

**ASSOCIATION OF RICE ALUMNI  
DISTINGUISHED ALUMNI AWARD NOMINATION FORM**

Nominee Thomas F. "Tommy" Brasher Phone 979-725-8515 Fax 979-725-8118  
Address Post Office Box 975  
City/State/Zip Weimar, TX 78962 Rice Class Year(s) 1963  
Degrees/Majors/Years/Institutions BA Economics  
Occupation/Professional Field Automobile Dealer  
Current Title/Position President and Dealer Principal, Brasher Motor Co. of Weimar, Inc.

The Distinguished Alumni Award is designed to recognize Rice alumni who have advanced the interest and standards of excellence of Rice University through distinctive professional or volunteer careers. The following criteria will be considered:

- a) advancement of the value of one's profession; exceptional expertise and dedication
- b) significant professional innovations or research findings
- c) significant voluntary contributions of energy, time, creativity, and skills for the advancement of the community welfare, the arts, education, social or government service

Please attach a curriculum vita or other biographical information for the above nominee, describing his or her professional achievements, honors and awards, publications/inventions/innovations, and professional/civic activities, boards or affiliations. In addition to the curriculum vita, please provide a short letter of recommendation describing the merits of the nominee. Consider the following question in support of the above criteria: **What qualities or achievements make this person a truly outstanding leader in his or her profession, and a role model for current Rice students?**

**Please note that incomplete nomination forms cannot be considered.**

Nominated by Scott Brasher Phone 979-725-8515 Fax 979-725-8118  
Address 714 South College  
City/State/Zip Weimar, TX 78962

Please list two other people (i.e., colleague, classmate) whom you have asked to write a letter of support to further validate your nomination.

Name John Massey Relationship Banking colleague  
Address \_\_\_\_\_ Phone 979-725-9575

Name Steve Moniaci Relationship friend/colleague  
Address \_\_\_\_\_ Phone 281-649-3096

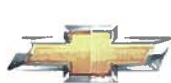
Please return nomination material to:

Lauren Linn  
Assistant Director  
Office of Alumni Affairs – MS 520  
Rice University  
P.O. Box 1892  
Houston TX 77251-1892

or fax to: 713-348-5210

# BRASHER MOTOR COMPANY OF WEIMAR, INC.

1700 INTERSTATE 10 EAST  
POST OFFICE BOX 975  
WEIMAR, TX 78962  
WWW.BRASHERMOTORS.COM



LOCAL: 979-725-8515  
FREE: 800-375-2438  
FAX: 979-725-8118  
ADMIN@BRASHERMOTORS.COM

17 July 2011

Lauren Linn  
Association of Rice Alumni – MS 520  
Rice University  
PO Box 1892  
Houston, TX 77252-1892

Dear Lauren:

I write today to nominate my father, Tommy Brasher, for the Distinguished Alumni Award. As trite or cliché as it might sound, I believe he embodies not only what is best about Rice, but also best about the world in general. To be sure, he is not a world renowned physicist or a bio-engineer working to cure cancer. He is a small business owner who has devoted his entire life to the community in which he grew up, serving the public through various political and civic institutions. Dedication and achievement like this cannot be taught in the classroom at Rice, but should serve as a shining example to all students and alumni.

My father was born in Weimar, Texas, in 1941 and save his four years at Rice and a few more working in Houston thereafter, he has lived, worked and raised a family in that same small town. Both his mother's and father's families owned businesses in the town and both had very strong work ethics. Members of both families were active civically as well and through these examples my father learned to work hard and give back to the community.

In 1984, just months before the Texas oil bust, my parents bought their dealership from the other members of our family and my father became the dealer principal. During those turbulent times, he managed to maintain a profitable dealership, lead the city of Weimar as mayor and serve as chairman of the hospital board of trustees as they built a new facility. Today he still runs a very profitable dealership and is still chairman of several local organizations including the Colorado-Fayette Medical Center and Hill Bank and Trust Co.

Not content to serve just his local community, he set his eyes on national service in the late 1990s by running for a position on General Motors's Chevrolet National Dealer Council. Certainly, a dealer from a town of less than 2,000 citizens had little chance to hold a nationwide position, but his peer dealers helped him defy the odds when they elected him to serve on the dealer council. From there he was elected to the co-chairmanship of Chevrolet's National Dealer Council and was, at the behest of GM staff, continually assigned to various GM boards and councils for 10 additional years. Throughout his tenure he demonstrated that a small dealer could look beyond his own business. He accurately and fairly represented over 4,000 dealers to one of the largest corporations in the world.


**A FAMILY TRADITION SINCE 1915**

My father has always been willing to do whatever is needed in his community, from announcing high school football games to singing in the church choir, and the same can be said about his alma mater. Since the early 1980s he has supported Rice in various ways, but primarily by donating vehicles to Rice Athletics. Brasher Motor Company has provided the athletic department with vehicles for coaches and trainers to drive for almost 30 years and today Coach Wayne Graham, among others, drives a "Brasher" vehicle. My father also attended almost all of the home football games in the late 80s and early 90s, a feat that in and of itself deserves an award! This shows yet again his desire to give back as much as he can and how he sets an example for others.

My father would be the first to tell you he was not a star student at Rice. His first semester grade point average was a 4.0, back when an A was a 1.0. However, as most alumni – "distinguished" or not – will tell you, no one judges you by your GPA, they judge you by your actions. And although Rice is one of the premier institutions in the nation, there are certain things you cannot learn in the classroom. Graduating seniors may know that hard work pays off, but I believe they could learn from my father's example that dedication to your industry, your community, your alma mater and your fellow man are far more rewarding than a simple paycheck. By seeing his achievements, I hope students and alumni are be inspired to go out and invest more in everything they do. My father, Tommy Brasher, is an example of not only a distinguished alumnus, but a model for future alumni, and I ask that you recognize his achievements and dedication by awarding him the Association of Rice Alumni's Distinguished Alumni Award.

Thank you in advance for your consideration.

Sincerely,



Scott Brasher '95

Attachments

### **Weimar High School**

Salutatorian, Class of 1959

Member, 1959 State Championship Track Team

### **Rice University**

B.A. Economics, Class of 1963

Baker College Court

Rice Student Association – member

Rice Associate

Rice Football season ticket holder – 25+ years

Rice Athletics Supporter (donating dozens of vehicles for Athletic Dept. use)

Rice Fundraising – 45<sup>th</sup> class reunion giving committee

### **City of Weimar**

Mayor (8 years)

City Councilman (4 years)

Municipal Judge (2 years)

### **Professional Achievements**

Brasher Motor Company of Weimar, Inc – President and Dealer Principal (27 years)

General Motors National Dealer Council – former member (8 years)

Chevrolet National Dealer Council – former Chairman (4 years) and member (10 years)

General Motors Acceptance Corporation Dealer Advisory Board - former Chairman

General Motors Dealer Systems/Strategy Dealer Advisory Board – former Chairman & current member

General Motors Customer Relationship Management Advisory Board – former member

Chevrolet Product Advisory Board – former member

Houston Area Chevy Dealers Advertising Group – former Director and member

Houston Area Buick Dealers Advertising Group – former member

Certified Public Accountant

### **Local Institutions**

Hill Bank and Trust Company – current Chairman of the Board

Colorado-Fayette Medical Center – former and current Chairman of the Board

Youens Memorial Hospital - former Chairman of the Board

United Fund of Weimar – former President

First United Methodist Church of Weimar – former Chairman of the Trustees and current member

Rotary Club of Weimar – former President and current member; 42 years perfect attendance

Rotary Club of Weimar – Four Avenues of Service Award Winner, Outstanding Service Citation

Rotary International – Paul Harris Fellow

Weimar Future Farmers of America – Honorary Chapter Farmer

Weimar Golf Club – former President

Weimar Development Foundation – former Chairman and current member

Frisch Auf Valley Country Club – former President and current member

Ms. Lauren Linn  
Office of Alumni Affairs  
MS 520  
Rice University  
PO Box 1892  
Houston, TX 77251-1892

June 27, 2011

Dear Ms. Linn,

It is an honor and privilege to support the nomination of my friend Tommy Brasher to receive the Distinguished Alumnus Award from the Association of Rice Alumni. Tommy Brasher is a life long friend. I have literally known him since he was born. The Brasher family has been close friends of the Massey family for three generations.

Tommy is without any doubt a gentleman of high intelligence, hard work ethic, loyalty, absolute integrity, commitment to family, commitment to community, high business achievement, and with unselfish respect for and service to all. He is a financially stable, highly regarded, and significant employer in the Weimar, Texas area – particularly meaningful during these difficult economic times. In summary, I strongly endorse Tommy Brasher for this important award from his alma mater of Rice University. I know of no finer man deserving of this high honor.

I received a Distinguished Alumnus Award from my alma mater S.M.U. in 1993 and my wife received the Distinguished Alumnus Award from The University of Texas, Austin, in 2010. So, we can say from first hand experience what a thrill and honor it is for anyone to receive this important recognition from their alma mater. We do not take this letter of support for Tommy lightly and we do so only with the highest of respect for Rice University.

We believe Tommy Brasher represents the very best in American citizenship. He was an outstanding student. He has exhibited tremendous loyalty to his high school, his community, his business and professional relationships, his employees and customers, and his alma mater Rice University. He is a wonderful family man. He has contributed more to his community in my opinion than any other person in the history of his hometown of Weimar, Texas, which dates back to 1872. At the same time Tommy has been strongly successful in all of his business endeavors while maintaining the highest possible reputation for good character and absolute integrity in all dealings.

I am sure you will be provided with a detailed resume of Tommy's personal achievements so there is no need for me to repeat all of that. I just want to add that his nearly fifty years of service to our community is beyond just outstanding. It is simply "amazing". He was a great and progressive Mayor of Weimar, he was an outstanding member of the City Council, he has spent thirty years as lead director and now twenty years as Chairman of the Board of the dominant local financial institution, the Hill Bank

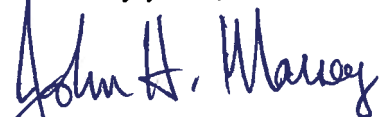
and Trust Company, he has served distinctively as Chairman of the Board of our hospital, nursing home, and assisted living complex while generously contributing his time, leadership skills, and financial resources to the United Fund, the First United Methodist Church of Weimar, the Rotary Club, the Weimar Development Foundation, and numerous other community activities – most particularly those related to Weimar public schools.

The Hill Bank and Trust Company of which Tommy has served as Chairman and lead director for nearly thirty years is well known in both state and national banking circles as one of the strongest and best managed commercial banks of its size in the United States. As Chairman of the Board Tommy has played a major long term role of leadership governance in helping the Bank achieve its extremely strong position of financial eminence.

Brasher Motor Company has been in the Brasher family for ninety years and has been owned by Tommy himself since 1984. In addition to the longstanding financial and operational success of Brasher Motor Company, Tommy has been recognized by General Motors and his peers in the industry by his having been nominated and served as a member of the General Motors National Dealer Council for eight years, Chairman of the Chevrolet National Dealer Council, and Chairman of the General Motors Acceptance Corporation Dealer Advisory Board. Tommy has also served and continues to serve on a number of other advisory boards as related to General Motors, Chevrolet, Buick, GMC, and Houston area automotive dealerships.

I conclude this letter by stating that Tommy Brasher has been a personal friend for nearly seventy years, and there is no person whom I hold in higher regard. I sincerely believe that Tommy deserves to be recognized by Rice University as a truly outstanding leader in every respect of the word – just as he has already been recognized by his business peers and his community. Thank you.

Sincerely yours,



John H. Massey



Lauren Linn,  
Office of Alumni Affairs – MS 520,  
Rice University, PO Box 1892, Houston, TX 77251-1892

Dear Ms. Linn,

Please accept my nomination for Tommy Brasher as a Distinguished Alumnus of Rice University. In my many capacities within the athletic department at Rice from 1980 until 2006 there were very few alumni that I came in contact who better epitomized the definition of the award.

The Brasher name is synonymous with Chevrolet for much of the Houston area. Tommy's father was a car dealer before him and Tommy has continued the tradition. He has done more than simply continue the tradition, however, as he has greatly expanded the dealership since taking it over from his father. The dealership is recognized regionally and nationally as one of Chevrolet's best, having won many General Motors awards and honors for both quality and sales.

More importantly, it is hardly a stretch to say that the name of Brasher Chevrolet is also synonymous with Rice University. Tommy has supported his Alma Mater time after time when called on to do so - and many times even without being asked. When I started at Rice in 1980, Tommy was known as one of the first guys to contact whenever there was a project that required alumni or donor support. We could always count on Tommy to contribute if anyone needed loaner automobiles, leased automobiles that fit within a certain budget, advertising support, donations, participation in alumni events and fundraisers, etc. He always helped to the best of his ability and sometimes beyond; always with a smile and a word of encouragement for whatever the project might be, even if the athletic record at the time was less than desired. Although Tommy often made monetary contributions, much of what he did for Rice will never show up on a balance sheet because the support came in the form of gift-in-kind, for which Tommy never asked for or received any formal acknowledgement. I can tell you that for several whole generations of coaches and staff, however, the support was very much acknowledged and appreciated.

Houston Baptist University Athletics

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I know from his son, Scott, and his wife, Karen, that the athletic department was his favorite Rice project during my tenure at the school; but it was far from being his only Rice project, as there were many others within the Rice community who also would call upon him for much the same support as he showed athletics. I know this because I was contacted many times by other departments at Rice requesting his contact information or simply to gratefully tell me of what he had done to help them.

Although I am no longer at Rice, I am sure that this support continues to this day.

Thank you for your review of this note, and I am hopeful the committee that determines the recipients of this very prestigious award will give great consideration to Tommy Brasher for the Rice Distinguished Alumni Award.

Sincerely,

Steve Moniaci  
Director of Athletics  
Houston Baptist University