UNIVERSITY OF HOUSTON

LA HERE, WE GO.

HERE: Houston is where it all starts. Not just our Tier One university, but also the nation's fourth-largest city that we call home. Really, "Here" is anywhere in Texas, in the country and in the world where our people are moving forward.

WE: This is about the quarter of a million UH alumni and the more than 150,000 who have stayed in Houston, driving the workforce. The students who are learning to change the world and the professors who are teaching them how. The leaders.

The dreamers. The heroes. The go-getters.

GO: To go isn't just to move. To go is to create. To accelerate. To achieve. Here, we go to lunch with Warren Buffett. Go the extra mile for our neighbors. Go all out on Cougar Red Fridays. Go creating new energy sources. Go engineering in deep sea.

Go venturing into deep space. And go deep into the end zone.