

Gail Elaine Salcher Memorial Scholarship

Gail Elaine Salcher was born on June 2, 1985, in Cuero, Texas, to Jerry and Patricia Salcher. She was born three weeks early on a “quick” trip from Austin, Texas, to Cuero to visit her soon-to-be grandparents, George and Doe Salcher, and to attend the baby shower of her soon-to-be aunt, Sally. Gail’s father, Jerry, grew up in Cuero. He was Valedictorian of the Cuero High School Class of 1974 and played on the 1973 Cuero Gobbler state championship football team. His parents, George and Doe, were long time employees of Cuero ISD as a CHS teacher/coach and superintendent’s secretary, respectively. Gail’s mother, Patricia, graduated from Del Rio High School in 1976. The two met in Cuero in 1976 and were married in 1981.

Gail lived her entire life in Austin, Texas. Her younger sister, Michelle, was born two years and two days after her. Gail attended Barton Hills Elementary, Kealing Magnet, and Austin High School, where she graduated in the top 10% of her class in 2003. She was active in school, participating in as many activities as she could, including soccer, softball, band, student council, and National Honor Society. She also began rowing with the Austin Rowing Club while in high school. Her quad boat came in 2nd in the state her senior year. Gail loved spending her summers at T Bar M Camps, especially T Bar M Wilderness Camp in Colorado. She loved to travel, meet new people, and participate in new activities, which she continued doing while attending The University of Texas at Austin (UT), from which she graduated in May of 2007 with a Bachelor of Arts degree in Government.

Gail entered the workforce as a job recruiter before embarking on a career in advertising. After working for an ad agency for just five short years, she landed her dream job at an online advertising startup from California that opened an office on Congress Avenue in Austin. Gail excelled in helping her clients navigate the new media platform and technology. Her clients and her superiors alike loved her. Prior to her death, she was named team lead for the company’s biggest clients and was responsible for 25% of the entire company’s sales.

Gail was always up for an adventure and learning new skills, including skydiving. She was an avid reader. And, she was committed to her community, serving as a volunteer for organizations such as Habitat for Humanity.

Gail’s faith was important to her, which is one of the reasons T Bar M was so beloved by her. As a child, she attended St. Austin Catholic Church with her family where she was confirmed and volunteered as an altar server. As an adult, Gail attended Austin Stone Community Church and volunteered with Young Life. Gail relied on her faith to see her through life’s difficult lessons.

Gail loved her family, especially her nephew, niece, and pet Chihuahua. She loved her time spent on family ski trips, at the country place in Hochheim, watching football on Sundays, and playing games. She also loved her friends, especially travelling with them. While traveling to Seattle with a friend to celebrate the new year, Gail contracted the flu and pneumonia and, subsequently, passed away on January 3, 2020. Though her time on earth was brief, Gail truly lived life to the fullest.

To honor her memory, Gail’s parents established the Gail Elaine Salcher Memorial Scholarship through the Cuero ISD Education Foundation in 2020 to encourage young women who exemplify qualities characteristic of Gail to chase their dreams.



Gail Elaine Salcher
2018