’ house with her two children and her two sisters. Seven people shared a three-bedroom, one-bathroom Fort Worth home. Samano said the thought, “I can’t do this anymore — I have to get my life together” looped in her mind. She turned to Habitat for Humanity, a nonprofit homebuilding program that serves people in need of affordable housing.

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IT’S A BOY. IT’S A DOG. IT’S SUPERFROG!

Rampant superstitions may be the reason teams started the tradition of mascots. From the French word *mascotte*, with roots meaning witch, wizard or sorcerer, a mascot is a talisman or source of good luck. TCU’s Horned Frog ties go back to 1897, when the yearbook and the football team adopted the name of the once-plentiful Texas lizard. But TCU mascots, the living embodiments, have varied in design and even species for nearly a century. In 1921, the mascot of the Horned Frog football squad was a young boy. The tradition of having a boy on the team continued through the 1960s, although TCU added a costumed mascot in 1949.

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HONORS STUDENTS LEVEL UP THEIR KNOWLEDGE AS MUSEUM CURATORS

Wendi Sierra, Ph.D., associate professor of game studies, bridges her personal identity as an enrolled member of the Oneida Nation in Wisconsin with her course “Video Games and Representation” — where students explore Native American representation in video games. Specifically, they learn about tropes, cultural inaccuracies, stereotypes and myths commonly used to portray Native Americans in video games. Keara Lee ’24 is a supply chain management major and former student of Sierra’s “Video Games and Representation” class. Before the course, she had little knowledge of video games or their representation but was excited to take a course on a niche topic that would only be offered in the Honors College.

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HEADLINES OF INTEREST - CONTINUED

KEY TCU NEWS TO KEEP YOU INFORMED



TCU MAGAZINE'S WINTER ISSUE TALKS CYBERSECURITY, MORE

The winter edition of TCU Magazine is now live, covering topics from TCU Basketball to our first-generation college students to the impact of our faculty research on urban forests. The issue's cover story tackles the important issue of cybersecurity, from protecting TCU's own network to preparing the future workforce to maneuver it. "Did you know that Lincoln College, an HBCU in Illinois, closed permanently earlier this year because of a ransomware attack it could not afford to resolve? And two years ago, the University of California, San Francisco coughed up more than a million dollars to release its academic files from hackers," said Caroline Collier, editor of TCU Magazine.

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SPECIAL EDITION: A CONVERSATION WITH DR. SUZY LOCKWOOD

Dr. Suzy Lockwood's introduction: She came to TCU as a faculty member in 1997, completing her Bachelor of Science in Nursing at TCU in 1983. Suzy is the current Associate Dean for Nursing & Nurse Anesthesia and Director of the Center for Oncology Education & Research Director. In her capacity, Lockwood oversees all components of academic affairs for the TCU Nursing unit, and also teach courses at the undergraduate and doctoral levels. TCU Nursing's adaptability to the COVID-19 pandemic: Nursing graduate-level courses have always been offered online since the first program began in the mid- 2000s.

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BOARD OF TRUSTEES SUMMARY, FALL 2022

The Texas Christian University Board of Trustees met November 9 - 11 for its Fall Board Meeting to celebrate our historic past, acknowledge TCU's impact on the present and plan for a future that builds upon the successes of the last 150 years. Our Community: Through the incredible work of our community, the strong affinity for TCU's culture, student experience and academic reputation has thrived. The impact of TCU's academic leadership continues to create value for the global community as we tackle the complex issues and opportunities of business, medicine, science, ethics, education and culture.

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'LEAD ON: CELEBRATING 150 YEARS OF TCU' OFFICIALLY KICKS OFF 1.23.23

Since 1873, Texas Christian University has shaped leaders of action and impact. Now it's time to commemorate our past, shape our future and to show the world what Horned Frogs can do when we're empowered to Lead On — together. In January, TCU's 150th Anniversary officially kicks off with a week of Texas-sized opening events on campus for all Horned Frogs, friends and family to take part. Mark your calendars now and plan to join us for a week of purple pride and celebration. Check the TCU online calendar for details and updates.

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PHOTOS FROM NOVEMBER LUNCHEON



1. Jesse Rangel, Clyde Ridge and Linda and Bob Vann visit at the November luncheon.



2. Joan Sullivan chats with speaker Mae Ferguson at the November meeting.



3. TCURA President Melinda Rubenkoenig with Bryan and Mary Kincannon



4. Paul and Becky Hartman with Kendra Belfi at the November meeting



5. TCU Press staff sell books and TCU merchandise at the November meeting.