

Mount Michael's ALUMNI POST

SUMMER 2011

ALUMNI POST: FOR ALUMNI BY ALUMNI

ISSUE ONE

Alum Finds Success in Country Music

Bob Ruetz, '81, works as a program director for KAJA, San Antonio.

Bob Ruetz, '81, has got friends in low places — and high places too. As a country music radio DJ, Ruetz has interviewed artists such as Kenny Chesney, Brad Paisley, Taylor Swift and Tim McGraw.

“My favorite has to be getting to interview Ronnie Milsap. It was just a fun interview with an amazing legend,” Ruetz said. “I was pretty much in awe during the whole experience.”

Ruetz has been involved in the radio industry since 1991, and after making the transition into country music, his current radio station, KAJA San Antonio, won the 2010 Country Music Award (CMA) as the Large Market Radio Station of the Year.

He currently works as KAJA's program director and is responsible for shaping the overall sound and personality of the radio station. In addition, his job includes choosing music, organizing the radio line-up, and designing promotional and community service opportunities.

Ruetz, who goes by “Travis Moon” on air, first worked the 2 a.m. - 6 a.m. shift at KXKT in Omaha, and his on-air name has seen many changes.

At first, it was “Rufus Barchetta,” which Ruetz used during college. His program director started calling him “Moondog” because of the late hours, but Ruetz changed it after a year to “Trevor Moon.” When he made the switch to country music, the name then became “Travis Moon.”

This year is definitely not the only successful year for Ruetz in country music.

In 2001, Billboard Magazine named Ruetz “Music Director of the Year.” Later in 2005, while Ruetz was



Bob Ruetz, '81, poses with the Country Music Award given to KAJA, San Antonio, for Large Market Radio Station of the year.

working at the country music station KEEY in Minneapolis, the station also won the CMA's best radio station of the year. Finally, Bonneville Broadcasting's WUBE country music station won the same CMA award in 2009 while Ruetz was working as their program director.

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Upcoming Events

Alumni Service Retreat

- Saturday, July 9 through Sunday, July 10
- The event takes place at Mount Michael
- Contact: Sean Moylan at sean@mkrcp.com

Alumni Happy Hour

- Thursday, July 21
- Clancy's on 114th and Dodge, 5:30 p.m.
- Contact: Chris Petersen at ChrisPeterseniv@creighton.edu

Alumni Softball Tournament

- Saturday, August 13.
- More information to come.
- Contact: Tony Swanson at aswanson87@yahoo.com

Fall Festival

- Sunday, September 18
- The event takes at Mount Michael.
- Look for updates on mountmichael.com for more information.

Remember Alums Participate in Run When....

Andrew Collins, '01, recounts a story of Nick Gentile, '01, who passed away in 2005.

Nick Gentile always found a way to entertain those around him, sometimes by mischievous means.

He played soccer for the varsity team at Mount Michael. He, like many other athletes, was dismayed by the lack of good equipment available to the sports programs, specifically the soccer team.

While our competitors had bags full of brand new soccer balls embossed with their school logo, Mount Michael had one ripped bag that had a few old, mismatched, low-quality soccer balls. Some were missing patches; some were made of rubber like you would find in a kindergarten gym class; and some did not hold any air. Nick thought this was unacceptable.

During his senior year, Nick went out and bought a brand-new, sturdy ball bag like all of Mount Michael's opponents had. At each soccer game that year, Nick quietly made sure that one of the opponent's soccer balls accidentally made its way into Mount Michael's ball bag.

When the tournament rolled around toward the end of the season, Mount Michael's soccer ball collection rivaled all of its opponents. The bag was full of brand-new, high-quality soccer balls.

The only indication that the soccer balls had not been provided by Mount Michael was that each ball had a different logo, none of which were from Mount Michael.

-Andrew Collins, '01

On May 1, several Mount Michael alumni participated in the 2011 Lincoln National Guard Marathon.

Among the Mount Michael participants, Sean Kenney, '84; Chris Petersen, '01; Adam Michaelsen, '05; Jeremy Fitzpatrick, '90; and Dan Feilmeier, '01, ran the half marathon in downtown Lincoln, NE. The race was approximately 13.1 miles.

More than 10,000 participants ran the marathon or half marathon, according to the official website. The Mount Michael runners had various methods of training for the run.

Kenney tried to follow the training program on the official website while Michaelsen just "winged" the training, running three to four times a week with fellow alumni Eric Crawford, '00, and John Levy, '99.

Kenney had always wanted to run

the marathon, but he decided to commit to the run this year because the timing seemed right with his 45th birthday arriving this last year.

"When I was a student at Mount Michael I used to run after school, down to the highway. It was some what of an escape for me," Kenney said. "My son Noah ran cross country for Mount Michael, and I remember cheering him on in his accomplishments and wanted to try it for myself."

After trekking 13.1 miles at 7 a.m., the runners needed to recover, and each had his own method of relaxing and marking the accomplishment.

Michaelsen said, "I felt absolutely miserable after the race simply because I ate Texas Roadhouse the night before (enough for two) and had one too many beers. My celebration consisted of a nap!"

CONTINUED: Ruetz finds success in country music.

Although Ruetz has certainly been recognized for his accomplishments in the broadcasting industry, the awards are not the most rewarding part for him.

"My favorite part is finding great songs to play and getting to be creative constantly," Ruetz said. "Also, getting in the trenches with listeners to work on a community service effort like Country Cares for St. Jude Kids is

amazing."

By directing numerous three-day radiothons, Ruetz has been instrumental in raising millions of dollars for St. Jude's.

Ruetz is married to Joni Ruetz, and the couple has three daughters, Kayleigh, Chloe and Lorelei. Ruetz graduated from the University of Nebraska at Kearney with a major in broadcasting.

Have a Story?

Submit it to the Alumni Post, the Mount Michael Alumni Board's official newsletter.

This is the first issue of the Alumni Post. The goal is to have stories written by Alumni, so we need your support for more issues. If you have any news about current accomplishments, reports from meetings with classmates, or just funny stories from school at the Mount, please e-mail them to michaelgibilisco@gmail.com