In the world of business, having a competitive drive is an asset. McCoy College students have ample opportunities to channel their competitive drive through participation in major competitions. In 2013, McCoy students took part – and won honors – in national and international competitions, learning more than just what it takes to win – they also gained valuable skills that have created a strong foundation for their future success.

For several years now, Texas State marketing students have dominated the standings in the National Collegiate Sales Competition, an annual event that tests students’ skills through role-playing scenarios. In 2013, 67 schools participated in the competition. Representing the undergraduate division, Mykayla Goodwin and Logan Matson were named overall champions and Goodwin took the individual title. The graduate team of Amy Parker and Monica Zerwas took first place in all three categories (Opening Sales Call, Team Sales, and Sales Maintenance Call), winning the overall graduate division championship. Parker credits advisor Vicki West for helping them prepare for success. “Sales is not something you can learn on a piece of paper,” Parker says. “Preparing for this competition, we did a lot of role-playing. We practiced 15 hours a week, which allowed me to learn sales techniques backwards and forwards.”

While justifiably proud of her trophy, Goodwin is equally pleased with the knowledge she acquired as a result of the competition. “I think the number one thing I learned was adaptability,” she says. “We practiced for every situation we could dream up, but when you walk into the room, things can quickly change. The competition is great for learning to be quick on your feet.”

In finance, a team of Finance Management Association Students under the tutelage of faculty advisor Dr. Janet Payne, competed for the first time in the Chartered Financial Analyst (CFA) Investment Research Challenge. To participate, teams must submit a professional-quality detailed report on a publicly traded company chosen by the CFA Institute. The McCoy College students presented their report at the Southwest U.S. regional competition, squaring off against 25 other schools. Taking first place advanced Rene Bourgeois, Jacqueline Hummell, Scott Lanigan and Philip Wharton to the Americas competition in Toronto, where they faced 46 teams from across North and South America. Their journey led them to better understand the meaning of teamwork. “The biggest thing I learned was to truly trust my team members on a greater level than you would experience in a regular classroom situation. There’s a lot of pressure in the competitions,” says Hummell.

Lanigan agrees. “Trust and teamwork were essential to our success. We each were responsible for providing answers to our teammates and doing the necessary research to help one another. The competition really helped us develop our communication and interpersonal skills,” he says. Dr. Payne watched the team gain confidence as well as another critical component of personal and professional success – pride. “Everyone on this year’s team wants to participate in the selection of next year’s representatives,” says Payne. “Having set the bar high, these students want McCoy College to succeed in next year’s competition, too.”

Despite the demands of his business activities, Roddy is also involved in a variety of charitable and civic efforts: the San Antonio Food Bank, United Way, Children’s Shelter of San Antonio, Humana Metropolitan Hospital, South Texas Blood and Tissue Center, among many others. He has provided leadership by serving in numerous chair, executive committee or trustee roles.

And he continues to take an interest in his alma mater. In recognition of the role McCoy College played in his success, Roddy and his wife Jo created the Tom and Jo Roddy Excellence Professorship in Finance in 2013. He has served on the McCoy College Advisory Board and this fall, he joined the McCoy College of Business Foundation Board. He also shares his experience with the college’s Studies in Entrepreneurship class.

“I open up to the young people about growing up with limited resources and having the opportunity to be the first one in my family to go to college,” he says. “I want them to know they can have the peace of mind and the confidence to do whatever they want to do.”

A 2010 recipient of a Texas State Alumni Achievement Award, Roddy was further honored in fall 2013 with a Texas State Distinguished Alumnus Award. His dedication to the community and beyond provides a strong role model for ethical business practices and his success continues to serve as an inspiration for McCoy College students.