



The BCS Salvation Army is pleased to announce that our 15th Annual Doing the Most Good Luncheon will be held at The Brazos Center on Thursday, May 21, 2026. Our keynote speaker will be The Honorable John B. Sherman '92, Dean of The Bush School of Government and Public Service. With over 30 years of service to our country in numerous high-level Defense, Intelligence, and White House roles, we are looking forward to hearing about Dean Sherman's experiences and his perspective on a life spent in service to others. We are also excited to honor Louis Newman III for his lifetime of advocacy, service, and support of The Salvation Army of the Bryan/College Station Community.



Thanks to your support, The Salvation Army provides gifts and basic needed items at Christmas to thousands of children through the Angel Tree program.



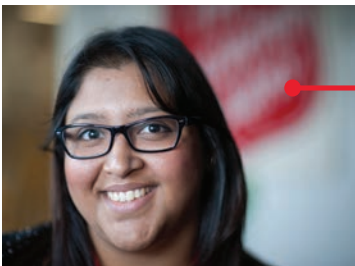
*"We love coming to The Salvation Army! They help us with homework at the tutoring program every week."*



*"I don't know what I would do without the food box from The Salvation Army. It's such a big help."*



*"I didn't know how I was going to pay my utilities. The Salvation Army was there to fill in the gap and help me."*



*"I didn't know how I was going to pay my rent. The Salvation Army took care of that so I could get back on my feet. I am so thankful they helped my kids and me."*

*We provide clothing to individuals and families who may just need that hand up during a difficult time.*



We look forward to you joining us at the luncheon as we seek to share stories that will inspire you about the basis of everything we strive to do at The Salvation Army by being Passionate, Compassionate, Uplifting, Brave, and Trustworthy. We hope you will consider becoming a sponsor this year. With your support, we can continue to live out those core values and impact families by being the hands and feet of Christ in our local community.

- Captains Luis & Marianne Villanueva

# THE SALVATION ARMY – BRYAN/COLLEGE STATION

## BOARD OF ADVISORS

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## LUNCHEON COMMITTEE

Terry Goodman  
*Co-Chairman*

Rhonda Putz  
*Co-Chairman*

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Mildred Davis  
Sheila Fields  
Donna McClure

Pat Allen Rice  
Kathy Wilson  
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## IN 2025, WE PROVIDED:



**10,757**

people & **4,764** families  
received food assistance



**250**

meals provided during  
disaster response



**183**

families with  
utility assistance



**64**

hygiene kits



**142**

families with  
rental assistance



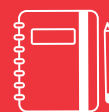
**2,200**

children with  
gifts through our  
Angel Tree



**16,930**

clothing items to  
families in need



**25**

children participated  
in the weekly  
tutoring program



**Worship  
Services  
Open to All**



**30**

students went  
back-to-school  
shopping



**170**

kids served during  
summer outreach  
mobile VBS  
including **170** meals



**350**

backpacks and  
school supplies  
to local children  
in need



**12**

scholarships  
for local  
youth to attend  
Camp Hoblitzelle

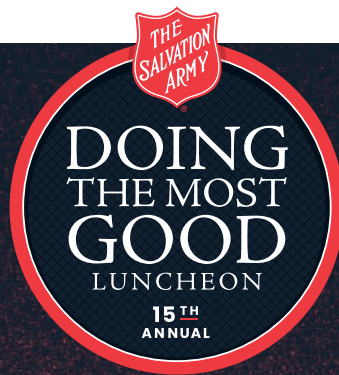
**PATHWAY  
OF HOPE**

**10**

families with case  
management  
through Pathway  
of Hope program



**THE SALVATION ARMY  
OF BRYAN COLLEGE STATION CORPS**  
2506 Cavitt Ave, Bryan, TX 77801  
(979)361-0618



KEYNOTE SPEAKER

John Sherman



The Honorable John B. Sherman '92 became Dean of the Bush School of Government and Public Service on August 1, 2024. Prior to that, he served for 30 years in various national security roles in the US Army, Central Intelligence Agency, National Geospatial-Intelligence Agency, Office of the Director of National Intelligence, and Department of Defense. His last assignments were in technology leadership roles as the Chief Information Officer (CIO) for the US Intelligence Community (appointed by President Trump) and as CIO for the Department of Defense (appointed by President Biden and confirmed by the US Senate). In both roles, he led major changes in areas like cloud computing, cybersecurity, digital workforce management, and warfighting command, control, and communications.

Dean Sherman's favorite job in the Intelligence Community was tracking Iraq's military on satellite imagery in the late 90s. He also had the opportunity to serve in the White House Situation Room, where he was on duty on 9/11, and he's served with some great Americans across a range of other assignments from open-source intelligence to

overhead imagery collection to international affairs, and many others along the way.

Dean Sherman has won the CIA's Intelligence Medal of Merit and the Presidential Rank Award at both the Distinguished and Meritorious levels. He graduated from Texas A&M with a BA in History in 1992, where he was Distinguished Military Graduate and a member of the Fightin' Texas Aggie Corps of Cadets. He also served as Corps Commander his senior year. Dean Sherman later earned a Master of Public Administration from University of Houston, and he served early in his career as an Army Air Defense Artillery Officer.

He is married to Liz Tisch Sherman '91, who is retired from the CIA and currently serves as an Associate Professor of Practice at the Bush School. They have two grown children who are in public service as a prosecutor and social worker.

Both Dean and Ms. Sherman are honored to help prepare the next generation of public servants who embody the ethos, character, and integrity of President George H.W. Bush.

## SPONSORSHIP OPPORTUNITIES



THE SALVATION ARMY  
BRYAN – COLLEGE STATION

### PRESENTING SPONSOR \$25,000

- \* Two tables of 8 - **VIP Seating**
- \* Prominent program recognition
- \* Recognition in all year-round publicity
- \* Four reserved parking spots at The Brazos Center
- \* Name/Logo in banquet slide show & event program
- \* Right of first refusal to be next year's presenting sponsor
- \* Lead recognition as the **Presenting Sponsor** on The Salvation Army Bryan/College Station website and all social media
- \* Name on Kettle Bells Recognition
- \* 16 Complimentary Raffle Tickets

### LIVE AUCTION SPONSOR \$15,000+

- \* Table of 8 - **VIP Seating**
- \* Your donation will act as a match for up to \$15,000 for the live auction and will be promoted as such
- \* Recognition in all event publicity
- \* Name/Logo in banquet slide show & event program
- \* Three reserved parking spots at The Brazos Center
- \* Recognition on Kettle Bells
- \* Recognition as the **Live Auction Sponsor** on Bryan/College Station website and all social media
- \* 12 Complimentary Raffle Tickets

### DIAMOND SPONSOR \$10,000+

- \* Table of 8 – **Priority Seating**
- \* Recognition in all event publicity
- \* Two reserved parking spots at The Brazos Center
- \* Name/Logo in event slide show & event program
- \* Recognition as a **Diamond Sponsor** on The Salvation Army Bryan/College Station website and all social media
- \* 8 Complimentary Raffle Tickets

### GOLD SPONSOR \$5,000+

- \* Table of 8 – **Priority Seating**
- \* Recognition in all event publicity
- \* One reserved parking spot at The Brazos Center
- \* Name/Logo in event program
- \* Recognition as a **Gold Sponsor** on The Salvation Army Bryan/College Station website and all social media

### SILVER SPONSOR \$2,500+

- \* Table of 8
- \* Recognition in all event publicity
- \* Name/Logo in event program
- \* Recognition as a **Silver Sponsor** on The Salvation Army Bryan/College Station website and all social media

### BRONZE SPONSOR \$1,250+

- \* Table of 8
- \* Recognition in all **post** event publicity
- \* Name/logo in event program
- \* Recognition as a **Bronze Sponsor** on The Salvation Army Bryan/College Station website and all social media

### FRIEND \$750+ LIMITED AVAILABILITY

- \* Seating for 4 at shared table
- \* Recognition at Luncheon

### INDIVIDUAL TICKET \$150

**ALL** attendees welcome at Meet & Greet Reception for Dean Sherman

## SPONSORSHIP REGISTRATION



THE SALVATION ARMY  
BRYAN – COLLEGE STATION

Sponsor/Company Name

Contact Name

Contact Number

Preferred Program Listing

Contact Email

Mailing Address

City

State

Zip

Sponsorship Level

Amount

☐ I am unable to be a sponsor but would like to purchase a ticket(s) to the event. (\$150 per ticket)

# of tickets \_\_\_\_\_ \$ \_\_\_\_\_

☐ I am unable to attend this year; enclosed is a donation of \_\_\_\_\_

☐ I would like my donation/sponsorship to remain anonymous.

### FORM OF PAYMENT

☐ Check (mail check to address listed)

☐ Credit Card (mail or email form)

Type: ☐ Visa ☐ Mastercard ☐ Discover ☐ AMEX

Name on Card

Card #

Expiration Date

Security Code

Address

City State Zip

Signature

Please make checks payable to:

**The Salvation Army**

Mail Forms & Payment to:

**The Salvation Army**  
**Attn: Kathleen Sanderson**  
**Corps Assistant**  
**P.O. Box 73**  
**Bryan, Texas 77806**

— or —

Download & Email this completed form to:  
**Kathleen.Sanderson@uss.salvationarmy.org**

SPONSORSHIP  
REGISTRATION



THE SALVATION ARMY  
BRYAN – COLLEGE STATION

## TABLE SEATING FOR 8

Please provide the full names of each guest.

\_\_\_\_\_  
Guest Name

\_\_\_\_\_  
Guest Name

\_\_\_\_\_  
Guest Name

\_\_\_\_\_  
Guest Name

\_\_\_\_\_  
Guest Name

\_\_\_\_\_  
Guest Name

\_\_\_\_\_  
Guest Name

\_\_\_\_\_  
Guest Name

## TABLE SEATING FOR 4

Please provide the full names of each guest.

*FRIEND LEVEL ONLY*

\_\_\_\_\_  
Guest Name

\_\_\_\_\_  
Guest Name

\_\_\_\_\_  
Guest Name

\_\_\_\_\_  
Guest Name