

# BAUER COLLEGE OF BUSINESS UNIVERSITY of HOUSTON

## College Moves Up in Rankings

### BusinessWeek Lauds Energy Program

The C. T. Bauer College of Business at the University of Houston is home to one of the nation's most impressive niche programs for business students, according to *BusinessWeek*, which ranked the college #40 on its list of the best public undergraduate business schools in the United States.

*BusinessWeek* released its 2008 list of the Best Undergraduate B-Schools in late February and prominently featured Bauer College's Global Energy Management program, noting the college's use of "local industry and corporate connections to build a national profile" and to "train the next generation of energy executives."

The publication reaches 4.8 million readers each week in 140 countries. The March 10 issue of the magazine, now on newsstands, includes its annual rankings of undergraduate business schools, along with a sidebar on "niche" programs at some schools on the list. Only four such programs, including Bauer's GEM program, were featured in the spread, and of those, Bauer was one of two schools photographed for the magazine. Finance/GEM senior **Mario Bejarano** was photographed at the ExxonMobil complex in Baytown, which highlighted the Houston area's unique tie to the energy industry.

"Being recognized by a national publication like *BusinessWeek* is a validation of the important role our GEM

*Continued on page 2*



**Energized. No better city than Houston.** GEM senior **Mario Bejarano** looks to energy for his future career.



## PHOTO FINISH

*Recent Happenings around the C. T. Bauer College of Business*

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## Sequent Energy VP Tumminello Stresses 'People' Factor



**Peter Tumminello**, executive vice president of business development and support at Sequent Energy Management, enthralled a packed crowd of students from the C. T. Bauer College of Business with his advice on succeeding personally and professionally during the college's Distinguished Leaders Series in March.

Since February 2007, Tumminello has been responsible for leading, developing and executing a coordinated business development strategy for Sequent, which serves the needs of utilities, marketers, retail aggregators, municipalities and large industrial customers in the United States. Before that, he was vice president of corporate development for AGL Resources, Sequent's parent company, for nearly two

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"Building relationships is very important" in business success, says Peter Tumminello, executive vice president of business development and support at Sequent Energy Management, during the Distinguished Leaders Series on March 4.

## **BusinessWeek** continued from page 1

program plays in educating the world's energy leaders," Dean **Arthur D. Warga** said. "Houston is a global energy hub, so we're able to bring in some of the industry's most knowledgeable experts to teach and mentor our students, who ultimately leave Bauer College with all the necessary tools to advance into top management at the world's leading energy companies."

The program is the ideal solution for the energy industry's shortage of skilled professionals as its average labor base approaches the age of retirement, said Finance Department Chair **Praveen Kumar**. Under the Global Energy Management Institute, the college is providing world-class recruitment, specialized training, research and networking resources for the energy industry.

For the last six years, Bauer College has further recognized the importance of the industry in Houston by organizing its annual Energy Trading & Marketing Conference sponsored by GEMI. This year, the conference was held on March 11 and focused on the notable growth in energy trading volumes and the increasing prominence of biofuels.

**Bauer ranks #40 in overall list of top public undergraduate business colleges**

"I came to Bauer specifically for the GEM program," finance/GEM student **Atiba K. Henry** said. "I have always had an interest in the energy sector, and what better place to study about the energy sector than Houston, the energy capital of the world? The GEM program is a challenging program that gives you the quantitative skills needed to advance in the energy/finance environment."

In its feature, *BusinessWeek* recognized the blend of courses students must take before being accepted into the GEM program, including calculus, linear algebra and trigonometry, as well as three upper-level science courses. Additional electives and courses in the GEM program will be added to focus on alternative energy to keep up

with the changes in the energy industry, Kumar said. Because of this comprehensive education, energy companies are turning to Bauer College to recruit top talent, he added.

Overall, Bauer College moved into the 40th position among public undergraduate business schools in this year's *BusinessWeek* rankings of the Best Undergrad B-Schools in the U.S. Bauer was 49th among public undergraduate business schools in last year's list. There are 1,100 public business schools in the United States.

## The Price Is Right, or Is It?

A team of pricing consultants from Pricing & Revenue Optimization Software (PROS), made up of Bauer alumni **Sajeew Mehta** (BBA '02, MBA '07), **Shawn Stolle** (BBA '99), **Nikki Yu** (BBA '07) and **Sunil John**, gave a presentation called "A Road Map to Pricing Excellence" in Professor **Noah Lim's** graduate pricing class in March.

The team introduced cutting-edge analytical tools and software applications that enable companies to set optimal price points for their products and services, and discussed industry trends and prospects in the fast-growing fields of pricing and revenue management. The experience was valuable for graduate students, Lim said, because it exposed

them to the kind of work they may be doing after graduation. The speakers will also visit Lim's undergraduate pricing class this month.

"Companies are realizing the importance of setting the right prices for their products and services, and it was a fantastic opportunity for the students to learn from the consultants at PROS, the global market leader in pricing analytics," Lim said. "What is even more gratifying is to see three of our successful Bauer alumni — Sajeew, Shawn and Nikki — give back to the college by sharing their knowledge and industry insights with the next generation of business leaders."



Alumni offer tools for setting optimal price points.

# Energy & Agriculture is Hot Topic at GEMI Conference

Traders, risk managers, securities analysts, investors, consultants, and lawyers convened at The University of Houston Global Energy Management Institute's 6th Annual Energy Trading and Marketing Conference March 11 for the latest projections and news related to energy markets—especially those connected to new environmental markets.

**Sal Gilbertie**, senior vice president of Energy & Renewable Fuel Derivatives at Fimat USA, offered insight into super hot ethanol trading.

"Markets are evolving so quickly, it's stunning," Gilbertie said, projecting an oversupply of the biofuel by the end of 2008 as a result of heightened interest and money being poured into its production. Gilbertie, predicting continued volatility, noted that while a few companies are exploring sources other than corn for ethanol (sugar beets and other plants), corn's dominance in the U.S. ethanol market is forging an indelible link between energy and agriculture.

"Any decrease in the corn supply, decreased planting, bad weather, whatever, could be unbelievably devastating to the ethanol industry," Gilbertie said. "We need to understand that energy and agriculture are inextricably interrelated and that link is not going away."

**Davis Thames**, senior vice president of Cheniere Energy and president of Cheniere Marketing, Inc., said that the outlook for gas production along the Gulf Coast and in Canada is fairly bleak, and liquefied natural gas (LNG) will be needed to meet U.S. domestic demand. However, the U.S. will benefit from "an increasingly flexible LNG supply," due to terminals that import natural gas from international



To get your motor running will take corn, said **Sal Gilbertie**, senior vice president of Energy & Renewable Fuel Derivatives at Fimat USA.



suppliers. Thames said demand for LNG is expected to jump from 26 BCF (billion cubic feet) a day to 36 BCF in 2010. LNG is a necessary component in running facilities that manufacture ethanol or rely on other alternative energy sources. "You can't do it all with wind power and solar," he said. The increasing flexibility of U.S. terminals should help accommodate fluctuating demands for natural gas, without the volatility and huge price swings that have also been characteristic, Thames said.

**Richard Sandor**, CEO of the Chicago Climate Exchange and a professor at the Kellogg School of Management at Northwestern University in the Chicago area, told those at the conference that commodities markets will be used both to solve environmental problems and create new wealth in the 21st century, with air and water becoming among the most precious commodities in the world.

Other speakers included **Gerald Balboa** ('93), senior vice president and head of Power Trading & Marketing for BP Energy Company, **George Baker**, partner of William & Jensen PLLC, **Dr. Don Ellithorpe**, vice president of structuring for Merrill Lynch Commodities, Inc. and **Victor Flatt**, A.L.O'Quinn Chair in Environmental Law at the UH Law School.

Flatt announced a plan to team the GEMI program at Bauer with the UH Law School for an innovative new course in carbon trading scheduled to debut in spring of '09. The class has been conceived as energy companies anticipate tougher emission reduction regulations and a need for traders, lawyers and other business people with expertise in the emerging field.

The conference was organized by **Dr. Praveen Kumar**, Texas Bank of Commerce/Tenneco Professor and Finance Chair and executive director of UH-GEMI, and **Dr. Craig Pirrong**, UH-GEMI energy markets director and Bauer College finance professor.



Though wind and solar solutions are in the mix, LNG production need is not winding down, said **Davis Thames**, senior vice president of Cheniere Energy and president of Cheniere Marketing, Inc.



## Doctoral Grad Honored for Health Care Research

An accounting Ph.D. student from the C. T. Bauer College of Business was honored in 2007 by the American Accounting Association with an Outstanding Dissertation Award from the association's Government and Nonprofit Section.

**Rabih Zeidan**, who graduated in May, was recognized for his dissertation titled "Charity Care Measurement, Political Cost Constraints and Discretionary Spending by Hospitals." He received a plaque and a \$500 award.

"One of the most defining moments of the doctoral degree is completing the dissertation," Zeidan said. "In addition to this accomplishment, receiving an outstanding dissertation award from the most prestigious American Accounting Association makes this a great honor, not only for me, but also for my dissertation advisor, **Dr. Saleha Khumawala**, as well as the Department of Accountancy & Taxation and the C. T. Bauer College of Business."

Khumawala agreed, noting that Zeidan's dissertation shed light on one of the most pressing and hotly debated issues in health care today — what does the public expect from hospitals in exchange for the tax-exempt status?

"His research demonstrates that the political and financial incentives motivating hospital managers and the public reporting standards need to be better aligned to ensure full and fair disclosure of this important community benefit obligation," Khumawala said.

"In his dissertation, Rabih has provided solid theory and evidence that will guide public policymaking and advance the practice of sound hospital management throughout the country," she added. "The outstanding dissertation award is eminently well-deserved and is a genuine credit to Bauer College and the University of Houston."



*Rabih Zeidan's paper examined a hot issue in health care.*

## Practical Applications

## Macy's VP: Retail World Is Real World of Business

Students from the C. T. Bauer College of Business got a glimpse of real-world problem solving when **Wayne Lebanowski**, senior vice president of operations of Macy's, Inc., visited assistant professor **Jamison Day's** service and manufacturing operations classes in March.

"It's a win-win for the university and businesses anytime we can make alliances," Lebanowski said.

Lebanowski provided students with a case study of problems Macy's faced and brainstormed solutions with them. Then, he explained the solutions his company decided to implement.

"We augment what professors are doing when we can bring in real-life operational issues into the classrooms," Lebanowski added.

Bringing in professionals helps students to translate what they learn in class into a professional application. It helps explain to students that solutions are not always clear in the corporate world, Day, said.

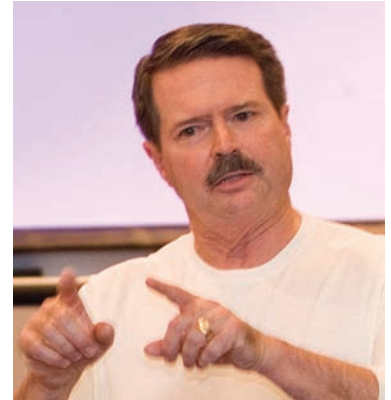
"Industry professionals live in the middle of complex real-world problems where there is seldom a clear answer, but an understanding of the concepts we teach is often what helps them frame the problem," Day said. "Students seem to enjoy hearing that what they are learning has practical application in the real world."

Having an executive from Macy's in the classroom and the alliances built with large companies is useful to students as a career resource as well, he added.

"It is a tribute to the success of the Bauer College and its Operations Management program that some of the most recognizable companies in the country choose to recruit here," Day said. "Maintaining our relationships with successful corporations is essential if we are to continue fostering such excellent working opportunities for our students."

The connections between the college and the companies are beneficial not only to the students; it is beneficial to companies that visit the school, as well, said **Brett Hobby**, Assistant Director of Employer Services & Recruitment at Rockwell Career Center. Hobby was instrumental in bringing Lebanowski to Bauer, Day said.

"For us," Lebanowski said, "it allows students to see that retail is one of the largest industries. We are able to inspire them to think of us as a career. It also gives us the opportunity to interface with professors that are doing cutting-edge research."



*Wayne Lebanowski, senior vice president of operations for Macy's Inc., explains a case study problem to students in Assistant Professor Jamison Day's service and manufacturing operations class.*

**Tumminello** *continued from page 1*

years. Tumminello joined the executive management team of Sequent Energy Management in 2003 as vice president of asset management and origination.

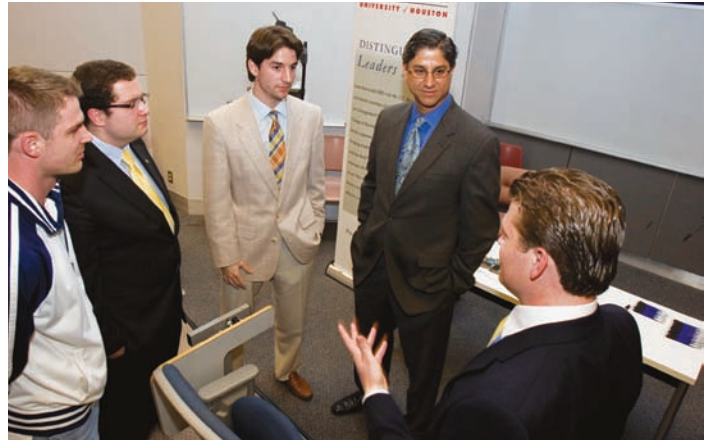
Those experiences shaped what has become Tumminello's management style, which stresses team success. "Most important, it's all about people," he said. "You have to have programs in place that will motivate the people. People are what is going to make you grow, so start working with people. Over-commit with people. Building relationships is very important."

Also important, Tumminello added, is balancing work commitments with personal commitments. "You will be surprised at how many people will help you if you just ask," he said. "No matter where you are, there is a solution to every problem. Enjoy what you do and have a passion for it. Life's too short to work in a job you don't truly enjoy."

Fortunately, Tumminello has found his passion in his line of work. He brings more than 15 years experience in natural gas marketing and trading and more than 22 years in the energy industry to Sequent Energy Management. Prior to joining AGL Resources and Sequent, he was vice president

of energy supply for Green Mountain Energy Company. He has also worked for TPC Corp. in various capacities in energy marketing and storage and transportation asset management.

The Distinguished Leaders Series is made possible by Stanford Group Company. Tumminello's visit was hosted by student group The Energy Association.



Members of The Energy Association with Tumminello.



**Colonel Barrye Price, Ph.D.** ('85) enlightened a C. T. Bauer College of Business leadership class about little known but important African-American figures in history in February, African-American History Month. Price shared details about Crispus Attucks, a runaway slave turned sailor who was the first Revolutionary War soldier to die in battle and Oseola McCarty, a washerwoman who became the most famous benefactor for The University of Southern Mississippi. "Education continues to be the great equalizer," Price said.



**MORE THAN A DECADE OF SERVICE: Elizabeth Anderson Fletcher**, former associate dean for administration and academic affairs, C. T. Bauer College of Business, was promoted to Associate Vice President for Research Operations, Division of Research for the University of Houston. Fletcher is standing next to a cake at a farewell party in her honor. Bauer College Dean Arthur Warga presented Fletcher with a framed poster signed by her colleagues that worked alongside her during her tenure at Bauer College. Dean Warga praised Dr. Fletcher for exceeding accreditation standards.

# A Sweet Sales Pitch in “Cookie College”: Wolff Center Sharpens Girl Scouts’ Biz Skills

A group of nearly 200 Girl Scouts took part in a “Cookie College” held in February by the Cyvia and Melvyn Wolff Center for Entrepreneurship at the C. T. Bauer College of Business. A panel of former Girl Scouts who are now successful businesswomen shared marketing and communications tips before entrepreneurship students conducted sessions dealing with rejection and role playing.

The event was the first of its kind in the Houston area and a joint effort between the San Jacinto Council and the Wolff Center. The panel that spoke to Girl Scouts ages 11 through 17 included **Beverly Denver**, publisher of *Houston Woman Magazine*; **Shari Riesenfeld**, owner of Mad Science; **Beth Wolff** of Wolff Real Estate and **Denise Patrick**, vice president of Marketing and Creative Services for Pierpont Communications, Inc.

“It’s so important for the public to realize that the skills girls develop during the Cookie Sale will help them in their futures,” Riesenfeld said. “They’re learning teamwork, goal setting, ethical decision-making, money management, marketing and communication skills while selling Girl Scout Cookies.”

Annually, thousands of Girl Scouts participate in the Girl Scout Cookie Sale, a leadership development program and historic fundraiser in place since 1917 that has helped girls develop important leadership skills they will use throughout their lives.

While the older girls enjoyed interacting with the panel speakers, Brownie Girl Scouts worked on advertising concepts and practiced writing thank you notes to customers. They also learned how to make correct change to get ready for booth sales, which started Feb. 22. In the afternoon, the older girls participated in sessions designed by Bauer students, including marketing junior **Danny Klam**.

“Through role playing and case studies, we were able to blend fun and education to create a positive learning experience for the girls similar to what students learn in our Entrepreneurship program,” he said. “At the Wolff Center for Entrepreneurship, our professors teach us not only business knowledge but also inspire us to become passionate about giving back to the community.”

The attendees were offered marketing tips to help them with the upcoming Girl Scout Cookie Sale and in their future business lives. “It’s important to always have a smile. Even if someone says ‘no’ to you, just say, ‘thank you,’ and maybe next year they will buy some Girl Scout cookies from you,” said Girl Scout **Audrey Alanis**. “If I work hard I can reach my goal.”

The Wolff Center was the ideal setting for the “Cookie College,” organizers said, because it was recently ranked as the #2 undergraduate entrepreneurship program in the nation by *The Princeton Review* and *Entrepreneur* magazine.



Finance/entrepreneurship senior **Maria Matorell** and marketing senior **Johnny Ng** with Girl Scouts from the San Jacinto Council



Management/entrepreneurship senior **Sandra Ibanez** plays a game with a Girl Scout.



Marketing junior **Danny Klam** helps two Girl Scouts perfect their pitch.

# BAUER

## 30<sup>th</sup> anniversary

### EMBA

Celebrating Three Decades of Growth

C. T. Bauer College of Business at the University of Houston

## Executive MBA Program Turns 30

In its 30th year, the Executive MBA program at the C. T. Bauer College of Business has been basking in compliments that reflect its longtime role in turning out well-rounded executives here in Houston and beyond.



EMBA program offers flexibility, says Associate Dean of Graduate and Professional Programs **Latha Ramchand**.

Admissions grew by 20 percent this year, says **Dr. Latha Ramchand**, Associate Dean of Graduate and Professional Programs at Bauer. But despite that success, EMBA has focused on being reflective about ways to grow and improve, rather than risking complacency about its place in the highly competitive world of MBA education.

"We have what it takes — Ivy League smarts without the Ivy League attitude — so I don't see why we can't take our program to the next level," Ramchand says.

The Bauer EMBA has graduated over 1,600 students since its inception and is designed to train business leaders so that they are equipped with a real world and global perspective. That the program does indeed prepare students for leadership has been reinforced by high-profile alumni and the cohort of more than 70 students in the Global Energy Executive MBA program in Beijing. Bauer currently has over 100 alumni in China who hold key positions in the largest energy companies in the world, and it's a sign of the strength of the Bauer EMBA's reputation that many of those students received promotions before they even graduated, Ramchand says.

**Bruce Williamson** (MBA '95), president and CEO of Dynegey, is one of numerous successful EMBA graduates who tout the program to others. "It gave me the opportunity to refocus and redirect both myself and my career," he says. "I firmly believe one of the best programs to come out of the Bauer College of Business is their Executive MBA."

Current students tell Ramchand there are numerous aspects of the EMBA that set it apart from other comparable programs.

For GEMBA student **Veronica Graham**, a candidate for graduation this spring, the focus on global energy, especially

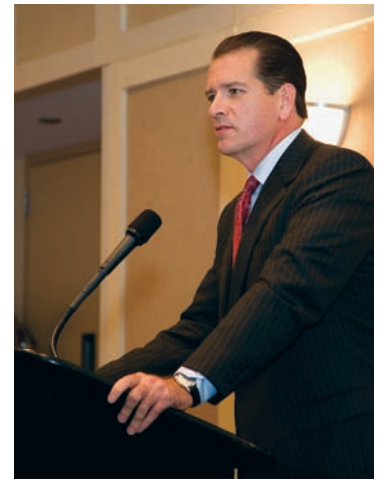
oil and gas, was one of the things that made the program attractive.

Graham, a senior business analyst with Murphy Exploration and Production Co., says the program has been rigorous but key to her being promoted to her current position. Graham, who has more than 10 years professional experience in the oilfield business, earned an undergraduate degree in chemical engineering in Chile and Ecuador and has a Project Management Professional certification. She has appreciated learning from fellow students who, like her, have spent several years in the workplace. Graham also likes that professors are demanding but accommodating to students' job-based needs. They are always willing to discuss real-life cases that students encounter in their workplaces. "Professors are very experienced, but at the same time very flexible," she says.

Potential candidates for the program are often surprised to be contacted directly by administrators. "They're not just a number," Ramchand says. Flexible programs and the promise of assistance should problems or complications arise, also helps convince busy students to commit to the program.

"We tell them, 'If you really want to do it, we'll help you do it,' and we do," Ramchand says. "And once you get an applicant into the program, it's really satisfying how happy they are."

Management Professor **Andrew "Skip" Szilagyi**, who has watched EMBA evolve since its inception, says its location on a college campus, rather than in an office building or hotel conference room, offers students more services and networking opportunities than they might receive from other programs. Compared to the early days when corporations dominated executive MBA classes with their employees, classes now include many more entrepreneurs and



Dynegey CEO **Bruce Williamson** is one of numerous success stories from the program.

Continued on page 10

## Recruiters Flocking to Bauer Career Fairs to Recruit Talent Rockwell Career Center Brings 160 Recruiters to Campus

Students at the C. T. Bauer College of Business had access to over 113 companies at the Rockwell Career Center Spring Career Fair on March 7 at the Hilton University of Houston Hotel. Along with a tip-off event held earlier in the week, 160 total companies participated in the Career Fair.

"Students get a chance to put a face to a company," said **Brett Hobby**, assistant director for employer services and recruitment at Rockwell Career Center. "Also, companies get a chance to put a face to a resume."

The Career Fair gives students and recruiters the chance to meet, and helps students understand what companies are looking for. Companies recruited for a variety of business majors, so every major had an opportunity. Some companies, like State Farm, recruited all majors on campus.

"I appreciate the hard work and time Bauer takes putting together the Career Fair," marketing senior **Mayra Cruz** said. "It gives students an idea of what's out there for prospective employers."

Businesses also appreciate the Career Fair because it gives them a chance to find the best candidates for their company.

"Good students need an avenue to create a pipeline with the companies," said **Ben Madrid**, a recruiter and regional director of Coverall Cleaning Concepts. "For us, we need students with preparation and a degree. UH is a good source for that."

"This is part of our mission," Hobby said. "We educate so our students can go out in world and become successful."



**MAKING A MATCH.** Companies and students galore meet up close for Rockwell's Career Fairs.





## Companies who attended the March Business Career Fair

Academy Sports + Outdoors	Fitts, Roberts, & Co., P.C.	Raising Canes
Administaff	G&K Services	Randstad North America
Aerotek	Gainer, Donnelly & Desroches	Regions Financial Corporation
AIG AG	GEICO	Republic National Distributing Company
American General Financial Services	Grant Thornton LLP	Reynolds & Reynolds
Ameriprise Financial Services	Group 1 Automotive, Inc.	Ryan, Inc.
AstraZeneca Pharmaceuticals	H-E-B	Schlumberger
Avis Budget Group, Inc.	Hagemeyer NA	Sears Holdings Corporation
Bauer College of Business	Hitachi Consulting	Sequent Energy Management
BDO Seidman LLP	HOK	Shell Oil
Bechtel	Houston CPA Society	Shilson Goldberg Cheung & Associates LLP
BMC Software	HSBC	Southern Union/ Panhandle Energy
Briggs & Veselka Co.	Intel Corporation	Spectra Energy
Bureau of the Census	Internal Revenue Service	State Farm
C.H. Robinson Worldwide, Inc.	JCPenney	State of Texas
CenterPoint Energy	Kershner Trading Group	Sterling Bank
Cintas	Kiewit Energy	SUEZ Energy NA
CITGO Petroleum Corporation	KPMG LLP	T-Mobile
City of Houston	Litton Loan Servicing, LP	Target Stores
Comerica	Logix Communications	TEKsystems
Computer Sciences Corporation	LyondellBasell Industries	Tenaris
Consolidated Electrical Distributors	Macy's, Inc.	Tesoro Corporation
Constellation Commodities	Malone & Bailey, PC	Texas State Comptroller of Public Accounts
Coverall Cleaning Concepts	Marathon Oil	The Gallup Organization
Deloitte	Mattress Firm, Inc.	Thrivent Financial for Lutherans
Delta Downs Racetrack, Casino and Hotel	Maxim Healthcare Services	Total Gas & Power North America
Donovan & Watkins	Nebraska Book Company, INC.	Total Petrochemicals
E & J Gallo Winery	New York Life Insurance, Co.	Travelers Insurance
Edward Jones	Northwestern Mutual Financial Network	UHY Advisors
El Paso Corporation	Null-Lairson	United States Marine Corps
Enterprise Rent-A-Car	OXY Inc.	University of Houston
EPCO, Inc.	PKF Texas	USAA
Ernst & Young	PricewaterhouseCoopers	Walgreen's
ExxonMobil	Progressive Group of Insurance Companies, The	Whitefence
Eye Care Centers of America DBA EyeMasters	Protiviti	Wilson
Farmers Insurance	Prudential Financial	Wolseley North America (Ferguson & Stock Building Supply)
Fastenal	Quorum Business Solutions, Inc.	
First Investors	R.J. Reynolds Tobacco Company	

## Companies who attended the March Career Fair Tip Off

Allied Waste Industries	National Specialty Alloys, Llc
Amegy Bank	Pfizer
Department of Homeland Security	Signature Graphics, Inc.
Devon Energy	Smith Hanley Consulting Group LLC
Friedkin Companies, Inc.	Strategic Financial Group/MassMutual
GBH CPAs, PC	Tara Energy, Inc.
Hertz Corporation	Texas Department of Insurance
IPSCO	The Hartford Group/ThotBox Solutions Group
Lennar Corporation	USA Sports, Inc.
Liberty Mutual Insurance Company	Weinstein Spira & Co., P.C.
Murray Insurance & Financial Services, LLC	White Garrison & Hill, P.C.



**GOOD TIMES, GOOD SIGNS** Recruiter contact in Career Fair Tip Off is a slam dunk for Coogs' mascot Shasta and marketing and finance senior **Victoria Guerrero**.

## Bauer Hosts Accounting Research Symposium

**F**ive leading accounting faculty from Yale, M.I.T., Southern California, Ohio State and Northwestern presented their current research at the third annual Bauer Accounting Research Symposium. Attendees included C. T. Bauer College of Business professors and Ph.D. students as well as professors from several universities including Minnesota, Pennsylvania (Wharton), Texas, Carnegie Mellon, Texas A&M, Colorado, Texas Christian University and London School of Economics. The Accountancy & Taxation Department hosted the event in March along with The Stanford Group Company.

"In addition to providing a forum for sharing and discussing cutting-edge research, the symposium allows us to showcase the Bauer College and its Accountancy & Taxation faculty and doctoral students to outside academia," said **Dr. Gerald Lobo**, Chair of the Department of Accountancy & Taxation. "This is a highly respected group and having them at Bauer speaks well of our reputation."

*Speakers at the third annual Bauer Accounting Research Symposium included, from top, **S.P. Kothari**, head of economics, finance and accounting at Massachusetts Institute of Technology; **Shyam Sunder**, James L. Frank Professor of Accounting, Economics and Finance at the Yale School of Management; **Mark L. DeFond**, Joseph A DeBell Professor of Business Administration at Marshall School of Business; **Anil Arya**, John J. Gerlach Chair in Accounting at Fisher College of Business; and **Ronald A. Dye**, Chair of Accounting Information and Management at Kellogg School of Management.*



### **EMBA Turns 30** *continued from page 7*

managers from non-profit organizations, especially those related to the health care industry, Szilagyi says.

Focused on the current needs of students, Ramchand is working with faculty and businesses to revamp the curriculum to include hot topics like succession planning. She and others within the department have also worked to increase lines of communication with both students and businesses.

She says she is particularly impressed by the relationships and networking that develop between faculty, advisers and students. Despite the rigors of their classes and demands of their schedules, the strength of these bonds "tells you that what we're doing here is not just grades and career," Ramchand says.

About 150 people attended a celebration of EMBA's anniversary in February at the UH Alumni Center. **Dr. Barton Smith** was the keynote speaker. A Professor of Economics, Director of the Institute for Regional Forecasting, and Senior Economist, Center for Public Policy at UH, Dr. Smith's areas of expertise include urban economics and Houston Region economics and real estate.



*Enjoying the 30th Anniversary Celebration were **Bob Casey**, Associate Dean of External Relations; original EMBA Program Director **Dr. Pete Lyon**; original EMBA instructor **Dr. Skip Szilagyi**; plus three members of the original EMBA class: **Jean Kegler**, **Ann MacNaughton**, and **Sarah Darneille**.*

## “Nothing But Net” — New York Life and Bauer

It's no secret that Bauer College enjoys numerous meaningful corporate partnerships that translate into jobs, scholarships and funding for Bauer students and the programs that support them.

But few boast the high visibility and high energy that accompanies New York Life's Scholarship Shootout, an annual event that puts student leaders from various Bauer student organizations on the basketball court during a match-up between University and Houston and Rice University. During time-outs in the game, students compete for student financial support by attempting to sink free throws.

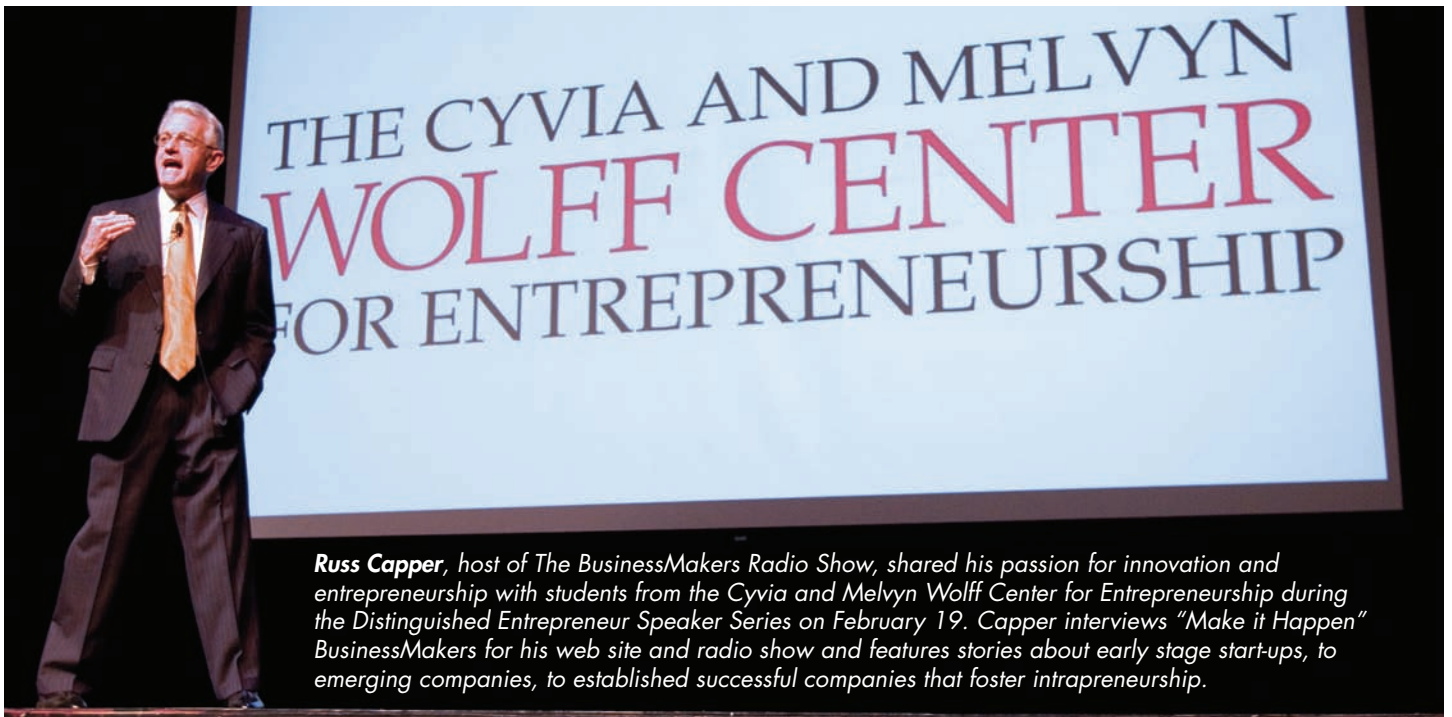
The student/corporate partner hoops tradition is a fitting way to spotlight New York Life's involvement at Bauer. Recruiters there have likened the relationship between the financial services giant and students at Bauer as similar to cultivating a “farm team” for future professionals at NYL. Among those from NYL who've had a hand in building the feeder system are **Gustavo “Gus” Cuellar** and **Kirsten McKaskle**, who've coached numerous students as freshmen, sophomores, juniors and seniors, and then hired these star players upon graduation.

This year, 11 Bauer College/UH graduates stepped up to the pros when they accepted jobs with NYL.



*New York Life's Scholarship Shootout, an annual event basketball free throw competition between student leaders, was held on Feb.21.*

## Russ Capper: Keeping Pace with How Technology Shapes Business



***Russ Capper**, host of The BusinessMakers Radio Show, shared his passion for innovation and entrepreneurship with students from the Cyvia and Melvyn Wolff Center for Entrepreneurship during the Distinguished Entrepreneur Speaker Series on February 19. Capper interviews “Make it Happen” BusinessMakers for his web site and radio show and features stories about early stage start-ups, to emerging companies, to established successful companies that foster intrapreneurship.*

Reflecting on hard times and what drives him to succeed, Capper recalled: When I was a young adult, I took on the responsibility of helping my maternal grandparents through some very tough health problems. My grandfather stayed with me in my home while my grandmother was hospitalized for weeks. And then finally after my grandmother made it through some very serious surgery, I remember me and my grandfather packing up her belongings and leaving Park Plaza Hospital, and I distinctly remember my grandparents

both being consumed with worrying about not being able to pay the medical bills. I was thinking this should be a time of happiness, and celebration — after all, my grandmother was still with us and had more time, yet she and my grandfather were distraught with the situation. I concluded, right then and there, that I was going to do what it took to be successful in my career, to be in a position where at serious times of life events for me and my family, I would not have to worry about the economics.

# COUGARS ON THE PROWL



**Frank Kelley**, Assistant Dean for Undergraduate Business Programs in the Bauer College of Business, is a Cougar on the Prowl in Vietnam. Kelley's affinity for Vietnamese culture regularly brings him back to the country. He is standing in front of the famous Ben Thanh Market.



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