

# **I Am WT Podcast: Episode 1 w/ the Schaeffers – Transcription**

**[MUSIC INTRO]**

**[BRAE FOUST]**

Welcome, ladies and gentlemen to the first ever episode of the I Am WT Podcast. My name is Brae Foust and beside me is my co-host...

**[TEARANEE' LOCKHART]**

My name is Tearanee' Lockhart, and we are here today with David and Sherry Schaeffer

**[BRAE FOUST]**

I know you're wondering Schaeffer....Schaeffer.... that sounds familiar especially if you're a Buff fan. Schaeffer....Bain Schaeffer? That's the name right there! We are honored to speak with them today. How are ya'll doing this morning?

**[SHERRY SCHAEFFER]**

Very good.

**[DAVID SCHAEFFER]**

I'm doing great.

**[BRAE FOUST]**

Doing great? How was the drive from Dimmit?

**[DAVID SCHAEFFER]**

It was fantastic.

**[BRAE FOUST]**

Fantastic.

**[DAVID SCHAEFFER]**

It was a beautiful morning and we didn't get stopped by a train in Hereford.

**[TEARANEE' LOCKHART]**

Does that happen a lot?

**[DAVID AND SHERRY SCHAEFFER IN UNISON]**

A lot!

\*Laughter\*

**[BRAE FOUST]**

It does for me in Panhandle. Panhandle has a good train track that stops me every morning. I don't why it does, but how's life going on so far with ya'll?

**[SHERRY SCHAEFFER]**

It's fantastic.

**[DAVID SCHAEFFER]**

Life is good. Things are going great. We're getting by day-by-day.

**[BRAE FOUST]**

Day-by-day, I like the sound of that. Let's start with Sherry. You told us you were born and raised in Hart, is that correct?

**[SHERRY SCHAEFFER]**

I was born in Knox City but raised in Hart.

**[BRAE FOUST]**

Raised in Hart, that's correct. So, tell us what was life like in Hart?

**[SHERRY SCHAEFFER]**

It was small town life. It was really good. Not much different than Dimmit. We lived a simple closed-in life in Hart. We didn't go – we didn't travel much back then. Once a year we went shopping for school clothes. I mean – anyway, very simple. Yeah, and just to be involved in all the sports and activities, and everybody did everything together. So, it was good.

**[BRAE FOUST]**

Were you a sports girl?

**[SHERRY SCHAEFFER]**

I was.

**[BRAE FOUST]**

What was your main sport?

**[SHERRY SCHAEFFER]**

Basketball. I also ran. I also did tennis. I mean, we did everything. Yes, but mainly basketball. I was not great. Back then we had half court and half court. So, there were forwards on one end and guards on the other. Quite different than now.

**[TEARANEE' LOCKHART]**

Was there a lot of stuff to do in Hart other than sports?

**[SHERRY SCHAEFFER]**

No. Drag Main. That's what we did. We would drag Main every night.

\*Laughter\*

**[BRAE FOUST]**

Alright, David, same question to you but you were Canyon just like most of us, is that correct?

**[DAVID SCHAEFFER]**

Born in Canyon.

**[BRAE FOUST]**

Born in Canyon.

**[DAVID SCHAEFFER]**

And at three-years old we moved to Dimmit. And so I've been there, basically, ever since.

**[BRAE FOUST]**

How's life in Dimmit? Well, I guess for both of ya'll. How was life growing up in Dimmit?

**[DAVID SCHAEFFER]**

You know, fantastic. Good small town. Agricultural town. What we did: played sports, played in a band, dragged Main. And enjoyed life. That's really all we did.

**[BRAE FOUST]**

So, band guy. What was your instrument?

**[DAVID SCHAEFFER]**

I was baritone.

**[BRAE FOUST]**

You were baritone? See, I was a choral guy, so I sang a tone of baritone bass.

**[TEARANEE' LOCKHART]**

Yeah, I did alto in choir

**[BRAE FOUST]**

You were an alto?

**[DAVID SCHAEFFER]**

When we talk about singing in our house, you know, they kind of exclude me.

\*Laughter\*

**[DAVID SCHAEFFER]**

At church, when I sing, the girls used to get up and go to the other end of the aisle. So, I've stayed away from singing, but, you know, I was decent with an instrument.

**[BRAE FOUST]**

I bet you were absolutely fine. So anyway, how did ya'll... how did you two meet? That's really the big...

**[TEARANEE' LOCKHART]**

...story we're all here for.

**[BRAE FOUST]**

How did you two meet?

**[DAVID SCHAEFFER]**

We met in Dimmit. Working and working. We got to know each other. Life threw us together.

**[BRAE FOUST]**

Did you have a first date? Where was your first date?

**[DAVID SCHAEFFER]**

Oh, I don't have any idea.

\*Laughter\*

**[DAVID SCHAEFFER]**

We do have a first song, that's *Kokomo* by the Beach Boys.

\*Laughter\*

**[BRAE FOUST]**

I love it!

\*Laughter\*

**[TEARANEE' LOCKHART]**

How long have you two been together?

**[SHERRY SCHAEFFER]**

Thirty-two years

**[TEARANEE' LOCKHART]**

Oh, wow!

**[DAVID SCHAEFFER]**

You know, I'm very careful when I answer those questions because I usually get in trouble.

\*Laughter\*

**[DAVID SCHAEFFER]**

My answer would have been (I knew it was thirty-two years), but my answer would have been “thirty plus years”.

\*Laughter\*

**[BRAE FOUST]**

Safe answer. I always do the same thing.

**[TEARANEE' LOCKHART]**

Always go less.

**[BRAE FOUST]**

Same thing with my wife: “uh, about two years”.

\*Laughter\*

**[TEARANEE' LOCKHART]**

I know your family has done a lot of stuff around here at WT. So, do you want to kind of expand on that a little bit?

**[DAVID SCHAEFFER]**

Well, I think, my mother and father were WT people from way back when. My mother actually went to grade school back at the Normal school here. Then both mom and dad went to college here and graduated from here. And so, they've always been tied to WT in their roots. As they progressed through life, God placed on their heart to serve and help WT. By doing so, they knew they were helping future leaders of our world. You know, those students, and that's what they were concerned with. And so, they laid that groundwork of help for WT. Sometimes it was really big stuff they did, and sometimes it was really small stuff they did; because mom got tired of looking at grey uncomfortable couches and you see around campus now a lot of maroon or red or burgundy couches that are comfortable. Mom started that. They [mom and dad] went out on their own and found a wholesale place and bought just truckloads of couches and brought them in and had them placed around campus. You know, so, she was always seeing things that nobody else saw, and she saw needs that nobody else saw. When she saw a need, unfortunately she would point a finger at dad and sometimes me and said “go solve that.” We did the leg work while she did the design.

**[TEARANEE' LOCKHART]**

We're definitely grateful for those couches!

**[BRAE FOUST]**

Absolutely.

**[TEARANEE' LOCKHART]**

The naps you can take on those are really nice.

**[BRAE FOUST]**

Oh yeah. So, I wanted to touch up with you on this. I was doing some research and I looked up the One West Campaign in which you and your wife currently serve on the campaign leadership committee. What is this campaign in general and how does it affect WT?

**[DAVID SCHAEFFER]**

The One West Campaign, it's a capital campaign, and every so often university foundations need to refocus donor efforts. A capital campaign is a good way to do that. This campaign, we've set lofty goals, because I think in 2016 our endowment in the WT Foundation was maybe \$40 million or so, give-or-take. It was good, but it wasn't great. So, through this campaign, we've set a goal of \$125 million, and the campaign actually started with the key gift from Paul Engler. And that gift is \$1 million a year for eighty years. So, it's present-day value is \$24 million, and that give us a base of \$24 million to start from. You think, well, you set a \$125 million goal, we've raised \$14 to \$15 million in the last twenty years, how are we going to do that? But it is absolutely amazing. People are stepping up and seeing needs and wants at WT. Up to this point we are about up to \$112 million that has been raised or committed.

**[BRAE FOUST]**

Wow!

**[DAVID SCHAEFFER]**

And so, that's going to do wonderful things for WT. And one thing about this campaign is that we want it to be a campaign for the donors' desires, just like mom saw a need for couches. If John Doe in Dallas sees a need that when he was at WT *thinks we should have had this*, he can give to that, and that's what we want people to do: to identify what they want to give towards. People have really stepped up and done a great job with that.

**[BRAE FOUST]**

Sherry, do you have any thoughts on that?

**[SHERRY SCHAEFFER]**

I just wanted to say that's what spurred us on in this podcasting, and ya'll might be asking that question here in a minute, but, you know, we were at actually a leadership committee meeting for the One West Campaign, and you know, the idea just came: what if we celebrate people from WT that have come through, walked through these halls, graduated from here that are out in the world just living their life and making a difference where they're at. Really, that's kind of what spurred this on. How about we celebrate those people? Let's let the rest of the world know what a great foundation... you know they all have this educational DNA that they share, and it's WT. And so, how's that going to look, what are they going to do, what are they doing with it, and let's find those people, and let's hear their stories and see what they're doing. It all kind of came from that meeting we were having, discussing people and what they're doing to make a difference.

**[TEARANEE' LOCKHART]**

So why do you think it's important for people to hear these stories?

**[SHERRY SCHAEFFER]**

Everybody has a story, and every person is important. For me, seeing people and getting to know people, I think that's so important. And really, Geneva and Stanley actually, when you look at it and you hear them talk.... When I first came into the family, they were really getting into helping WT at that point. They never met a stranger. When somebody sets down with Geneva Schaeffer, she's gonna know...just like Tearanee', if you sit down with her today, in five minutes she would know your mom, all of your family, what's going on, how's your education going, do you need money for books: they would find out everything. They were "tell me your story" type people, and Stanley still is "tell me your story." I see that in David as well. It's important that we hear people, because everybody has a story, and everybody is important. I think it's important that we celebrate those stories, just with people that have walked through the halls of WT, and graduated here, and how WT has impacted them, and what they're doing with that.

**[BRAE FOUST]**

That's fantastic. That's the point of this podcast, to shine a light on the true big names...the true heart of WT, and we'll get into that in just a little bit but first we are going to take a small break. We'll get back with you. This is I Am WT!

**[OUTRO MUSIC]**

**[DR. WALTER WENDLER]**

Donors to West Texas A & M University give more than their material support. They devote time, expertise, and commitment. WT would not be what it is today without individuals dedicated to our forward progress.

**[INTRO MUSIC]**

**[BRAE FOUST]**

Welcome back to the first episode of the I Am WT. I am Brae Foust with my co-host, Tearanee' Lockhart.

**[TEARANEE' LOCKHART]**

Well, again, we are here with our great guests, David and Sherry Schaeffer. So, you guys earlier before we took our break, were talking about the importance of getting to know people, using your resources to help the community. So why do you think it's important for people to make donations and things like that?

**[DAVID SCHAEFFER]**

Because that's what God teaches us to do. Quite honestly, God has blessed everybody, in some way or another, and He has blessed them with a lot of different gifts. It is our responsibility to use those gifts, and some of those gifts may not be money. You know, we talk about giving and everybody thinks "Okay, I've got to give money." No. You know, sometimes giving is just serving, sometimes it's just supporting, sometimes it's just giving somebody a pat on the back. As we're blessed with those gifts, we need to share those gifts and use those gifts. You know, and that's what we wanna see. When we talk about (back to money) and people sharing their money, the big thing people think about is "okay, who's giving the \$100,000 gift, or who's giving the \$1 million gift?". Those are important, but they're not as important as who's giving their first \$10 gift to the university. That's important because they took a step of faith, and they're testing the waters to see if they can support WT. And what's WT going to do with that \$10? You know, and those are important. So, when we look at the future, yes we want big donors, yes we want money because the state give the university less money every year so we have to turn to private money to help support this university which is a great university and has helped thousands and thousands of people go and succeed in life. But every gift is important whether it's a \$10 gift or million-dollar gift. Those are important steps that help educate our future leaders.

**[BRAE FOUST]**

For sure. And like I said, it's not about, you know, name recognition. I mean, I know you two don't do this just to have your name plastered all over Bain-Schaeffer Stadium, although driving by and seeing your name looks pretty cool, that's for sure.

**[TEARANEE' LOCKHART]**

What would you say is your favorite project that you've donate to or you helped with?

**[BRAE FOUST]**

I was thinking the same thing. I was going to ask the same question. Yeah, go ahead.

**[DAVID SCHAEFFER]**

Let me back up to the Bain-Schaeffer Stadium. Be sure you don't use initials as the acronym on that.

\*Laughter\*

**[DAVID SCHAEFFER]**

You know, when we... that was really disgust and Dr. Wendler was the one who brought that up.

\*Laughter\*



**[DAVID SCHAEFFER]**

But, um, anyway. First, let me talk about having a name stuck out there. There's no pride having a name stuck out there. That's not why anybody does that, whether it's the Schaeffers, whether it's the Bains, whether it's the Piehl's, whether it's the Rogers. They don't name things from a vanity standpoint. I had a mentor, Shirley Garrison from Hereford, Texas, and he became a pretty good philanthropist. Unfortunately, a lot of that was geared toward some red and black school that was down ninety miles...er....one hundred twenty miles south of here.

\*Laughter\*

**[DAVID SCHAEFFER]**

He always said "why do you name gift after, why do name that room or college?". He said "because other people will see that and they think, 'If Shirly Garrison can do that, then I can do that.'" And it's an example for other people. And that's why a name gets put up, there's no vanity in that name at all. Now back to your question, I forgot what that question was.

**[BRAE FOUST]**

What's your favorite project that you've been a part of here at WT?

**[DAVID SCHAEFFER]**

You know, Sherry and I, a few years ago set up a travel abroad scholarship in the department of business, and we love that. We've also extended that and we're helping the diversity division travel abroad. Those things are good because, Sherry will tell you, when I talked to my girls, [to Sherry], tell them what I told each of them.

**[SHERRY SCHAEFFER]**

So growing up he actual told our girls they need to each get a backpack and go around Europe for a summer after they graduate high school. He just wanted them to get a flavor of the world, and really to do that you have to travel. And we love to travel. We love to go as much as we can. David hikes all over the world, and I just like to travel all over the world but some of our kids have lived overseas. Our middle daughter actual studied abroad for a whole semester last year at the other A & M.

\*Laughter\*

**[SHERRY SCHAEFFER]**

When she was at A&M, she was in Italy for a semester, so we got to go over there and see her. Then I other daughter, our youngest daughter, lived in Asia for a lot of years so I got to travel a lot going to see her. I think it's important, it just broadens your –

**[DAVID SCHAEFFER]**

There's a world out there.

**[SHERRY SCHAEFFER]**

Exactly.

**[DAVID SCHAEFFER]**

There's a large world out there. And we get the view...when we grow up we get this view that the United States is it; that we are the world. We a little piece of the world. Sometimes we're an important piece, sometimes we're not as important as we think we are. We need to spend time overseas, whether it's just a week on vacation, and see it from other people's eyes, not from our eyes.

**[BRAE FOUST]**

I like that. I wish I had a flag waving. That's a good campaign slogan right there. Love it. So, probably my last big question: why...why WT? You have all these different university, all these different schools you could donate to and help out with. Why choose West Texas A&M as the school to back?

**[DAVID SCHAEFFER]**

You know, when I went off to college to Dimmit, TX, I went to Tech for a year, and partied. Had a great time partying but I did not get an education. And so when I got ready to get an education, I came back to WT. It gave me a foundation to go out in the world, and challenge what the world was gonna throw at me. God has blessed us tremendously in meeting those challenges. When I look back at that Foundation WT laid for me, is very important in my life, and I think we have a responsibility to give back to that. And I want – I'm sorry – and I want future generations to have that same opportunity as me.

**[SHERRY SCHAEFFER]**

I would say, I did come to WT for a while. Because of circumstances and choices, I did not ever graduate from WT, but I see how WT has had its footprints in our town, in Dimmit. Most of our teachers, they have an education from WT. And we have a hospital and medical center in Dimmit so a lot of our nurses get there education here. It impacts us every day with the people we are around every day, and so it's important that if WT is going to be a – it is a regional university – but if it is going to continue to be a university for the world, you know, we really need to support all those that won't just be coming to our own town, won't be going to all the smaller hometowns in the panhandle, but also those that would be hitting the world - \*clicks tongue\* - and seeing what it's all about.

**[TEARANEE' LOCKHART]**

My last question would be what's your favorite thing about WT, what's your favorite WT tradition?

**[DAVID SCHAEFFER]**

I know what mine is, and that's when they brought the buffalo back.

**[TEARANEE' LOCKHART]**

Yes, at our first game, that was amazing!

**[BRAE FOUST]**

Oh, we were so excited.

**[TEARANEE' LOCKHART]**

They haven't even done that since fresh- I didn't even get to see it freshman year.

**[DAVID SCHAEFFER]**

We all grew up out at Kimbrough Stadium, and the buffalo would go out and run. Sometimes the Herdsmen would get dragged.

\*Laughter\*

**[DAVID SCHAEFFER]**

You know, it is a tradition that people love. That is our mascot. And let's celebrate our mascot.

**[BRAE FOUST]**

I love it. Sherry did you-

**[SHERRY SCHAEFFER]**

Agreed! I agree.

\*Laughter\*

**[BRAE FOUST]**

You can't beat that.

**[TEARANEE' LOCKHART]**

You can't beat the buffalo.

**[BRAE FOUST]**

Alright. Well, I've had a blast talking with you two. It's been, honestly, an honor to talk to you two. I hope this podcast gets off on a good start and we can maybe support the school more with this as well. We thank you all for listening, and for David and Sherry Schaeffer for joining us today. My name is Brae Foust.

**[TEARANEE' LOCKHART]**

My name is Tearanee' Lockhart, and thank you for listening to the I Am WT Podcast

**[BRAE FOUST]**

We'll see ya'll later.