UA WALTON COLLEGE ALUMNUS GERALD ALLEY DONATES ENDOWED SCHOLARSHIP

(PHOTO: A photograph of Gerald Alley is available for download at http://advancement.uark.edu/)

FAYETTEVILLE, Ark. – Gerald Alley’s parents’ inspired him to become the founder and CEO of Con-Real, Inc, the largest African American construction real estate firm in Texas and the southwest region. Alley has now donated a scholarship in their memory to the Sam M. Walton College of Business, University of Arkansas.

Alley and his brother, Troy C. Alley, Jr., have pledged more than $50,000 for the Gladys and Troy C. Alley Sr. Memorial Entrepreneurial Endowed Scholarship, which will be awarded for one-year to a student of color who will be a junior. In addition, students who are majoring in management with an emphasis on small business development and are in the student-run business S.A.K.E. (Students Acquiring Knowledge through Enterprise) or S.I.F.E. (Students In Free Enterprise) will be considered.

“We are very excited about this new scholarship for minority students,” said Barbara Lofton, director of Minority Affairs in the Walton College. “It is alumni like Gerald and Troy...
Alley that help establish great role models for our students. The Alleys also want to encourage other alumni to establish scholarships.”

Troy C. Alley, Sr. owned a service station across from what is now the University of Arkansas at Pine Bluff and challenged the Alley brothers to be entrepreneurs. Gladys taught at Philander Smith College, Little Rock, and encouraged them to get the right education.

Gerald Alley, a 1972 graduate of the Walton College, said, “I wanted other students to be challenged as I was. My experiences in college helped me survive in the business world. I also want students, who might not otherwise have a chance, to take advantage of the best school the state has to offer. We want to pass our blessings on to other students.”

He added, “I personally want to promote diversity at the University of Arkansas and help prepare students for a diverse workforce.”

Gerald Alley founded Con-Real in 1979. Soon after, his brother joined him in the business. Troy Alley, Jr. had graduated from University of Arkansas’ College of Engineering in 1969.

The company now has offices in Dallas, Fort Worth, Houston, Austin and Oakland (Calif.). Con-Real provides real estate services and construction services to a wide array of Fortune 500 corporations, including Pepsico/Frito-Lay, American Airlines, and Texas Instruments as well as to public institutions.

Con-Real was selected as Pepsico/Frito-Lay vendor of the year in 1999 and 2000. Among its many awards is the 2000 H.E.B. Corporate Supplier Diversity Award by the Texas Senate. Gerald Alley currently serves on the Walton College’s Dean’s Executive Advisory Board. In addition, he is on the advisory boards of First Savings Bank and Southern Methodist University Cox’s School of Business. He is also known for mentoring young black men in the community through the Journey into Manhood organization.

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