



# **COWBOY MARCHING BAND**

# **2024 GAMEDAY PROGRAM**

**BAND WEEK 1**  
**OKLAHOMA STATE VS. SOUTH DAKOTA STATE**  
**AUGUST 31, 2024**





# COWBOY MARCHING BAND

102 GSM • Oklahoma State University • Stillwater, OK 74078 / (405) 744-6135 / osubands@okstate.edu

## 2024 CMB SCHEDULE

Aug. 6-8	Percussion Camp
Aug. 9-16	Band Camp
Aug. 31	OSU vs. S. Dakota St.
Sept. 7	OSU vs. Arkansas
Sept. 14	OSU at Tulsa <i>Full Band Trip Tulsa, OK</i>
Sept. 20	McKnight Center Pep Rally Series
Sept. 21	OSU vs. Utah
Sept. 28	OSU at Kansas State <i>Pep Band Trip Manhattan, KS</i>
Oct. 5	OSU vs. West Virginia <i>Alumni Band Weekend</i>
Oct. 26	OSU at Baylor <i>Pep Band Trip Waco, TX</i>
Nov. 2	HOMECOMING Sea of Orange Parade OSU vs. Arizona St.
Nov. 9	OSU at TCU <i>Full Band Trip Fort Worth, TX</i>
Nov. 15	McKnight Center Pep Rally Series
Nov. 16	Band in Review at McKnight Center
Nov. 23	OSU vs. Texas Tech <i>Senior Day</i>
Dec. 7	Big 12 Championship <i>Arlington, TX</i>
Dec. 14- Jan. 20	Bowl Season

## BAND WEEK 1

Oklahoma State vs. South Dakota State  
August 31 • 1:00 PM • ESPN Plus

### WEEK 1 NOTES

- This week marks the debut of Allan F. Goodwin as the director of the Cowboy Marching Band. Professor Goodwin joins the OSU program this year as Associate Director of Bands and Director of Athletic Bands after previously serving for 12 years as Associate Director of Bands and director of the “Pride” Marching Band at Texas A&M University-Commerce. Prof. Goodwin will be the music arranger for the wind sections of the CMB this season and has also assumed duties as conductor of the OSU Symphonic Band.
- Also joining the CMB this year is assistant director Jeremy Smith. A Georgia native, Professor Smith is an experienced public school educator. In addition to his CMB duties, Prof. Smith is teaching music education courses, conducting the OSU Concert Band, and will take over the OSU Spirit Band for winter sports.
- Experienced CMB watchers will notice some changes to the band’s visual style this year. The CMB welcomes Steven Estudillo as its new visual designer, and the audience will see the use of three-step intervals between performers in formation as opposed to the more traditional two-step interval. The goal is to allow the CMB to move more quickly while comfortably keeping clean lines and spacing.
- The CMB will also have exciting new multimedia elements to its halftime field entrance. Stay tuned to the video board at Boone Pickens Stadium!
- After a two-year hiatus, the CMB is pleased to welcome back its Feature Twirlers. Callan Hall of Salina, KS and Jaidyn Poole of Katy, TX will showcase their talents this season as the band’s storied twirling tradition continues.
- Chuck Lester, “The Voice of the Cowboy Marching Band,” celebrates his 25<sup>th</sup> year as the band’s announcer this season.
- The season opens with the band’s “Magical Mystery Tour” program, featuring some favorite classic rock hits. The August 31 performance is sponsored by Robert and Pam Spinks as part of the CMB’s new sponsorship program. More information about the show, the sponsorship program, and Mr. & Mrs. Spinks is available in this notes booklet.

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# GAMEDAY SCHEDULE

## AUGUST 31, 2024

7:15 AM	Gameday Music Rehearsal at McKnight Center Lawn
8:30 AM	Gameday Meal ( <i>for subscribing students</i> )
9:45 AM	Eskimo Joe's Band performs
10:25 AM	Pep Rally at ConocoPhillips OSU Alumni Center
11:00 AM	The Walk at OSU Student Union
11:40 AM	OSU Drumline at Bartlett Center
12:00 PM	Orange Power Pep Rally / Pregame Concert at Bartlett Center
12:15 PM	Parade March to Boone Pickens Stadium
12:42 PM	Pregame Performance at Boone Pickens Stadium
1:00 PM	Kickoff - OSU vs. South Dakota State
Postgame	Performance in stands as crowd departs

## GAMEDAY ATTENDANCE AND MEDIA POLICIES

All CMB practices and events on gamedays are open to the public. Media members who wish to attend events for coverage, schedule interviews, or record any events should contact Dr. Bradley Genevro at least one week in advance to check availability and confirm scheduling. Please note that the Band Office may need to secure permission from event hosts at the OSU Alumni Association or OSU Student Union for a media presence at the pep rally or The Walk, and may need to secure permission from OSU Brand Management regarding interview requests. These clearances may delay confirmation of scheduling.

For home games, CMB performances within Boone Pickens Stadium as part of Cowboy Football gamedays are subject to OSU Athletics policies regarding ticketing and media access. Members of the public who wish to observe these performances must have a ticket to the game to gain entry; prospective CMB members interested in attending the games should contact Dr. Bradley Genevro about the CMB Gameday Guest program. Members of the media who wish to follow the CMB at games must follow the credentialing process set by OSU Athletic Communications. For more information about this process, consult the 2024 Cowboy Football Media Guide or contact Sean Maguire, Director of Football Communications, at [sean.maguire@okstate.edu](mailto:sean.maguire@okstate.edu).

For away games, the Big 12 Championship, and any bowl games, persons are subject to ticket and media access policies of the host institution or venue. Policies for CMB events at these sites will be made available in advance when possible.

# STUDENT SPOTLIGHT



## Cheldon Gatz

Cheldon Gatz is in his second season as a drum major for the Cowboy Marching Band and holds seniority among the band's four drum majors. A native of Piedmont, OK, he first performed for two seasons in the OSU Drumline before making the move to the conducting podium. His connection to the CMB has been lifelong; both his mother and older brother are CMB alumni. He is a senior Music Performance major in percussion, and as one of the most prominent returning leaders in the band, has a key role in helping the transition process to a new staff and new performance techniques.

### **What's different for you as a second-year drum major?**

*Almost everything! Routine, expectations...this year, I've come in with a lot more expectations for a higher-level ensemble. It gave me a lot of excitement and a lot of motivation to really just give it my all. Especially with the football program this year and a lot of expectations on that, I feel like it puts even more on us to really buy in and bring it!*

### **What are you most looking forward to this season?**

*Every football game, especially this first part of the season where we're really packed with home games and traveling to Tulsa; we're just going back to back to back. I'm really excited to see how we handle it as an ensemble and especially how the football team handles it!*

### **How has your role changed this year as the "senior" drum major, in particular with your new drum major colleagues?**

*It's definitely a lot different this year. Last year, Dylan (former drum major Dylan Ryan) and I, neither of us were drum majors in high school so we were kind of jumping into it together. That was a really fun experience on its own, learning and working together. But this year, with three other talented drum majors that were experienced in high school, the world's different. But we're working well together, and being the senior and returning vet, I appreciate that there's a level of respect towards what I'm doing and how I did things last year. But I keep trying to make sure that what I say is not what goes - we're a team.*

### **Not having done this (drum major) in high school, has this experience been what you thought it was going to be?**

*It's been more than I thought it was going to be! I kind of wanted to do it in high school, but my director at the time didn't want me to leave the drumline so I never got that opportunity. Once I got here and had the opportunity, I just went for it. Thankfully, and gratefully, I was able to get it a year ago. It rejuvenated my love for marching band and brought me back to a place where I can come to rehearsal and just get excited.*

### **What are your plans when the season is over?**

*Sadly, I think my career with marching band will be over, but I think I'll be on to better things. I'm still on the fence about whether I'll pursue conducting in a master's program, but whether I do that or not, conducting still has a key place in my heart. I've learned so much from this in terms of leadership and responsibility and everything marching band teaches everybody.*

# 2024 COWBOY MARCHING BAND STAFF

Allan Goodwin	Director, Cowboy Marching Band Associate Director of Bands	allan.goodwin@okstate.edu
Jeremy Smith	Assistant Director, Cowboy Marching Band Assistant Director of Bands	jsmi319@okstate.edu
Wayne Bovenschen	Director, OSU Drumline and Front Ensemble Associate Professor of Percussion	wayne.bovenschen@okstate.edu
Dr. Bradley Genevro	Director of Bands & Professor of Music Associate Director, Greenwood School of Music	bradley.genevro@okstate.edu
Tori Williamson	Instructor, OSU Color Guard	
Aly Akers	Twirling Coordinator	
Steven Estudillo	Visual Designer	
Chuck Lester	Announcer - "The Voice of the Cowboy Marching Band"	
Dianne Holba	OSU Bands Senior Administrative Assistant	
Monica Santillan	Greenwood School of Music Coordinator of Auditions, Outreach, and Community Engagement	
Robin Herrod	Photographer	
Gaylin Washam	Social Media Coordinator	
Clinton Wieden	Print Media Coordinator	
Emily Copeland	Graduate Assistant, Second Year	
Jordan Fansler	Graduate Assistant, Second Year	
Caleb Tonini	Graduate Assistant, Second Year	
Brady Callicott	Graduate Assistant, First Year	
Clayton Ford	Graduate Assistant, First Year	
Mason Martinez	Graduate Assistant, First Year	
Carson Mann	Undergraduate Percussion Assistant	
Raygan Mida	Undergraduate Percussion Assistant	
Haylie Williamson	Logistics Coordinator	

# STAFF SPOTLIGHT



## Mr. Allan Goodwin

Allan F. Goodwin joins the OSU band program this year as Associate Director of Bands and Director of Athletic Bands. In these capacities, he serves as the Director of the Cowboy Marching Band, principal conductor of the Symphonic Band, and teaches courses in instrumental music education. He is entering his 31<sup>st</sup> year of teaching.

Prior to his appointment at Oklahoma State, Professor Goodwin served for 12 years as Associate Director of Bands and Director of Athletic Bands at Texas A&M University -Commerce. He holds degrees from the University of North Texas and the University of Tulsa, where he served as drill designer and music arranger for the “Sound of the Golden Hurricane” Marching Band.

### Why OSU?

*It's a long story, but I'll give you the short version: my father-in-law was born and raised in Stillwater, and his family was heavily involved in the Stillwater News-Press and the founding of KSPI. So, I've been coming to football games at Oklahoma State since 1997 with my wife. I grew up in Columbus, OH - another OSU - and learned all about this OSU. I've been here for good football and not-so-good football, and the band has consistently been, to me, what creates the energy in the building. I'm familiar with Dr. Genevroski and his background and having been here before; I was actually at several games, including a bowl game, while he was the marching band director, and was always pleased with what I saw and heard in his approach to the students. So, the opportunity to work with somebody who, philosophically, I think I line up with really well and with students who are creating energy, seeing that kind of care about the bigger picture at the university and not just the marching band is something that's exciting.*

### What can fans expect to see from the CMB this year?

*I hope excitement! Visual excitement, musical excitement. One of my specialties is arranging; I've been doing that for about 32 years now, and I feel like there's a certain sound that I can create from a marching band that maybe is just slightly different than most. I'm a product of the Blue Devils Drum and Bugle Corps, and Wayne Downey, the brilliant arranger that's a DCI Hall of Fame member, basically taught me everything that he knows. So, I feel like I come from that tree, and if you listen to that group, they sound kind of unique and I hope people hear some of that in the Cowboy Marching Band's voice. Visually, a drill designer like Steven Estudillo from Phantom Regiment, who is not single-handedly but largely responsible for their return to prominence, is absolutely brilliant. His approach to movement, there are things like contrary motion, where you see things going in opposite directions so it doubles the speed that it looks like they're moving, and trying to interpret music in a little bit different way, some asymmetry and some things that are maybe a little bit different than the typical college marching band that I hope that the students find interesting because they're going to see more of the field themselves and not be stuck in a quadrant for an entire show.*

### What would make this year a success for you?

*Knowing that the students have been through another transition, and yet here we are and the pregame show is still there, and the audience is still going to see and hear things that they expect with a couple adjustments just for modernization, that's exciting to me to see that. My approach to teaching is to give students all the information they need to really “take the bull by the horns,” as it were, and create something for themselves. If I can put them in that position and they start seeing success and recognizing the growth themselves, then that's a success to me, because the quality of their experience really hinges on how they feel about it.*

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# 2024-25 CMB SPONSORSHIP PROGRAM

To show their support, loyal and true friends of the Cowboy Marching Band can now sponsor the band's halftime appearances, instrument sections, and more! As a CMB Sponsor, you'll be supporting all the activities of the band, all year long. It is only because of the support of friends like you that we can maintain our high level of musical and visual excellence! Donations through this new program will directly impact our students by ensuring support for equipment, instrument maintenance, professional music & drill, uniforms, and wraparound services for band students. Donations will be directed to the Cowboy Band Fans Fund (22-84700) and donors sponsoring in the inaugural year will receive priority notification for sponsorship in future seasons. Don't delay - sponsorships are limited!

Sponsorships are available at the following levels:

***\$10,000 - Individual Halftime Sponsorship***

***\$7,500 - Season-long Section Sponsorship***

***\$2,500 - Gameday Experience Sponsorship***

***\$500 - Individual Student Sponsorship***

More information about the program, including the benefits of each sponsorship level, can be found at [philanthropete.osugiving.com](http://philanthropete.osugiving.com), or by contacting Dr. Bradley Genevro at [bradley.genevro@okstate.edu](mailto:bradley.genevro@okstate.edu).

## ABOUT THE CMB

The Cowboy Marching Band is the largest performing ensemble in the OSU band program. Over 300 students from colleges and degree programs all over campus, from multiple states and countries, and from varied musical backgrounds come together to perform a variety of musical selections and visual programs each year as part of one of the largest student organizations at OSU.

As an athletic band program, the CMB supports Cowboy Football at each home game, in-state away games, select other away games, and bowl games each year. Pep bands often travel to support the team when the full CMB does not. Outside of athletic contests, the CMB and its component groups can be spotted performing at various university functions.

The CMB performs a variety of music in its shows to appeal to a wide range of audiences. Past programs have featured military marches, classical music, contemporary pop hits, classic rock, country music, Broadway show tunes, cartoon themes, video game music, Latin jazz, and more. The CMB utilizes multiple styles to present an engaging visual product; words, picture images, military blocks, asymmetrical drill, and other techniques are used to help bring exciting visual interpretations to the musical selections.

The CMB traces its history to a student-led group founded in 1905 that bought its own uniforms and hired its own director. Since then, it has become a group known for its musicianship, enthusiasm, and overall quality, and the memories made as part of the CMB are cherished by generations of alumni, friends, and fans. The shared experience of so many and the role the CMB plays at OSU have made "The Spirit of Oklahoma State" more than a nickname - it is a statement of purpose.

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# SPONSOR SPOTLIGHT

## Robert & Pam Spinks

Bob and Pam Spinks made headlines last year for their donation of 40 new trombones for the band, and their support and generosity in that action and beyond has touched many aspects of the CMB experience for students, staff, alumni, and friends. This year, they're helping kick off the band's new Sponsorship Program as the first halftime sponsors. Graciously, Bob and Pam took time to answer a few questions about why they choose to continue leading the way in backing the Cowboy Marching Band.

### **What's your favorite thing about the CMB?**

*The students and directors. Their work ethic is an example of the Cowboy Code in action!*

### **What do you enjoy most about your association with the CMB?**

*EVERYTHING! The students, the directors, our fellow band alumni, and band parents are the best people we know. It is an honor to serve them.*

### **What compelled you to be part of the sponsorship program this year?**

*We were part of the group who worked to initiate the giving options for the band program, so it was only right that we should be among the first participants. We've financially supported the band in the past and intend to do so as long as possible. We met in the marching band in the fall of 1970, so band is a principal part of our life together.*

### **Why does supporting the CMB matter to you, and why should it matter to others?**

*The marching band is the largest single ambassadorial group at OSU. It created wonderful lifetime memories for us in our college days and we want today's CMB members to have that same great experience. Regardless of whether you are a band alum, a parent of a band member, or a fan of the band who appreciates what they do on gamedays, your support is needed to make a high-quality band a reality.*



*Bob and Pam Spinks with the 2023 CMB Trombones*

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# HALFTIME PRESENTATION

## MAGICAL MYSTERY TOUR

**MAGICAL MYSTERY TOUR** is a program that will feature the Cowboy Marching Band exploring classic rock favorites of the 1960s and 1970s.

The title and opening number set the tone of the show. “Magical Mystery Tour” was a well-known program of the “Clown Princes of Drum Corps,” the Velvet Knights Drum and Bugle Corps. The CMB has paid tribute to that program in past seasons, and while this show is entirely new in its musical selections under the title, it is in the spirit of that program that this presentation is made.

The show opens, appropriately, with the Beatles classic **Magical Mystery Tour**, from the 1967 television film and soundtrack of the same name. While the film was not a success, the song was, peaking at No. 2 on the UK singles charts. It has maintained a place in the Beatles’ pantheon of greatest hits ever since.

The CMB remains in the 1960s for the show’s second number, **Sunshine of Your Love**. Written and recorded by the legendary power trio Cream, the song was featured on the group’s seminal album *Disraeli Gears*. As a single, the song was a Top 40 hit in multiple countries, peaked at No. 5 on the *Billboard* Hot 100 in the United States, and was No. 6 on *Billboard’s* Year-End Singles chart for 1968.

The band jumps forward in time to the 1970s to close the “tour” with the incomparable **Bohemian Rhapsody**. A favorite of the CMB through the years, the song was recorded by Queen for their 1975 album *A Night at the Opera*. Upon its original release as a single, the song hit No. 1 in multiple countries and the top ten in many more. Since then, it has become one of Queen’s signature songs and a fixture of pop culture around the world.

Wind arrangements for **MAGICAL MYSTERY TOUR** are by Prof. Allan Goodwin. Percussion parts are by Prof. Wayne Bovenschen, color guard movements are coordinated by Tori Williamson, feature twirler routines are coached by Aly Akers, and drill design is by Steven Estudillo.





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**MARCHING  
BAND**