

Hill Country

Fredericksburg • Highland Lakes • Junction

Explore new horizons.



SPRING 2018 COURSE CATALOG

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OLLI Office Hours

Fredericksburg
 East U.S. Hwy 290, Fredericksburg, TX
 Monday-Thursday Noon-5 p.m.
 (830) 990-4948

Highland Lakes
 806 Steve Hawkins Pkwy, Marble Falls, TX
 Tuesday-Friday 9 a.m.-2 p.m.
 (806) 834-4275

*Please check our website and
 monthly electronic newsletters for
 holiday or other closing dates.*

www.oli.ttu.edu

Welcome to the Osher Lifelong Learning Institute at Texas Tech University!



At Texas Tech University, we aspire to provide students an experience that is transformative, one that promotes intellectual curiosity, and promotes life-long learning.

The Osher Lifelong Learning Institute at Texas Tech University embodies these attributes. It offers unique opportunities for local citizens of more than 50 years of age who have a common interest in continuing their learning experiences

and intellectual stimulation in an organization of like-minded people who value the joy of learning.

Many individuals have taken advantage of the offerings afforded through this exciting program. Courses are developed by peers with the goal of providing a high quality learning experience accessible to all. In addition, OLLI membership provides an opportunity for social interaction and new friendships with members who bring a lifetime of personal and professional experience to class.

I welcome and encourage your participation in this program that will provide opportunities to grow intellectually and socially.

Sincerely,

Lawrence Schovanec, Ph.D.
 President.



OLLI
 at Texas Tech
 University

The Osher Foundation

The Bernard Osher Foundation, headquartered in San Francisco, was founded in 1977 by Bernard Osher, a respected businessman and community leader. The

Foundation seeks to improve quality of life through support for higher education and the arts. Mr. Osher is a community-oriented businessman whose philanthropy created Osher Lifelong Learning Institutes (OLLI) across the country. Our OLLI is in a network of 121 lifelong learning programs on university and college campuses across the country, with at least one grantee in each of the 50 states and the District of Columbia.

OLLI owes its existence to Bernard and Barbro Osher, whose vision and continuing moral and financial support of lifelong learning is unprecedented and unparalleled. We are very fortunate and proud to have an OLLI at Texas Tech University.

Our Mission

The mission of Osher Lifelong Learning Institute (OLLI) at Texas Tech University is to provide enjoyable and stimulating non-credit learning and cultural opportunities for its members.



What is Osher Lifelong Learning Institute (OLLI)?

OLLI began as a continuing education program at Texas Tech University in 2002-2003 as Texas Tech Lifelong Learning. In 2008, endowment support was received from the Bernard Osher Foundation. In recognition of its affiliation with the Osher Foundation and as one of 120 such institutes nationwide, Texas Tech Lifelong Learning was re-named Osher Lifelong Learning Institute (OLLI) at Texas Tech University. We are self-sustaining, supported through membership dues, class fees, an endowment from the Bernard Osher Foundation, donations and in-kind support from Texas Tech University. *No tests, no grades, no research papers – just intellectual stimulation.*

What are the requirements to join?

Everyone age 50 and older may join.
The only prerequisite is a desire to learn.

What does membership cost?

Membership is \$30 per person, valid for a year from date of purchase, and does not include cost of individual courses.

Who teaches OLLI classes?

Most of our classes are taught by distinguished professors, both active and retired. Other instructors are experts in their fields, university doctoral students or OLLI members. There is one common denominator: they teach because they enjoy education and OLLI students.

How do I sign up?

Below are the methods to register for memberships, classes and other events:

- Register securely online at www.oli.ttu.edu. We accept VISA, MasterCard, and Discover.
- Mail a completed registration form with a check. The form can be found in this catalog or printed from www.oli.ttu.edu. See form for details.
- Bring completed form with check to the OLLI office in Fredericksburg (Monday-Thursday, noon-5 p.m.) or Highland Lakes (Tuesday-Friday 9 a.m.-2 p.m.).

What if I have to cancel my registration?

(Applies to members and non-members)

You must submit your cancellation in writing or by email **NO LATER THAN THE SEVENTH DAY BEFORE THE FIRST SESSION OF A CLASS**. We ask that you accept a credit towards the fee for another class or event in same semester, but if a refund is preferred, one will be applied to the credit card used to register for canceled class. No cancellations or credits are allowed for any classes with bus transportation, food, or supplies. You may allow a substitute for your spot. If you pay online with a credit card, a refund is applied to same card in 2-3 weeks. If you pay by check, a refund can take 60-90 days to process.

What happens for weather or other emergency cancellations?

In case of questionable weather call (830) 990-4948 for Fredericksburg and (806) 834-4275 for Highland Lakes to confirm if class has been canceled. OLLI reserves the right to substitute instructors, rearrange class schedules, or cancel classes because of low enrollment or other reasons. In case of class cancellation or a schedule change, you will be notified and may receive a credit for another class in the same semester or a refund.

Where is the OLLI office?

Our offices are located in the TTU Higher Education Teaching Sites at 2818 East U.S. Hwy 290, Fredericksburg, Texas, and 806 Steve Hawkins Pkwy Marble Falls, Texas. Our email is oli.hillcountry@ttu.edu, and our phone numbers are (830) 990-4948 for Fredericksburg and (806) 834-4275 for Highland Lakes. Our phone stays busy each semester, so if you reach voicemail, it is likely the staff is on another phone call or has a visitor in the office. Please leave a message, and your call will be returned as quickly as possible by an employee or a volunteer.

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Spring Kickoff Events

Don’t miss these special OLLI events where you can meet other members, learn about additional ways to get involved and be first in line to register for spring classes.

Fredericksburg 2018 Spring Kickoff

Lifelong learners age 50 and older are invited to help “kick off” the Spring 2018 semester of the Osher Lifelong Learning Institute (OLLI) in Fredericksburg. The event begins with a social at 5:30 p.m., followed by a seated dinner by My Own Chef at 6 p.m. The theme is Explore New Horizons. The program includes sneak previews of upcoming classes, with guests having the first opportunity to sign up for their favorites. Cost to attend the kickoff, including meal, speakers, and door prizes, is \$30 per person. Seating is limited, and RSVPs are due by Friday, January 15th. To register online for both the kickoff party and classes, visit www.oli.ttu.edu; email oli.hillcountry@ttu.edu; or call (830) 990-4948.

Date: January 26, 2018
Day: Friday, 5:30-8 p.m.
Fee: \$30
Location: TTU Higher Education Teaching Site
at Fredericksburg, 2818 East U.S. Hwy 290

Highland Lakes 2018 Spring Kickoff

Explore the Good Life with OLLI Highland Lakes. Whether you want to follow your dreams and open a business, learn how to Turn Your Tango On to enjoy lifelong youth and zest, explore the secrets of the Shroud of Turin, gather information about the best Brewery in town, or just learn ways to secure and protect your privacy while using technology, there is an OLLI class for you! We invite you to join us for hors d’oeuvres while our presenters share information about their classes and then explore the exciting new catalog offerings. Be sure to RSVP by January 31 to reserve your space as we begin a new Spring Semester of opportunities to learn and play in our wonderful Highland Lakes community. To register online for both the kickoff party and classes; visit www.oli.ttu.edu, email sarah.amos@ttu.edu or call (806) 834-4275.

Date: February 1, 2018
Day: Thursday, 5:30-7:30 p.m.
Fee: FREE (Includes hors d’oeuvres, coffee and tea.
Cash bar available for Beer and Wine.)
Location: Hidden Falls Golf Club,
220 Meadowlakes Drive, Meadowlakes, Texas

Fredericksburg Classes

2818 East U.S. Hwy 290, Fredericksburg, TX

Deadly Decade: Law and Order Come to Frontier Texas, 1870-1882

Session 1: Following the end of the Civil War, Texas was governed for eight years by imposed political leaders, “carpetbaggers” backed by Federal troops. Civil unrest and violence were widespread. In November 1873, the administration of Republican Governor E. J. Davis was voted out of office, replaced by the Democratic candidate, Richard Coke, who re-established the Frontier Battalion of Texas Rangers to bring order to the Texas frontier. Examples will be reviewed of range wars and established criminal confederations related to the newly active trail-driving industry which generated additional tensions and conflicts. Three rapidly adopted technological breakthroughs together ended the days of the unfenced range and rampant frontier violence: trans-state railroads, barbed wire, and cable-tool drilling of water wells powered by windmills.

Session 2: In September 1880, the Potter-Cleveland gang stole a herd of horses in western Kimble County, Texas, and fled west, across the Edwards Plateau, then northwestward, up the Pecos River. Corporal Rush Kimbell, Company D, then stationed in western Menard County, together with five Ranger privates, set out in pursuit. Two weeks later, Kimbell and one ranger caught up with some of the outlaws, arrested them after a gunfight in which both outlaws were wounded, one mortally. After taking the surviving outlaw to Ft. Davis for treatment, Kimbell, his squad, and the recovering outlaw returned to the Ranger camp in Menard County, and thence delivered him to the Kimble County sheriff for arraignment. The lecture retraces this heroic, 1,000-mile chase, using maps and photographs of the present-day landscape.

Instructor: Peter R. Rose, Ph.D., is a geologist who thinks like a historian. Dr. Rose carries out historical research on the frontier history of the region.

Date: February 7, 2018

Day: Wednesday, 1-4 p.m.

Fee: \$30 for OLLI members; \$45 for non-members

Location: TTU Higher Education Teaching Site at Fredericksburg, 2818 East U.S. Hwy 290



The Church's Effort to Reclaim Belief – Caravaggio and the Counter-Reformation

In an attempt to recover the losses of territory and people resulting from the Reformation, the Catholic Church instituted what came to be known as the Counter-Reformation. This movement included an emphasis on dramatic and interactive art designed to attract people, through its particular choice of subject and style, back to the Church. Three of the most outstanding examples of this religious and artistic impetus are Caravaggio's “Calling of St. Matthew”, “The Conversion of St Paul”, and “Supper at Emmaus”. The Class will explore this time period and these three works of fine art in detail.

Instructor: Ray Buchanan, Ph.D., designs and teaches European history courses which utilizes the art and architecture of each historical period.

Date: February 15, 2018

Day: Thursday, 2-3:30 p.m.

Fee: \$15 for OLLI members; \$30 for non-members

Location: TTU Higher Education Teaching Site at Fredericksburg, 2818 East U.S. Hwy 290

Texas Rangers 1836-1850

Join us as we continue the Texas Ranger storyline from 1836 to 1850. This is a very interesting time since Texas had just won the war with Mexico and became a Republic! Then we joined the United States and another war with Mexico took place. The Texas Rangers played a very important part during this time period by establishing their organization as the official law enforcement organization of Texas. During the War of 1848 with Mexico, the Texas Rangers were again very much in demand as they knew how to scout, engage, and defeat the opposing forces. Most importantly, the Rangers became the most heavily armed organization in the state and everyone was aware of their capabilities.

Instructor: Marvin F. Schroeder has been a living history interpreter since early 1970's covering early Americana and Texas history. For the last 27 years he has worked for the Nimitz Museum.

Date: February 21, 2018

Day: Wednesday, 2-3:30 p.m.

Fee: \$15 for OLLI members; \$30 for non-members

Location: TTU Higher Education Teaching Site at Fredericksburg, 2818 East U.S. Hwy 290



Editorializing National Issues for Local Discussion

What are the challenges to the editor in translating national issues to the local community: First Amendment challenges, Deferred Action for Childhood Arrivals (DACA), congressional tax bills, healthcare, Amazon buying out Whole Foods, fake news? Where local reader viewpoints can be widely divergent, what are the best words to generate constructive debate.

Instructor: Ken Esten Cooke, editor, Fredericksburg Standard Radio Post newspaper, comes from a long line of Texas news publishers and has owned, edited and run the local paper for the past six years.

Date: February 22, 2018

Day: Thursday, 2-3:30 p.m.

Fee: \$15 for OLLI members; \$30 for non-members

Location: TTU Higher Education Teaching Site at Fredericksburg, 2818 East U.S. Hwy 290



Your Aisle Seat at the Oscars

Hollywood's premiere award show highlights the best of the year in cinema. Join critic Matt Ward as he navigates through 2017 in film focusing on the "big six" award categories: best picture, best actor, best actress, best supporting actor, best supporting actress and best director. We'll view trailers of the contenders in a reserved screening room at Fritztown Cinema. A snack pack from the concession stand will be included with the class.

Instructor: Matt Ward is an established film authority in the Texas Hill Country, serving as executive film consultant for Fredericksburg's Fritztown Cinema. He is the resident film critic for the Fredericksburg Standard-Radio Post where his column appears each week.

Date: February 27, 2018

Day: Tuesday, 5-7 p.m.

Fee: \$25 for OLLI members; \$40 for non-members

Location: Fritztown Cinema, 2254 US-87, Fredericksburg, TX 78624

Future of Conservation in Texas

Who financially supports wildlife management in the state of Texas? You might be surprised to learn that it isn't the general taxpayer, but rather licensed hunters and anglers of the state of Texas who pay for conservation, outreach, restoration, and study of wildlife and their habitats. In 1937, this was the innovative idea of a "user-pay" system of support, and it was an idea generated and supported by ladies' garden and social clubs, as well as sportsmen's associations and clubs. As participation in hunting declines, perhaps it is time to start thinking of a new way of funding conservation. Be a part of the conversation in this active program that encourages all Texans to work together to guide wildlife conservation efforts for the next 100 years. Current legislative update regarding plans and funding for improvements and maintenance of programming will be included in the presentation.

Instructor: Kelly Conrad Simon, M.S., has been with Texas Parks and Wildlife since 1995 and currently serves as the urban wildlife biologist for the Central Texas area.

Date: February 20, 2018

Day: Tuesday, 2-3:30 p.m.

Fee: \$15 for OLLI members; \$30 for non-members

Location: TTU Higher Education Teaching Site at Fredericksburg, 2818 East U.S. Hwy 290





Geology of Big Bend National Park

Big Bend is both a geologist's nightmare and dream! Site of mountain building from the East, mountain building from the West, ocean encroachment from the South, on-site volcanism; and, to top it all off, stretching of the crust has allowed large blocks of Big Bend to drop hundreds of feet. Add to this the great pterosaur, Quetzalcoatlus, first discovered in Texas by a geology student from the Jackson School of Geosciences (UT) and you've got about all you can ask for in one national park. This lecture will examine the geological evidence found in Big Bend that has been left by this remarkable series of large scale events.

Instructor: Theron Sage, B.S., M.S., Ph.D., holds a doctorate in geology. From 1999-2004 she served as the associate dean of the School of Natural, Applied Sciences and Mathematics.

Date: March 7, 2018

Day: Wednesday, 10-11:30 a.m.

Fee: \$15 for OLLI members; \$30 for non-members

Location: TTU Higher Education Teaching Site at Fredericksburg, 2818 East U.S. Hwy 290

DNA Trek: Learning More About Your Health and Family

Have you traced your heritage back a couple of hundred years? Do you find some famous people in your American or immigrant past? What if you could trace your past back, way back, maybe a million years? With DNA analysis, we can see world migration patterns and discover the deeper history of where we come from. This course is a follow-on to one offered in Fall 2017.

Instructor: Ross Bigelow holds a Ph.D. in geography. He teaches geography, earth science and migration at the Hill Country University Center.

Date: March 7, 2018

Day: Wednesday, 2-3:30 p.m.

Fee: \$15 for OLLI members; \$30 for non-members

Location: TTU Higher Education Teaching Site at Fredericksburg, 2818 East U.S. Hwy 290

Challenging Public Schools

Like schools around our nation, those in Fredericksburg, Texas face many challenges, such as funding, classroom resources, testing to meet standards, finding the best teachers, cyber-bullying, student health, student home environment, accommodating special needs, political challenges, etc. Learn what is being done to meet these challenges locally. How can we as citizens help?

Instructor: Eric Wright, Ph.D., holds a doctorate in educational leadership and is the former superintendent of the Fredericksburg ISD.

Date: March 8, 2018

Day: Thursday, 2-3:30 p.m.

Fee: FREE

Location: TTU Higher Education Teaching Site at Fredericksburg, 2818 East U.S. Hwy 290



Influence of Geology on Wineries of the Texas Hill Country

Important geological attributes influencing the favorability of wine-grape cultivation include factors such as 1) slope steepness and orientation with respect to angles of sunshine and prevailing wind; and 2) soil texture, depth, weathering, drainage, and mineralogy. Both factors are strongly influenced by the geological bedrock formation underlying the vineyard. This lecture will review the locations of prominent vineyards of the Texas Hill Country in relation to the distribution of different geological formations of the region.

Instructor: Peter R. Rose, Ph.D., is a geologist who thinks like a historian. Dr. Rose carries out historical research on the frontier history of the region.

Date: March 21, 2018

Day: Wednesday, 2-3:30 p.m.

Fee: \$15 for OLLI members; \$30 for non-members

Location: TTU Higher Education Teaching Site at Fredericksburg, 2818 East U.S. Hwy 290

Zorba's Feast – an Evening of Greek Food & Wine

If all you know about Greece falls somewhere between the Parthenon and “My Big Fat Greek Wedding,” then you sure have a lot of terrific things to learn – and to taste. Cookbook author John DeMers, who’s been visiting every corner of his favorite country since his hippie-backpacking days in 1974, leads us on a journey following our lucky taste buds from the mountains to the seashore to the sun-kissed islands. Along the way, he’ll tell us tales from his own Greek travels as recently as this past summer. We’ll pair a five-course Greek feast with examples from the ascendant Greek wine industry, one of the world’s oldest wine cultures that’s also one of its youngest and most exciting.

- Spanokopita Phyllo Cups
- Eggplant Papoutsakia
- Horiatiki Salad
- Grilled Lamb Chops with Roasted Potatoes & Gigantes
- Rizogalo Rice Pudding

Instructor: OLLI regular **John DeMers** holds a B.A. and M.A. degree in journalism and is the author of 56 published books, including cookbooks, biographies, travelogues and novels. He currently serves as director of culinary hospitality at Fischer & Woesser’s Culinary Adventure Cooking School in Fredericksburg, where this class will be held.

Date: March 27

Day: Tuesday, 5-7 p.m.

Fee: \$85 for OLLI members; \$100 for non-members

Location: Das Peach Haus, 1406 US-87, Fredericksburg, TX 78624 (not broadcast) Class limited to 20

Texas Power Grid

How safe is our power supply in Texas? What is the U.S.A. doing to protect us from foreign attacks? How does Texas link to the other power grids in the nation? What are our sources of power generation? Are we moving from coal power to alternatives that produce more American jobs?

Instructor: **Ingmar Sterzing** holds a Bachelor of Science in mechanical engineering, a Master of Business Administration, and a Master of Science degree in nuclear engineering. He is currently the vice president for power supply and energy services at Pedernales Electric Cooperative (PEC), Johnson City, Texas.

Date: March 28, 2018

Day: Wednesday, 2-3:30 p.m.

Fee: \$15 for OLLI members; \$30 for non-members

Location: Texas Tech University Higher Education teaching site in Fredericksburg

Barbarians, Cybersecurity and You!

We live in an interconnected world. Everything we do and touch intersects in the cyber world, making the need to practice cybersecurity even more important. The number and methods of cyber-attacks continue to increase; however, there are ways to protect yourself from these threats. This two-session class will provide an overview of the current cybersecurity landscape and help to develop your skills in cybersecurity practices, phishing schemes, online shopping and banking, social networking, mobile device security, Wi-Fi, and cybersecurity tips while traveling.

Instructor: **Sam Segran** is the associate vice president for IT and CIO at Texas Tech University and has been active in this field for over 30 years and is certified in a number of fields, including cybersecurity.

Date: March 29, 2018

Day: Thursday, 1-4 p.m.

Fee: \$30 for OLLI members; \$45 for non-members

Location: TTU Higher Education Teaching Site at Fredericksburg, 2818 East U.S. Hwy 290



Having the Talk – the Birds and Bees of Finances With Your Loved Ones

The Wall Street Journal reports that nearly 50 percent of adult children have witnessed a diminishing ability among their parents when it comes to handling financial affairs. More importantly those adult children are thrust into the role of decision making with no prior knowledge of those affairs. Part of leaving a legacy and good stewardship includes having “the talk” with your adult children. This class will give you tips, guidelines and even a comprehensive checklist of what you as parents should share with your adult children and how. Prepare your legacy. Don’t just leave it for your loved ones to figure out.

Instructor: **Greg Pare** built a multimillion-dollar technology company from scratch, which he sold after 20 years of ownership. He is passionate about helping people achieve financial peace in their lives.

Date: April 6, 2018

Day: Friday, 2-3:30 p.m.

Fee: \$15 for OLLI members; \$30 for non-members

Location: Texas Tech University Higher Education Teaching Site in Fredericksburg

How to Read & Influence People: Verbal, Non-verbal & Visual Clues

Wouldn't it be nice to know what someone else is thinking? Or, to be able to "speak the language" of a person with whom you'd like to build a relationship? How valuable would it be to have an instant "lie detector"? This class will show you how to determine whether another person is visual, auditory, or feelings-oriented, and then how to express yourself in their language. We will also review non-verbal behaviors that provide insight into what another person is thinking, along with examining behaviors of our own to see how they might influence our own interactions. Finally, you will have the opportunity to practice these techniques in the classroom.

Instructor: Marye Tharp, Ph.D., is a retired associate professor having taught at the University of Texas, Emerson College, and Shriner University. Her speaking engagements have included sites in Brazil, Japan, Chile, Ecuador, Vancouver, Kuala Lumpur, Malaysia, Manila, Singapore, and the United States.

Date: April 10, 2018

Day: Tuesday, 2-3:30 p.m.

Fee: \$15 for OLLI members; \$30 for non-members

Location: TTU Higher Education Teaching Site at Fredericksburg, 2818 East U.S. Hwy 290

The Oscar Wilde You Don't Know: Fairy Tales and Poems in Prose

Best known for his comedies of manners, as well as for his controversial private life, Oscar Wilde produced work in all genres for various audiences in the late Victorian age. Perhaps least-known among Wilde's works are his "fairy stories", sweet tales written for children including the two sons he had with his wife Constance, and his "poems in prose", metaphysical meditations on love, loss, and redemption. Drawing heavily on Christian allegory and at times raising profound spiritual questions ("What happens when God is silenced?"), Wilde's brief, seemingly simple works in these areas offer ample opportunities for reflection on matters important to many readers. Students in this class will receive an email with a handful of short works to read prior to the meeting.

Instructor: Samuel Lyndon Gladden, Ph.D., holds a doctorate in English and is associate dean of the College of Human Sciences and Humanities at the University of Houston-Clear Lake. He has published widely on a number of nineteenth-century writers including Wilde, Percy Shelley, Mary Shelley, Wilkie Collins, and Bram Stoker.

Date: April 16, 2018

Day: Monday, 2-3:30 p.m.

Fee: \$15 for OLLI members; \$30 for non-members

Location: TTU Higher Education Teaching Site at Fredericksburg, 2818 East U.S. Hwy 290



The John Wesley Mooar Buffalo Gun at the Museum of Texas Tech University

This course will take an in-depth look at the firearm technology that brought down the buffalo on the West Texas plains in the 1870s. Mr. Crawford will discuss the mechanics of buffalo hunting, including the varieties of guns used, as well as skinning, meat and hide preparation and transportation to railheads and markets. He will then focus on a West Texas treasure in the collections of the Museum of Texas Tech University – buffalo hunter John Wesley Mooar's personal Sharps rifle, which Mooar purchased in 1876. Mooar and his younger brother J. Wright Mooar were instrumental in bringing commercial buffalo hunting to the Texas plains in the mid-1870s. Mr. Crawford will also have period original and reproduction firearms and tools on hand to show during and after his presentation.

Instructor: Henry B. Crawford, M.A., holds a master's degree in American history and museum studies from University of Wisconsin-Milwaukee, and museum training certificates from the Smithsonian Institution and the Texas Historical Commission Winedale program. He is the recently retired curator of history at the Museum of Texas Tech University.

Date: April 17, 2018

Day: Tuesday, 1-2:30 p.m.

Fee: \$15 for OLLI members; \$30 for non-members

Location: TTU Higher Education Teaching Site at Fredericksburg, 2818 East U.S. Hwy 290

A Legal Perspective on the War on Terror

This course will provide an overview of salient legal issues pertaining to America's global campaign against terrorism. The instructor will provide an update on terrorist developments and legal trends. Case scenarios and relevant considerations will also be included so that the audience can better understand the dynamics of the international conflict we are involved in.

Instructor: **Mark E. McCary** is an attorney at the general practice law firm McCary & McCary, P.C. Prior to becoming a lawyer, Mark served an extended period on active and reserve rolls as a U.S. Air Force officer. He was recalled post 9-11 and further employed by the U.S. government on national security issues. Mark teaches the terrorism block for our local community emergency response team (CERT).

Date: April 18, 2018

Day: Wednesday, 2-3:30 p.m.

Fee: \$15 for OLLI members; \$30 for non-members

Location: TTU Higher Education Teaching Site at Fredericksburg, 2818 East U.S. Hwy 290



An Introduction to the Texas Night Sky

This short course will introduce the student to terminology, different types of telescopes, orientation, objects and wonders of the night sky. There will be a computer-generated planetarium presentation showing how the night sky is laid out, why the sky looks different from night to night, where and how to find different types of objects and how to know what is in the sky on any given night. Different types of telescopes and their characteristics will be described, and which is best for viewing various types of objects. The course will conclude with a presentation of how the beauty of the night sky can be revealed through amateur photographic equipment.

Instructor: **John Watson**, B.S., holds a bachelor's in sociology, is president of the Hill Country Astronomers, is a retired U.S. Army pilot and retired commercial pilot. **Jack Petersen**, B.B.A., M.A., holds a master's in political science, is the coordinator for the Hill Country Astronomers star parties, and is a retired NASA manager. **Mark Ward**, B.S., M.S./M. Div., holds a bachelor's in geophysics and a master's in theology, and is a retired geophysicist. All three have been avid amateur astronomers since childhood and enjoy sharing the night sky with others.

Date: April 26, 2018

Day: Thursday, 2-3:30 p.m.

Fee: \$15 for OLLI members; \$30 for non-members

Location: TTU Higher Education Teaching Site at Fredericksburg, 2818 East U.S. Hwy 290



No Fear Photography

Participants will learn to take better photos regardless of the camera they choose to use; from iPhones to point-and-shoot, or sophisticated SLR cameras. It is not the camera that makes good photos, it's the person, by following a few simple guidelines and concepts.

- Better vacation photos
- Better photos of family and friends
- Ideas for saving, sharing, and storage

Instructor: **James (Jim) Fox** has been a fine art photographer since 1973 with his first solo show in 1975. He has been nominated for and won national and international awards. Jim is the official photographer for the Fredericksburg Theater Company.

Date: April 24, 2018

Day: Tuesday, 2-3:30 p.m.

Fee: \$15 for OLLI members; \$30 for non-members

Location: TTU Higher Education Teaching Site at Fredericksburg, 2818 East U.S. Hwy 290

Highland Lakes Classes

806 Steve Hawkins Pkwy, Marble Falls, TX

Texas Rangers – History and Heritage

In the early days of Texas History, there was a growing tension between the settlers moving west, the Mexican people and their government, and the nomadic Native Americans who lived and hunted in this land. It was recognized quickly by the new settlers that a formal group of law enforcement officers was needed. The organization established for this purpose, the Texas Rangers, began its legendary journey in 1823. This class will cover the history of this elite group and trace them from horseback to high-tech. We will also expand on the heritage of famous Texas Rangers and cover the mission of the new Texas Ranger Heritage Center in Fredericksburg.

Instructor: Joe B. Davis has been in law enforcement for over 30 years with 24 of those years as a Texas Ranger. Mr. Davis is currently President of the Former Texas Rangers Foundation and serves on its board of directors. He is a past president of the Former Texas Rangers Association.

Date: February 6, 2018

Day: Tuesday, 2-3:30 p.m.

Fee: \$15 for OLLI members; \$30 for non-members

Location: Higher Education Teaching Site at Marble Falls, 806 Steve Hawkins Pkwy. (not broadcast)



How Microbiology Solved the Shroud of Turin Mystery

The shroud of Turin is believed by many to be the burial shroud of Jesus Christ that shows his image in great detail. How old exactly is the shroud? Was this an accurate dating of the linen? How did the image of a crucified man appear on the shroud linen? Can we prove with certainty that the shroud is the burial wrapping of Jesus Christ? These questions will be discussed in some detail. Surprisingly, microorganisms provide the answers.

Instructor: Stephen J. Mattingly, Ph. D, is a professor of microbiology and immunology, UTHSCSA, for 33 years. His research interests include bacterial cell walls and polysaccharides, virulence factors of group B streptococci as a cause of neonatal disease, and the role of pseudomonas aeruginosa in cystic fibrosis, and microbiology of the shroud of Turin.

Date: February 8, 2018

Day: Thursday, 2-3:30 p.m.

Fee: \$15 for OLLI members; \$30 for non-members

Location: Higher Education Teaching Site at Marble Falls, 806 Steve Hawkins Pkwy. (broadcast)



Snakes: The Legless Wonders of the Hill Country

This course is an introduction to the science of herpetology and identification of local snakes. There is a brief introduction into what makes a snake a snake. Focus will then be on identification and natural history of common local snakes, snake encounter safety and perhaps a few live examples will be available.

Instructor: Jared Holmes is a zoologist with the Selah-Bamberger Ranch in Johnson City, Texas. He has been a professional presenter and lecturer on all matters of herpetology since 2006. He is a graduate of Texas A&M University with field experience in over 20 states and 11 countries. Jared has called the Hill Country home for over ten years.

Date: February 15, 2018

Day: Thursday, 2-3:30 p.m.

Fee: \$15 for OLLI members; \$30 for non-members

Location: Higher Education Teaching Site at Marble Falls, 806 Steve Hawkins Pkwy. (not broadcast)



World War II – Veterans Tell Their Story

The story of World War II is about how the United States deployed 12 million service men and women in Europe and overcame the air and sea challenges in Asia and dropped bombs that destroyed two cities, with victory and world dominance to follow. But there is another story about World War II, not of countries, but no less dramatic and no less significant. It is the personal stories still remembered by World War II veterans currently living in our area. Join us as they narrate their personal stories in a panel discussion format. What were the most dramatic and/or memorable experiences during this time of service? And, what was the most significant impact of serving in the war on their lives during the years following their service?

Instructors: **Dr. Ray Buchanan** enjoys teaching history when it comes alive and the actual participants from each period tell their stories. He will illuminate a journey through the challenging and courageous events associated with war bringing out some of the most special characteristics of a people that might not be so evident at other times.

Gerald Powell entered the U.S. Army in April 1943. He was assigned to the European operation in France starting in September 1944 and was engaged in combat operations in Germany until the end of the war in Europe.

Kenneth Lindow entered the U.S. Navy following the bombing of Pearl Harbor. He was trained in radio aviation to take code eventually becoming the instructor. He was assigned to a rocket training unit and stationed on Saipan after the island was taken.

Date: February 20, 2018

Day: Tuesday, 2-3:30 p.m.

Fee: \$15 for OLLI members; \$30 for non-members

Location: Higher Education Teaching Site at Marble Falls, 806 Steve Hawkins Pkwy. (not broadcast)

An A-Z Guide to Drug-Herb-Vitamin Interactions

You can Improve your health and avoid side effects when using common medications and natural supplements together. Shannon encourages you to bring a list of all supplements including brand and dosing, plus a list of your prescriptions. She will go through each individual's medication list and reveal interactions between them and your body.

Instructor: **Shannon Jamison** graduated as a holistic health practitioner from Natural Healing College. She has been employed at Atkins Pharmacy for 16 years working with alternative medicine. She is also board certified in therapeutic footwear specializing in diabetes.

Date: February 22, 2018

Day: Thursday, 2-3:30 p.m.

Fee: \$15 for OLLI members; \$30 for non-members

Location: Higher Education Teaching Site at Marble Falls, 806 Steve Hawkins Pkwy. (not broadcast)



Risk Factors of Cardiovascular Disease

Dr. Benjamin Rosin has spent many years treating patients and helping them understand how to prevent cardiovascular diseases. He will discuss the important risk factors predisposing to cardiac diseases and how important it is to treat each factor. He will also discuss our present understanding of the development of the atherosclerotic plaque that narrows the coronary arteries and what causes this to become unstable producing a heart attack. This presentation is designed and directed specifically to help individuals within our community understand this very complex issue.

Instructor: **Dr. Benjamin L. Rosin** was director of cardiology for 40 years at Torrance Memorial Medical Center (Torrance, California). He set up and directed the cardiology department; the non-invasive lab; the cath lab; and the cardiac rehabilitation program. He also served as clinical professor of medicine – USC School of Medicine.

Date: March 1, 2018

Day: Thursday, 2-3:30 p.m.

Fee: \$15 for OLLI members; \$30 for non-members

Location: Higher Education Teaching Site at Marble Falls, 806 Steve Hawkins Pkwy. (not broadcast)

Archaeology of the Llano Uplift Region of Central Texas

Humans have lived in central Texas for at least 14,000 years, but the public today is largely unaware of the archaeological record of these people. This course will present an overview of the archaeological cultures of the Llano Uplift, including discussions of the types of sites and artifacts found in the region, and will touch on current research topics. We will also discuss the Nightingale Archaeological Center in Kingsland and how the public can get involved in archaeology through archaeological societies in the state.

Instructor: **Chuck Hixson** has been involved in archaeology for over 30 years, including graduate studies at the University of Texas, professional work, and as a member of the Llano Uplift Archeological Society (LUAS). Most of his archaeological work has taken place in the southern half of Texas. Currently he is leading LUAS volunteers in test excavations at a large Late Prehistoric campsite on the San Saba River.

Date: March 8, 2018

Day: Thursday, 2-3:30 p.m.

Fee: \$15 for OLLI members; \$30 for non-members

Location: Higher Education Teaching Site at Marble Falls, 806 Steve Hawkins Pkwy. (not broadcast)

Cyber Security for Your Small Business and Home

The course will provide solutions and processes to secure your small business computers and data.

It will have 4 main sections:

- Yep, you should be paranoid. In this section we will be covering the threats to small business and their affects.
- Why me? There are several reasons that hackers attack small businesses and we need to be aware of them.
- Securing your environment. This is a section on how to secure your network and PCs.
- Securing your Website. One of the biggest problems for small businesses is their website. In the world of hackers, small businesses are "low hanging fruit". This section will teach you how to make your web applications secure thereby making hackers look elsewhere.

Instructor: **John Wright** worked twenty years in software development. He has been involved with Linux and IBM projects. Additionally, he worked on embedded systems (IoT), eDiscovery, SOA, and web applications. After completing a Masters in Computer Security, he has primarily focused on cyber security.

Date: March 20, 2018

Day: Tuesday, 2-3:30 p.m.

Fee: \$15 for OLLI members; \$30 for non-members

Location: Higher Education Teaching Site at Marble Falls, 806 Steve Hawkins Pkwy. (not broadcast)



The Stars at Night Are Big and Bright

Join us for coffee and a pastry as we discuss the night sky. Mankind has had a curiosity about the vast nightscape all throughout history. Zac will guide you through the basic system of stars, planet formations, moons, solar systems, and galaxies. He will explain the night sky and why we do not see more than we do. Also, he will discuss the age of the universe and solar system in comparison to other close systems. This class will contribute to your understanding of the dynamic and beautiful night sky.

Instructor: **Zac Martin** started showing an interest in Astronomy at age three and has continued his interest by keeping current with research and scientific advancement in the field. Zac has worked in private industry and the public sector in the field of environmental science for 25 years. He has degrees in applied geography, environmental science, and environmental education. Currently, he is pursuing a degree in astrophysics.

Date: March 22, 2018

Day: Thursday, 9-10:30 a.m.

Fee: \$15 for OLLI members; \$30 for non-members

Location: Higher Education Teaching Site at Marble Falls, 806 Steve Hawkins Pkwy. (broadcast)

Turn on Your Tango: Lifelong Youth and Zest

This course is about finding youth and vitality holistically and building healthy habits for feeling better in our mind, body and spirit, while also looking our best. It is also about building endurance in our lives and reversing physical signs of aging. We will address four major concerns for aging men & women:

- The Natural Facelift: Anti-Aging in Skincare
- Find Your Cha-cha: Life Long Energy and Vitality
- Snooze Don't Lose: Better Sleep
- Feed to Fuel: Eating Habits to Support Your Social Life and Active Lifestyle

Instructor: **Hannah Starr** received her Bachelor of Music and minor in athletic training from Belmont University in Nashville, TN, and is currently pursuing her graduate degree in kinesiology and exercise science.

Date: March 27, 2018

Day: Tuesday, 2-3:30 p.m.

Fee: \$15 for OLLI members; \$30 for non-members

Location: Higher Education Teaching Site at Marble Falls, 806 Steve Hawkins Pkwy. (not broadcast)

Water Conservation: How and Why It Matters to the Quality of Your Life!

Two years after Central Texas emerged from a severe drought, rainfall is plentiful and the lakes from which we draw our water are full. Who cares about water conservation at a time such as this? Everybody should. Fresh water for human consumption is a finite resource, and this course explains the reasons behind continuing concern for long-term water supplies. Water conservation policy and methods, and effective strategies for individuals to participate in conservation will be covered. This discussion will also look at new technologies available to homeowners and proper operation of landscape irrigation systems that can help you save money on utilities, as well as water.

Instructor: Bill Teeter is the water conservation specialist for the City of Horseshoe Bay's Department of Community Services. He is a TCEQ licensed irrigation inspector who works closely with the city's residents to help them understand their water consumption, and he oversees permitting and inspections for new sprinkler systems.

Date: March 29, 2018

Day: Thursday, 2-3:30 p.m.

Fee: \$15 for OLLI members; \$30 for non-members

Location: Higher Education Teaching Site at Marble Falls, 806 Steve Hawkins Pkwy. (not broadcast)

Craft Beer With Save the World Brewing

The craft beer industry has exploded and has reached an all-time high with more than 5600 breweries now in the U.S. Come and visit award winning Save the World Brewing Company, America's first 100% philanthropic production brewery. Start with a tour of the brewhouse guided by the owners who will walk you through the brewing, cellaring and packaging processes. End with a guided tasting of their Belgian inspired beers.

Instructors: David Rathkamp was a pediatrician and avid homebrewer. Quynh Rathkamp was an internist and pediatrician who loved giving to charities and volunteering. David and Quynh decided to merge their passions to start a charitable brewery. David retired from medical practice and graduated from the American Brewers Guild. Quynh became a certified cicerone. Together they opened and continue to operate Save the World Brewing Co.

Date: April 3, 2018

Day: Tuesday, 4:30-6 p.m.

Fee: \$27 for OLLI members; \$42 for non-members

Location: Save the World Brewing 1510 Resource Parkway Marble Falls, TX (not broadcast)



Perissos Vineyard Tasting and Interactive Tour

Spend a delightful afternoon strolling through the beautiful Perissos Vineyard and award-winning winery. Gain insight into how climate, topography, and the local flora/fauna population enhance wine growing and winemaking in the Texas Hill Country. As you learn about the winemaking process, you will enjoy tasting a minimum of six of the wonderful estate wines produced, aged, and bottled at this stunning Hill Country vineyard. As a special gift from the winery, you will take home a beautiful keepsake wine glass. After your tour we hope you will feel free to relax and enjoy a lazy afternoon with friends in our beautiful tasting area.

Instructor: Brent Pape received a Bachelor and a Master of Science in Agricultural Education from Texas Tech University. He also received graduate certificates in agricultural leadership, Texas viticulture and winemaking from Texas Tech. While working for Texas A&M AgriLife Research and Extension's Viticulture and Enology Program in Lubbock, he developed a passion and enthusiasm for wine making and growing grapes resulting in his current affiliation with Perissos.

Date: April 10, 2018

Day: Tuesday, 2-3:30 p.m.

Fee: \$50 for OLLI members; \$65 for non-members

Location: Perissos Vineyards 7214 Park Road 4 West Burnet, TX 78611 (not broadcast)

The Recent Science of Cancer Prevention

We take a quick survey of some of the most exciting and relevant advances in our knowledge of how to reduce our risk for the most common cancers. We will discuss the benefits of specific lifestyle interventions as they relate to the prevention of colorectal, breast, prostate, lung, stomach, cervical, liver and other cancers.

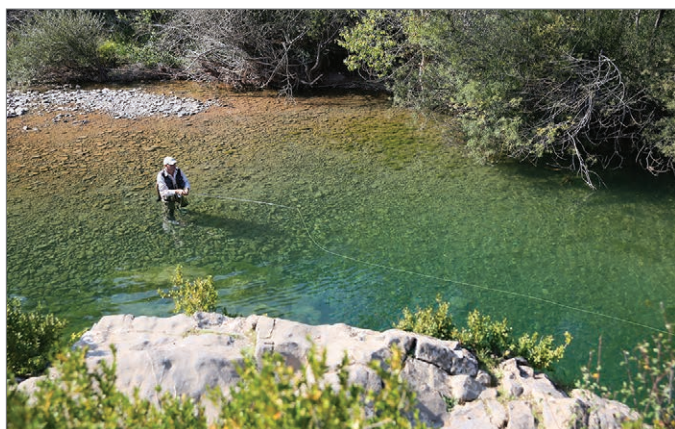
Instructor: Vaughn Hamilton taught English and history at Stephen F. Austin State University, Wharton County Junior College, and Austin Community College, and now emergency medicine for paramedics.

Date: April 12, 2018

Day: Thursday, 2-3:30 p.m.

Fee: \$15 for OLLI members; \$30 for non-members

Location: Higher Education Teaching Site at Marble Falls, 806 Steve Hawkins Pkwy. (not broadcast)



Fly Fishing the Texas Hill Country

Find out where, how, and when to fly fish our local hot spots. Chris will give a presentation on multiple Hill Country rivers and discuss fly fishing techniques and flies for each river. After this presentation you can consider yourself to be armed and dangerous from a local fly fishing standpoint! If you're new to the area, this is a presentation you don't want to miss!

Instructor: Chris Johnson is the owner and head guide of Living Waters Fly Fishing. He has guided the Texas Hill Country for over a decade, and has fly fished the heart of the state for almost 20 years. Chris has been a licensed guide in Texas, Oklahoma, and Alaska. Chris is an IFFF certified casting instructor, Umpqua signature fly designer, Tenkara USA guide, TPWD angler educator, member of Whiting Farms Pro Team, and part of Scott Fly Rods Pro Team.

Date: April 17, 2018

Day: Tuesday, 2-3:30 p.m.

Fee: \$15 for OLLI members; \$30 for non-members

Location: Higher Education Teaching Site at Marble Falls, 806 Steve Hawkins Pkwy. (not broadcast)

Plein Air, Plain Air and Plane Air

Discover the fastest growing art movement in the U.S., plein air painting and collecting! How did the movement begin? Who are some of its most famous painters? What makes a great plein air painting? How do I begin to collect these works? This course is designed to answer these questions through video, demonstration and discussion. Empowered by your new-found knowledge you are invited to join your instructors and attend "Paint the Town" the following week. "Paint the Town" Marble Falls, Texas is produced by the Highland Lakes Creative Arts ("the arts") a 501(c)(3) nonprofit.

Instructors: Marta Stafford is the gallery owner of Marta Stafford Fine Art. Marta is a graduate of Texas Christian University with a B.F.A. in all levels of art education. She has been actively involved in the art market for 15 years and currently serves on the Highland Lakes Creative Arts board and the Marble Falls/Lake LBJ Chamber of Commerce Advisory Board.

Janey Rives is a painter, designer and is active in her own art studio. Janey is a graduate of The University of Texas at Austin. She currently serves on the Highland Lakes Creative Arts board and was a member of the founding committee for "Paint the Town, Marble Falls" which is in its 12th season.

Date: April 24, 2018

Day: Tuesday, 2-3:30 p.m.

Fee: \$15 for OLLI members; \$30 for non-members

Location: Higher Education Teaching Site at Marble Falls, 806 Steve Hawkins Pkwy. (not broadcast)

Wildlife Management 101: What's Living in Your Backyard?

Whether you're new to the Hill Country or just interested in the natural world around you, this course will help you learn about the native habitat and wildlife that call the heart of Texas home. You'll also learn practical tips to creating wild spaces that will attract beneficial birds, mammals, insects, amphibians and more.

Instructor: Kelly Conrad Simon, urban wildlife biologist, has been with Texas Parks and Wildlife since 1995 and currently serves the Central Texas area. She has coordinated the Texas Wildscapes Backyard Wildlife Habitat program and the Texas Hummingbird Habitat program. Additionally, she authored "Texas Wildscapes: Gardening for Wildlife." She has a Master of Science from Emporia State University (Kansas) and a Bachelor of Arts from Southwestern University in Georgetown, Texas.

Date: April 26, 2018

Day: Thursday, 2-3:30 p.m.

Fee: \$15 for OLLI members; \$30 for non-members

Location: Higher Education Teaching Site at Marble Falls, 806 Steve Hawkins Pkwy. (not broadcast)

Business Development Series

Bring your own lunch and join us for the brown bag lunch presentations to be held once a week for five weeks. Each class meets mid-day from 11:30 a.m. to 1 p.m. at the Texas Tech University campus. This semester, OLLI features this business series designed to address the information needed to develop a business today that is tailored to grow into retirement and beyond. Each class will focus on a different area of knowledge needed to ensure that the business is built on a solid foundation that will last, as well as, provide the understanding needed to grow it into a successful and rewarding opportunity. Classes will be taught by successful professionals who are currently working in each identified area of knowledge and specialty. These knowledgeable instructors will share their skills and expertise to help you launch a business and meet your personal goals.

Legal Basics on Business Ventures

Although anyone can file a certificate of formation to create a business entity under the laws of the state of Texas, you're better off knowing a little bit about where you're headed before you step out. While many new entrepreneurs opt to press forward without initial legal advice, they often wind up in front of an attorney unsorting issues that should never have been tangled in the first place. This course will help you avoid common mistakes by identifying (1) legal issues appropriate to a business plan; (2) choice of entity for your business venture; (3) pitfalls common to formation; (4) structuring the entity for operations and estate considerations; and, (5) tips for succession, transfer, and contingency planning. Join us and learn a little bit about formations before you file for one.

Instructor: Mark E. McCary is an attorney at the general practice law firm McCary & McCary, PC. Licensed since May 2000, Mark specializes in corporate law. Mark began his legal career serving on an export team for an international solar energy company and now specializes in business law with an interest in helping innovative small to medium size companies grow smartly. Mark teaches the terrorism block for our local community emergency response team (CERT).

Date: February 13, 2018

Day: Tuesday, 11:30 a.m.-1 p.m.

Fee: \$15 for OLLI members; \$30 for non-members

Location: Higher Education Teaching Site at Marble Falls, 806 Steve Hawkins Pkwy. (not broadcast)

Numbers Matter!

Keeping the Books in Balance

Why do I need to spend time on keeping up with all the numbers when I'm not good at doing that? Isn't that what a bookkeeper or an accountant is for? Who, other than me, needs to know? What does my business income have to do with my personal taxes? If you have any of these questions, then this class is for you.

Learn how to:

- Set up a simple system to record financial transactions
- Tell the difference between a Balance Sheet, Income Statement and Cash Flow Statement
- Understand the relationship of the business entity structure and your income taxes
- Be ready to tell the story that the numbers tell those who ask

Instructor: Lisa Bargsley grew up in a family business in upstate New York and is passionate about working with small businesses to help them grow and attain their goals. Lisa is licensed as a Texas CPA and has worked with small businesses in her successful tax practices for more than 25 years. Today, Lisa is a small business CPA, consultant and trainer in the central Texas area. Along with her accounting and tax practice, Lisa conducts various training classes as an Instructor for the University of Texas at Austin Center for Professional Education (CPE) which partners with the City of Austin Small Business Program. Lisa lives in Horseshoe Bay, Texas.

Date: February 20, 2018

Day: Tuesday, 11:30 a.m.-1 p.m.

Fee: \$15 for OLLI members; \$30 for non-members

Location: Higher Education Teaching Site at Marble Falls, 806 Steve Hawkins Pkwy. (not broadcast)

Show Me the Money!

Asking your banker to borrow money can be an intimidating experience, but it does not need to be, if you are prepared. This class will provide you with the critical information needed to make your visit go smoothly. Scott will walk you through the process and provide a basic understanding of the documentation needed to secure a loan, requirements you must meet as a borrower to receive a loan, and many additional issues you may encounter along the way. Armed with knowledge provided by someone on the banking side of the table will ensure your visit is an easy first step to achieving your goals.

Instructor: Scott Streit has been involved in the banking industry for over 30 years in a variety of capacities. Currently he serves as the Hill Country Market President for First Capital Bank of Texas with oversight responsibilities of the Horseshoe Bay, Marble Falls and Fredericksburg markets. He is a native Texan with an accounting degree from Texas Tech University. In his current position, Scott has handled a wide variety of customer lending needs from small requests to multi-million dollar transactions.

Date: February 27, 2018

Day: Tuesday, 11:30 a.m.-1 p.m.

Fee: \$15 for OLLI members; \$30 for non-members

Location: Higher Education Teaching Site at Marble Falls, 806 Steve Hawkins Pkwy. (not broadcast)

Taxes! Seriously, How Much Do I Owe and by What Date?

Preparation of business tax returns can be very complex considering the ever-changing tax laws. Gain familiarity with the tax forms, due dates and financial information required to accurately complete various business tax returns. Reduce your stress and frustrations by understanding what is needed before you start. This workshop will give you the key to understanding that tax is a good thing!

This workshop will help participants:

- Identify the types of tax forms to be completed for various types of business entities
- Be familiar with the filing dates for both federal and state tax return filings
- Be acquainted with income tax jargon and concepts including self-employment tax
- Understand the interrelationship of the business owner and the business entity and how the taxes due are ultimately calculated

Instructor: Lisa Bargsley is passionate about working with small businesses to help them grow and attain their goals. Lisa is licensed as a Texas CPA and has worked with small businesses in her successful tax practices for more than 25 years. Today Lisa is a small business CPA, consultant and trainer in Central Texas. Along with her accounting and tax practice, Lisa conducts various training classes as an Instructor for the University of Texas at Austin Center for Professional Education (CPE) which partners with the City of Austin Small Business Program. Lisa lives in Horseshoe Bay, Texas.

Date: March 6, 2018

Day: Tuesday, 11:30 a.m.-1 p.m.

Fee: \$15 for OLLI members; \$30 for non-members

Location: Higher Education Teaching Site at Marble Falls, 806 Steve Hawkins Pkwy. (not broadcast)

Tactical Social Media for Business Leaders

Rob will lead a discussion regarding the best ways to utilize social media as a marketing tool for your small business. The digital marketing world is vast, which can lead to ineffective marketing and a feeling of being overwhelmed at the array of options available to you. In this course, we will simplify your approach to developing the most effective ways to customize a social media strategy for your small business. Here are the topics we will cover:

- How to determine the best social media platforms to reach your customers
- How to craft brand messaging to increase engagement
- How to increase your social media audience and online presence
- How to develop quality marketing content for your business
- How to launch promotional social media campaigns

Instructor: Rob Contreras is co-owner of Makes Media, a marketing strategy company based in Austin, TX. His career spans 20 years and has included roles such as general manager for Time Warner Cable Media and executive vice president for a local automotive-industry advertising agency. He is currently working on an entrepreneurial venture to increase the visibility of a K-12 robotics curriculum in Texas and spends much of his time helping business leaders with marketing strategy and brand development.

Date: March 13, 2018

Day: Tuesday, 11:30 a.m.-1 p.m.

Fee: \$15 for OLLI members; \$30 for non-members

Location: Higher Education Teaching Site at Marble Falls, 806 Steve Hawkins Pkwy. (not broadcast)

Spring 2018 Class Summary – Hill Country

Class	Page	Date	Day	Time	Member Non-Member		Location
					Fee	Fee	
Fredericksburg 2018 Spring Kickoff	4	Fri.	1/26	5:30-8 p.m.	\$30	\$30	Fredericksburg
Highland Lakes 2018 Spring Kickoff	4	Thu.	2/1	5:30-7:30 p.m.	FREE	FREE	Meadowlakes, TX
Texas Rangers – History and Heritage	11	Tue.	2/6	2-3:30 p.m.	\$15	\$30	Marble Falls
Law and Order Come to Frontier Texas, 1870-1882	5	Wed.	2/7	1-4 p.m.	\$30	\$45	Fredericksburg
How Microbiology Solved the Shroud of Turin Mystery	11	Thu.	2/8	2-3:30 p.m.	\$15	\$30	Marble Falls
Legal Basics on Business Ventures	16	Tue.	2/13	11:30 a.m.-1 p.m.	\$15	\$30	Marble Falls
Snakes: the Legless Wonders of the Hill Country	11	Thu.	2/15	2-3:30 p.m.	\$15	\$30	Marble Falls
Caravaggio and the Counter-Reformation	5	Thu.	2/15	2-3:30 p.m.	\$15	\$30	Fredericksburg
World War II – Veterans Tell Their Story	12	Tue.	2/20	2-3:30 p.m.	\$15	\$30	Marble Falls
Numbers Matter! Keeping the Books in Balance	16	Tue.	2/20	11:30 a.m.-1 p.m.	\$15	\$30	Marble Falls
Future of Conservation in Texas	6	Tue.	2/20	2-3:30 p.m.	\$15	\$30	Fredericksburg
Texas Rangers 1836-1850	5	Wed.	2/21	2-3:30 p.m.	\$15	\$30	Fredericksburg
An A-Z Guide to Drug-Herb-Vitamin Interactions	12	Thu.	2/22	2-3:30 p.m.	\$15	\$30	Marble Falls
Editorializing National Issues for Local Discussion	6	Thu.	2/22	2-3:30 p.m.	\$15	\$30	Fredericksburg.
Show Me the Money!	17	Tue.	2/27	11:30 a.m.-1 p.m.	\$15	\$30	Marble Falls
Your Aisle Seat at the Oscars	6	Tue.	2/27	5-7 p.m.	\$25	\$40	Fredericksburg
Risk Factors of Cardiovascular Disease	12	Thu.	3/1	2-3:30 p.m.	\$15	\$30	Marble Falls
Taxes! Seriously, How Much Do I Owe and by What Date?	17	Tue.	3/6	11:30 a.m.-1 p.m.	\$15	\$30	Marble Falls
Geology of Big Bend National Park	7	Wed.	3/7	10-11:30 a.m.	\$15	\$30	Fredericksburg
DNA Trek: Learning More About Your Health and Family	7	Wed.	3/7	2-3:30 p.m.	\$15	\$30	Fredericksburg
Archaeology of the Llano Uplift Region of Central Texas	13	Thu.	3/8	2-3:30 p.m.	\$15	\$30	Marble Falls
Challenging Public Schools	7	Thu.	3/8	2-3:30 p.m.	FREE	FREE	Fredericksburg
Tactical Social Media for Business Leaders	17	Tue.	3/13	11:30 a.m.-1 p.m.	\$15	\$30	Marble Falls
Cyber Security for Your Small Business and Home	13	Tue.	3/20	2-3:30 p.m.	\$15	\$30	Marble Falls
Influence of Geology on Wineries of the Texas Hill Country	7	Wed.	3/21	2-3:30 p.m.	\$15	\$30	Fredericksburg
The Stars at Night Are Big and Bright	13	Thu.	3/22	9-10:30 a.m.	\$15	\$30	Marble Falls
Turn on Your Tango: Lifelong Youth and Zest	13	Tue.	3/27	2-3:30 p.m.	\$15	\$30	Marble Falls
Zorba's Feast – an Evening of Greek Food & Wine	8	Tue.	3/27	5-7pm	\$85	\$100	Fredericksburg
Texas Power Grid	8	Wed.	3/28	2-3:30 p.m.	\$15	\$30	Fredericksburg
Water Conservation	14	Thu.	3/29	2-3:30 p.m.	\$15	\$30	Marble Falls
Barbarians, Cybersecurity and You!	8	Thu.	3/29	1-4 p.m.	\$30	\$45	Fredericksburg
Craft Beer With Save the World Brewing	14	Tue.	4/3	4:30-6 pm	\$27	\$42	Marble Falls
The Birds and Bees of Finances With Your Loved Ones	8	Fri.	4/6	2-3:30 p.m.	\$15	\$30	Fredericksburg
Perissos Vineyard Tasting and Interactive Tour	14	Tue.	4/10	2-3:30 p.m.	\$50	\$65	Burnet, TX
How to Read & Influence People	9	Tue.	4/10	2-3:30 p.m.	\$15	\$30	Fredericksburg
The Recent Science of Cancer Prevention	15	Thu.	4/12	2-3:30 p.m.	\$15	\$30	Marble Falls
The Oscar Wilde You Don't Know	9	Mon.	4/16	2-3:30 p.m.	\$15	\$30	Fredericksburg
Fly Fishing the Texas Hill Country	15	Tue.	4/17	2-3:30 p.m.	\$15	\$30	Marble Falls
The John Wesley Mooar Buffalo Gun	9	Tue.	4/17	1-2:30 p.m.	\$15	\$30	Fredericksburg
A Legal Perspective on the War on Terror	10	Wed.	4/18	2-3:30 p.m.	\$15	\$30	Fredericksburg
Plein Air, Plain Air and Plane Air	15	Tue.	4/24	2-3:30 p.m.	\$15	\$30	Marble Falls
No Fear Photography	10	Tue.	4/24	2-3:30 p.m.	\$15	\$30	Fredericksburg
Wildlife Management 101	15	Thu.	4/26	2-3:30 p.m.	\$15	\$30	Marble Falls
An Introduction to the Texas Night Sky	10	Thu.	4/26	2-3:30 p.m.	\$15	\$30	Fredericksburg

Membership & Registration Form – Hill Country



— EASY WAYS TO REGISTER —

Please provide ALL participant information for each individual, including full address and telephone number. Your email is very important to us, so please include it, if you have one. Providing an email address allows you to receive newsletters, updates, and notices in advance.

1 Enroll online using a credit card at www.oli.ttu.edu. We accept Visa, Discover and MasterCard.

or

2 Mail or send this completed form with check (payable to OLLI@TTU) to either:
OLLI
2818 East U.S. Hwy 290
Fredericksburg, TX 78624

or

OLLI
806 Steve Hawkins Pkwy
Marble Falls, TX 78654

— PARTICIPANT INFORMATION (First Person) —

Name: _____ Email Address: _____
Mailing Address: _____
City: _____ State: _____ Zip: _____
Primary Phone: _____ Birthday: (Month) _____ (Day) _____
Are you a member? ☐ Yes ☐ No Age: ☐ 50-59 ☐ 60-69 ☐ 70-75 ☐ 75+
How did you hear about OLLI? _____ Work Status: ☐ Working ☐ Semi-retired ☐ Retired

— PARTICIPANT INFORMATION (Second Person) —

Name: _____ Email Address: _____
Mailing Address: _____
City: _____ State: _____ Zip: _____
Primary Phone: _____ Birthday: (Month) _____ (Day) _____
Are you a member? ☐ Yes ☐ No Age: ☐ 50-59 ☐ 60-69 ☐ 70-75 ☐ 75+
How did you hear about OLLI? _____ Work Status: ☐ Working ☐ Semi-retired ☐ Retired

— MEMBERSHIP AND PROGRAM REGISTRATION —

Participant Name(s)	Program Title	Program Date(s)	Fee
_____			\$ _____
_____			\$ _____
_____			\$ _____
_____			\$ _____
_____			\$ _____
_____	Membership (\$35/person for 12 months)		\$ _____
_____	GRAND TOTAL		\$ _____

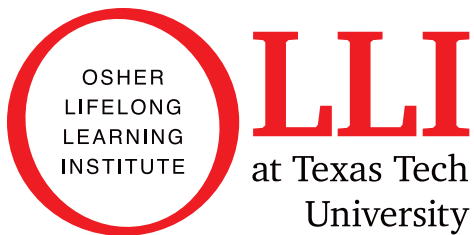
— PAYMENT INFORMATION —

Enroll online using a credit card at www.oli.ttu.edu. We accept Discover, MasterCard, and Visa.

Check or money order (payable to OLLI@TTU). Mail this completed form with check to your OLLI office:
OLLI | TTU Higher Education Teaching Site at Fredericksburg | 2818 East U.S. Hwy 290 | Fredericksburg, TX 78624
OLLI | TTU Higher Education Teaching Site at Highland Lakes | 806 Steve Hawkins Pkwy | Marble Falls, TX 78654

OLLI would appreciate any donations. You may donate online at: www.oli.ttu.edu or send a check payable to OLLI@TTU.

Fredericksburg: (830) 990-4948 – Mon.-Thur. Noon-5 p.m. | Highland Lakes: (806) 834-4275 – Tues.-Fri. 9 a.m.-2 p.m.



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