Next spring will mark the 30th anniversary of The Big Event at Texas A&M. Our organization is focused on this year making its mark on the history of Big Event and enabling success for future years. To quote Thomas Edison: “If [we] have seen a little further, it is by standing on the shoulders of giants.” As an organization, we continually strive to build on the success of the year before us. This year is certainly no exception. We have created a new subcommittee: Development, restructured roles to add more focus to areas that need it, and focused on delegation as an essential component of realizing our goals. Speaking of goals, we have set our sights high for this spring! We working hard to recruit 17,500 students and enable them to complete 1,600 jobs in the Bryan/College Station community on March 24th, 2012. Please take the time to learn a little about this amazing organization and the impact the students of Texas A&M are making. If you have any questions, please feel free to email me at director@bigevent.tamu.edu

~Ben Bates is an Accounting major, Class of 2012
MEET OUR ADVISOR, MELISSA SHEHANE

On July 1, 2009, Melissa Shehane was appointed as the Senior Advisor to the Leadership and Service Center within the Department of Student Activities. She serves as the advisor for The Big Event committee. Additionally, she coordinates service-learning initiatives with faculty and students, connects students with service opportunities in the Bryan and College Station areas, and is pursuing a Ph.D. in Agricultural Leadership, Education, and Communications. Prior to coming to Texas A&M, she served as the Associate Director for Leader Development and Civic Engagement at Baylor University. Melissa earned a Master’s degree in College Student Affairs from The Pennsylvania State University in May 2007 where she served as the graduate assistant to the Vice President for Student Affairs. Prior to her professional career in student affairs, she attended Texas A&M University where she earned a Bachelor of Science degree in Renewable Natural Resources in 2004. Melissa and her husband, Michael, currently reside in College Station, Texas where they have recently had a ‘Big Event’ of their own, as baby Will Shehane was born August 10th! He is already a huge fan of The Big Event. When she isn’t working, Melissa enjoys spending time with family, playing sports, and photography. Finally, Melissa would like to share that she is excited about the 30th annual Big Event and is looking forward to serving as a coach and mentor to this year’s team. Each year The Big Event students blow me away with their selfless actions. The Bryan and College Station communities are truly blessed to have such dedicated servant leaders coordinat-ing this day of thanks and I am looking forward to watching them grow and learn from their experience!

ASSISTANT DIRECTOR, LIZA MILLER

Our Assistant Director this year is Liza Miller; she is very excited to serve in this position and help Ben and the Executive Staff achieve success in every way possible! Her main job as Assistant Director is Chief Financial Officer of The Big Event. This consists of tracking all expenses that The Big Event has and managing a budget for the organization. Liza also oversees the Leadership Development of the Executive Staff. As members of this organization we hold ourselves to a high standard of leadership that we strive to meet every year. Liza helps to achieve this by encouraging and cultivating the Executive staff into becoming student leaders individually, within their partnerships, and as an entire team. She is very excited about her role and eager to have a hand in making this organization and specifically, March 24, 2012, bigger and better. She is honored to serve alongside this amazing group of students and serve Texas A&M University and the residents of Bryan and College Station!

RECRUITMENT—THE FACE OF THE BIG EVENT

The main focus of the recruitment sub-committee is the recruitment of the students, staff, and faculty that are a part of The Big Event. This sub-committee, spearheaded by Scott and Kaitlyn, works year-round to promote the event on campus and get people motivated to participate in The Big Event! Recruitment oversees all communication between The Big Event committee and the student body, and handles all on-campus awareness and advertising. Recruitment’s goal this year is that 17,500 students will sign up to make a difference in the community. This sub-committee is also responsible for student check in procedures on the day of The Big Event, and is so excited to make this Big Event the largest yet!

Scott Cooper is a Marketing major, Class of 2012. Kaitlyn Taylor is a Civil Engineering major, Class of 2012
**Outreach: Expanding The Big Event Nationwide!**

Clint and Caroline are excited to work with their Outreach subcommittee to expand The Big Event nationally... and internationally! While The Big Event was founded at Texas A&M University in 1982, it has since expanded to over 75 other universities. Outreach manages relationships with other universities as well as The Big Event’s national public relations. From calling individual schools to interacting with national media outlets, Outreach’s responsibilities encompass the visionary side of The Big Event. Through resources such as an expansion packet, a step-by-step instruction manual instructing how to start a Big Event, Outreach provides any necessary assistance to new or growing Big Events. Clint, Caroline, and their committee members are already planning the 6th Annual Big Event Conference to take place on February 4th, 2012. Schools are encouraged to attend Conference to hear from speakers, discuss strategies in roundtables, and learn more about The Big Event in detailed workshops. Outreach hopes to have 15 schools attend this year so that The Big Event and the spirit of service can expand even further!

**Operations: 3rd Annual Gala!**

John and Katie are very excited and looking forward to seeing everyone for our 3rd annual Gala and Silent Auction this year! They hope that The Big Event can raise enough money to cover the ever-growing expenses that are involved with such an endeavor. This summer Operations was able to purchase a new shed for tool storage at our Riverside Campus, which increases our tool storage, meaning we can reach out to more residents than ever before! We are looking forward to using this shed and organizing, purchasing and distributing the tools that an estimated 17,500 students will use. John and Katie are so excited to serve with such an amazing organization and make a difference in the community!

**Programs: The Fun Patrol**

Kirkland and Katie are looking forward to organizing several events with the newest members of their sub-committee! Our Fall Retreat, Fall Service Project, and several socials are lined up for the semester to kick the year off right and get us ready to serve together on the day of The Big Event, which is coming up before we know it! This semester, Programs is already looking ahead to Night Before Banquet and Day Of by planning out what Kick-Off will look like as well as lining up food donations through local restaurants and caterers for both events. Both Kirkland and Katie could not be more excited to see how a year of hard work will come together for such an incredible cause on March 24, 2012!

“**The Big Event is so impactful because we’re not just serving the community, but enabling students to build relationships with the residents of Bryan and College Station**”

~Caroline Janssen
The Big Event is the largest, one day, student-run service project in the nation where students of Texas A&M University come together to say "Thank You" to the residents of Bryan and College Station. For the past 28 years, Aggie students have participated in this annual event to show their appreciation to the surrounding community by completing service projects such as yard work, window washing, and painting for community members. Although The Big Event has become the largest one day, student-run service project in the nation, our message and our mission remains the same – to simply say "Thank You."

If you would like to make a donation to The Big Event Endowment, please make checks payable to the Texas A&M Foundation. On the memo line of the check, please indicate 'The Big Event Endowment' and mail to the address below:

Texas A&M Foundation
401 George Bush Drive
College Station, TX 77840

Donations to The Big Event Endowment are tax-deductible as defined by law.

Phone: 979-845-9618
Website: bigevent.tamu.edu
E-mail: bigevent@bigevent.tamu.edu

Meet Our Executive Team!

Development

Director & Assistant Director

Programs

Recruitment

Operations

Outreach

Chrisleigh Jones and Justin Cardenas
Liza Miller and Ben Bates (Director)
Katie Willis and Kirkland Taylor

Scott Cooper and Kaitlyn Taylor
Katie Lynam and John Bell
Clint Barnette and Caroline Janssen