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**TED BAUER'S  
BOLD VISION**

UNIVERSITY OF HOUSTON C. T. BAUER COLLEGE OF BUSINESS

SPRING-SUMMER 2010

# The Dean's Journal

# The Dean's Journal

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**Our Mission:** The mission of the C. T. Bauer College of Business at the University of Houston is three-fold: to create and disseminate knowledge that improves the real world of business, to link that scholarly achievement to high-quality learning experiences for a diverse undergraduate and graduate student body, and to prepare our students for responsible business leadership worldwide.

**On the cover:** Charles T. "Ted" Bauer stands in the doorway of AIM Management. His historic gift to what is now known as C. T. Bauer College of Business has translated into expanded opportunities and program offerings for students, a robust faculty of industry experts and extensive building renovations, including the AIM Center.



C.T. Bauer College of Business is an AACSB accredited business school. For more information, visit [bauer.uh.edu/aacsb.asp](http://bauer.uh.edu/aacsb.asp)



## Message from the Dean

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### Investing In Students

Bauer College is nearing a tipping point. Our momentum began 10 years ago when Ted Bauer found the story of our students so endearing that he made a significant investment in our future.

After making that investment he paid close attention to his returns. At the core of it all for Ted were the students. Those already at UH and those who would see their future shaped here. Ted saw how students benefitted from the growth in space, and innovative programs. The mandate remains the same. We are always looking for ways forward. There was no end point in Ted's vision for Bauer College.

Bauer College is *the* business school for Houston, Texas. A city where when leaders dream, they dream big.

Next for Bauer is another decade of growth as grand as the previous one.

Ted Bauer's \$40 million gift transformed our school. In the space of 10 years, we used his investment to create enormous value:

- The college is now home to an energy institute that is truly global; powered by some of the best minds in Houston,
- The finance and accounting programs are known for being as productive as they are incisive,
- Bauer's Program for Excellence in Selling has demonstrated the need for sales curriculum that has since been adopted at Harvard and MIT,
- And the Cyvia and Melvyn Wolff Center for Entrepreneurship continually remains one of the top programs in the nation teaching the next generation of company builders.

The foundations of Houston's economic future will be built, brick by brick, by Bauer College.

Like the college itself, those working day and night to pursue their degrees will be the ones defining Houston's future.

### **Building the infrastructure of a top tier business school will take all hands on deck.**

I can't predict the future, but this much I am certain: Our brightest days are ahead. We will build great things together. Spaces that inspire are on the horizon, and expanding our presence on campus as a thriving center of business and student learning are cementing our priorities. Bauer will anchor a town square at the University of Houston where students, corporate partners and faculty have a proud place to connect and synergize with innovative ideas and thinking while gaining a stronger sense of community.

Like the city of Houston, Bauer College has risen fast to national prominence.

But the city will ultimately be defined not by what it's done, but by what it aspires to do.

The University of Houston has set out to create the infrastructure for the business school of the 21st century. The next five years are perhaps our most crucial. We will need our friends and partners more than ever to strengthen what Ted Bauer made stronger.

Arthur D. Warga  
Dean, C. T. Bauer College of Business

# Remembering Ted Bauer

## Bob Casey Recalls Extraordinary Events A Decade

TEN YEARS AGO Charles T. “Ted” Bauer became the namesake of the business school at the University of Houston when he made the \$40 million gift that forever changed the college.

From that day in July 2000, until his death five years later, Ted Bauer took an intense personal interest in what became the C. T. Bauer College of Business at the University of Houston. He began every semester by meeting with student groups, and he never missed a commencement.

Before then, the Boston-born, Harvard-educated financier had never even set foot on the UH campus.

The challenge of making that connection fell to the leadership team back then, particularly the recently hired fundraiser Bob Casey, now the college’s associate dean of external relations.

Casey recalled in a recent interview that when he started on June 1, 2000, the business school was in a spartan overcrowded building. His list of leads featured an introduction to Ted Bauer — a man who’d made a name for himself, and a fortune, building AIM Investments, a Houston-based mu-



tual fund company. A meeting with Ted Bauer was set in mid-June and the question became: What could inspire a corporate icon to connect with UH?

The presentation done for Ted Bauer highlighted the many valuable ties between UH and AIM. At the time, UH alumni represented 400 of his 2,500 employees and an equally large share of the fund managers. Moreover, a strong local business college could help AIM hold on to its top performers when they went back to school for an MBA.

“When we met with Ted, he took two-and-a-half hours to go through the business college’s needs analysis with us and then he spent another hour and a half taking us around AIM. Ted was chairman of AIM; he was the heartbeat of the company. We were blown away when he told us at the end: ‘Guys, this was real good. You will hear back from me.’”

Before the next meeting, three funding requests were prepared — the largest asking Bauer for \$40 million. But they had no idea why Ted Bauer wanted to see them so soon after the first meeting.



*Charles T. “Ted” Bauer, second from right, describes his bold vision for the business college at UH during a 2000 meeting with Casey, far left.*

# Ago That Led To Monumental Gift

"I'll always remember it was July 12 at 10 a.m. when we met. I was nervous, feeling on pins and needles. 'What can he want with us?' When we arrived at his executive suite, we saw him at the glass door pacing. We got through some pleasantries and he says briskly: 'Come into my board room.'"

"There was small talk about the market and the hot weather, and we met these two ladies who were his financial advisors. Then Ted pulls out the presentation from the first meeting. It's dog-eared, yellow tagged and has coffee stains.

*"This was faith and fate and fortune all rolled into one."*

He really had worked it over. He patted it. And then, before we had time to say a word we'd prepared the night before, he stunned us all by saying, 'Guys, I studied your deal. I like it. I like you guys. You need \$80 million and I'll give you half of it and help you get the other half.'"

It was an unreal feeling for Casey.

"That sort of thing doesn't happen but once in life. Ted didn't ever visit the campus. This was faith and fate and fortune all rolled into one."

The UH contingent offered their heartfelt thanks and promised they'd do everything they could to ensure the school got the maximum benefit out of every dollar donated. Casey said Bauer told them he expected no less:

"'I've already done this with Harvard. It doesn't make any difference there. You say you will create a great business school, and I believe your story. All I want to know is how you will spend the money.'"

The answer to that last question came the next day, when Bauer told them he only wanted his name on the college, and in regular meetings over the next five years where Bauer College leaders delivered "report cards" on the progress of the business school.

There's a lot about UH that connects with Ted Bauer's story. He first saw Houston during World War II and came back and built a major company here. He earned an MBA at night in New York City while he worked on Wall Street. But most of all, Casey said Bauer wanted to bring a bold vision to his hometown.

"Ted made a lasting impression on me. He was a strong leader with a compelling presence. To me he was a combination of John Wayne and Henry Fonda. He was a wildcatter. He made decisions with his gut and intellect. He was a visionary, and he saw a business school where he could make a huge impact."

**And so he did.**



# Commencement Honors Graduates, Late Robertson Family Philanthropist

Graduating students from UH Bauer joined an exclusive group this spring — the 1 percent of people in the entire world who have a college degree.

UH President Renu Khator emphasized that point in her address to graduates at the Spring 2010 Commencement Ceremony, held May 14, 2010, in Hofheinz Pavilion.

“You are the pride,” she said. “You are very special. You can change the world, influence the world and make an impact.”

UH Bauer graduated more than 800 students, including doctoral, MBA, masters of accountancy, masters of finance and undergraduate candidates. The students become alumni at a very important time in the university’s history, Khator said.

Overall enrollment is at an all-time high, as is the depth and breadth of research being done on campus, she added. “The university has a \$3.1 billion — that’s with a ‘b’ — economic impact on this region every year,” Khator said. “All of this adds value and prestige to your degree.”

UH history was connected to the university’s current growth as Khator presented UH System Regent (and incoming board chair) Car-

roll Robertson Ray (JD ’02) with the President’s Medallion, a posthumous honor for Ray’s mother, Wilhelmina Daisy Cullen Robertson Smith (’44, HON ’88).

Smith, who died last year, was the youngest daughter of Hugh Roy Cullen and Lillie Cranz Cullen, UH’s founding family and first major benefactors. Inspired to make a substantial commitment to education and the community, the Cullens also created The Cullen Foundation, one of the largest individual endowments ever funded in the U.S. at the time. With her first husband, Corbin J. Robertson Sr. (whose name graces the university’s sports stadium), Smith was a strong advocate of Cougar athletics and the University.

“Mom did love to attend those games and spent the whole time, in total focus, with both fingers crossed,” Ray said. “The University of Houston was such a big part of Mom’s life. She was dedicated and determined always to the success of UH.”

Several members of the Cullen and Robertson families were in attendance at the ceremony to accept the President’s Medallion with Ray.



*UH history and tradition was a big part of the Spring 2010 UH Bauer Commencement Ceremony as Wilhelmina Daisy Cullen Robertson Smith (’44, HON ’88) was awarded a posthumous President’s Medallion, accepted by her family.*

# OUTSTANDING UH BAUER STUDENTS SPRING 2010

EMBA: Cord Bowen and  
Jaime Viancos

MBA: Thu Pham

MS Finance: Yang Huang

MS ACCY: Marina Ruseva

Undergraduate: Kim Pham

At its annual banquet, the Accountancy & Taxation Advisory Board recognized Outstanding Achievement Award recipient Valerie Williams (MBA '80), who was congratulated by, left to right, Ernst & Young partner John King ('92), outgoing Accountancy Advisory Board chair Johnny Veselka ('66) and department chair Gerald Lobo.



Bauer's Program for Excellence in Selling celebrated its graduates and new inductees with a banquet in May, where Executive Professor Randy Webb, 3M Vice President of Sales & Marketing Bill Smith, Dean Arthur Warga, Salesforce Regional Sales Manager Dave Levitt, Executive Professor Carl Herman and Professor Mike Ahearne gathered.

Star Furniture chairman Melvoyn Wolff ('53) and his wife Cyvia were on hand at the Wolff Center for Entrepreneurship Graduation and Induction Ceremony to congratulate graduates of the program, including Ashley Hurst (pictured at left), who recently opened her own company focused on nutrition and health.



UH President Renu Khator autographs a sash worn by Spring 2010 Outstanding Undergraduate Kim Pham, who finished her college career with a 4.0 GPA.



The sky is the limit for these graduating Cougars from UH Bauer, said UH President Renu Khator.





# Impact of the Cougar Fund Leads to High Achievement

**BAUER TEAMS TOP PRESTIGIOUS REGIONAL COMPETITION.** Graduate students, from left, Paul Stewart, Karen Herbst, Luis Lugo and Lenny Bianco were deemed the best in the region and advanced to the national level of the CFA Investment Research Challenge.

Graduate students participating in the Cougar Fund were honored as the best in Texas in the Chartered Financial Analyst (CFA) Investment Research Challenge, marking the second time in three years the C. T. Bauer College of Business at the University of Houston has won this tough regional competition.

The four-person team worked two and a half months painstakingly researching a company and putting together the winning analysis for the competition in Dallas sponsored by the CFA Societies of Houston and Dallas.

“Being able to apply so many of the things we’ve learned in the Cougar Fund class as well as our other finance classes makes the learning experience so much more effective,” said team member Karen Herbst, who along with Lenny Bianco, Luis Lugo and Paul Stewart advanced to New York for the Americas final.

The group included a lawyer, two engineers and a real estate financial professional whose common bond was a fascination with money management.

“Our students’ diverse experience and backgrounds make them a highly competitive force, and their success also says a lot about the Cougar Fund program,” said Tom George, Bauer finance professor and director of the AIM Center for Investment Management at Bauer. “They have strong business experience and juggle a lot of demands, which prepares them for experiences like this.”

Although the team did not advance in New York against teams from colleges throughout the Americas, it had a strong showing against both Wharton and Indiana in the semi-final round. Cougar pride ran high as the team received a warm welcome from Bauer alums working in the world’s financial center. Carlo Pippolo (’87), an Ernst & Young partner who is in charge of accounting standards

involving the U.S. Securities and Exchange Commission, and Regina Balderas (’95), a senior manager in private equity accounting, hosted a luncheon at E&Y’s Manhattan office in honor of the students.

They also met with Yvette Klevan (MBA ’84), Senior Vice President & Lead Manager Global Core, Fixed Income, Lazard Asset Management; Natara Holloway (’98), Director of Corporate Development-New Business Development, National Football League; Maria Haggerty (’84), Executive Vice President & CFO, Dotcom Distribution; and Zimuzo Agim (’06) of Ambata Capital Partners.

Those on the team credited their success with the fact that unlike most college funds, they manage money from individual investors — \$7 million in assets last year — so they experience what it’s like to perform for clients who hold them accountable for performance.

On the same day the Cougar Fund team won the regional title in the CFA challenge, three other fund managers took top honors. UH Bauer graduate students Christina Segura, Julio Guzman and Nicholas Hindlet won the Texas Investment Program Symposium (T.I.P.S.) Portfolio Competition for their presentation of the investment process used by the Cougar Fund. The judges selected their presentation from among those of students at other Texas schools with investment management programs.

When it came to actual returns, the Cougar Fund continued to deliver.

In 2009 the fund’s return of 27.4 percent after expenses exceeded the Standard & Poor’s 500’s 26.5 percent return. Over the past five years, which included some dismal years for the stock market, it averaged 1.6 percent a year compared to 0.4 percent a year for the S&P index.

To put that in context, about 80 percent of investment professionals fail to beat their benchmark.

*“Our students’ diverse experience and backgrounds make them a highly competitive force, and their success also says a lot about the Cougar Fund program,”*

Tom George,  
Bauer finance professor and director of the  
AIM Center for Investment Management at Bauer



# Cougar Fund Alumni

## Make Their Mark

### in Investment Industry



*Whitney Randolph (MS FINA '01),  
Senior Vice President,  
U.S. Trust, Bank of America Private  
Wealth Management*



*Trey Wilkinson ('92, MBA '02),  
President, Select Asset Management*



*Sam McGee (MBA '01),  
Principal,  
Avondale Wealth Management*

OVER THE PAST DECADE THE COUGAR FUND HAS YIELDED RICH RETURNS ON A TINY INITIAL INVESTMENT. From the start, the concept behind the student-run investment fund at UH Bauer was different from most college funds: its goal was to manage money from investors.

The Bauer graduate students who volunteered that first year had to prove themselves trading a simulated portfolio of stocks to bring in the money.

"That history was necessary to get investors confident enough to trust the students to manage real money," said Professor Rich Pettit, who got the fund off the ground by recruiting and training the first group of managers who were in charge of everything from stock picking to investor communications.

It was a time when confidence in stocks was a scarce commodity. In the first two years of the decade the markets were battered by the ugly end of the boom in dot-com companies of the 1990s and the September 11 terrorist attacks, which was followed by a recession.

The results that first year won over investors and helped launch the careers of four investment professionals. All credit the Cougar Fund with teaching them what it takes to survive and thrive in this tough business.

Whitney Randolph, a Senior Vice President with U.S.

Trust, Bank of America Private Wealth Management, said it provided a lasting perspective on value.

"Working on the Cougar Fund was great training on the fundamentals of what drives valuation — the bricks and mortar of investing and capital markets," she said.

Trey Wilkinson, President of Select Asset Management in Houston, said the lessons learned went beyond stock picking.

"The way the fund is structured you get to work within the team," Wilkinson said. "You learn to make your arguments and make decisions as a group. That's a valuable experience."

When Jay Warwick, an executive director and portfolio manager with Van Kampen Investments, went looking for a job in the business, the experience opened doors. "These jobs are highly prized; there are not that many of them, especially in Houston," Warwick said.

Sam McGee enrolled at Bauer College hoping a master's degree would help him move from bank lending into investing. Recently he and four partners founded Avondale Wealth Management, a registered investment advisory firm in Dallas.

He signed up for the Cougar Fund after Pettit asked for volunteers in one of his classes. McGee said that looking back, "That was probably a little bit of blind luck."

# Bauer Student Orgs Step Up, Make It Happen

Eyes on the Prize. Success Abounds  
Among More than Two Dozen Groups.

## New Orgs Focus on Expanded Areas of Study

Several students came together to form new organizations in the past year, including The Microfinance Initiative (MFi) and Internal Audit Student Association (IASA). MFi recently celebrated the realization of its first goal as an organization — raise funds to donate to Hashoo Foundation's Honey Bee Farming Project. This global initiative provides microfinance loans to Pakistani women to work as beekeepers and produce local honey that is sold above market price to 5-star hotels, provided the women send their children to quality schools, have regular healthy check-ups and improve the quality of nutrition at home. The graduate student organization members held bake sales and partnered with local non-profit groups throughout the year to make the donation.

In addition, after UH Bauer launched an internal audit program in response to industry needs, students formed IASA to create opportunities to network with internal audit professionals and to learn about topical issues in the field. The group has been heavily involved with the

program's colloquiums that began in the spring and has grown to include members outside of accounting majors, including finance and management information systems students.



*Internal Audit students have formed an organization to network within the industry.*



*Fundraising has been a primary goal for the first year of The Microfinance Initiative, pictured here as they present Hashoo Foundation executive director Cristal Montañez Baylor (center) with a donation.*



## Batter Up! Student Org Fuses Networking with Houston Astros

The college's chapter of Beta Alpha Psi, an accounting honor society, held its annual Double Play Day in April, bringing together its members, corporate partners and UH Bauer faculty at Minute Maid Park for an evening of fun, networking and celebration.

Before enjoying the Houston Astros victory over the Pittsburgh Pirates, the group heard from Astros senior vice president of premium sponsorship Jamie Hildreth and then gave an overview of Beta Alpha Psi activities from the previous semester.

*This spring's Double Play Day was a home run for Beta Alpha Psi.*

## UH Bauer Student Orgs, PwC Employees Make [it] Count

Student leaders from the Hispanic Business Association (HBSA), Accounting Society (AS), the National Association of Black Accountants (NABA), Beta Alpha Psi (BAP), Delta Sigma Pi (DSP) and Finance Association (FA) joined forces with PricewaterhouseCoopers employees in May to brighten the outlook for local children by renovating the Barrio Center, an afterschool program for underprivileged youth in the Houston area. The project was funded through PwC's "Project Make [it] count," a national corporate responsibility competition that encourages college students to make a positive change for the world around them — the six student organizations took on the challenge with a proposal to enhance the Barrio Center and was one of 20 winning teams across the United States to win funding to execute their vision.

The students' plan includes a complete overhaul of the building — a fresh coat of paint, new doors and flooring, and upgraded, energy-efficient appliances — along with additional mentoring partnerships between their organizations and the children who attend the Barrio Center.

PwC and Bauer's involvement with the Barrio Center demonstrate how corporations and college students are taking a community-minded approach and making a difference.



*Several UH Bauer student organizations spent Spring Break on makeover projects for the Barrio Center.*



*APICS at UH Bauer is the largest in the nation.*

## Supply Chain Student Org Sees Surge in Membership

UH Bauer's chapter of the Association for Operations Management (APICS) is the largest APICS student organization in the nation, reflecting the growth in operations management majors in the college. In the past two years, the organization has more than quadrupled its membership. Led by faculty advisor Victor Wayhan, a clinical assistant professor in the Department of Decision & Information Sciences, the organization is tied strongly to local industry, with regular plant tours, professional development meetings and educational programs offered to members.

## Shout It Out Loud, Bauer Outcry Tradition Rings in 10

In April, students from the Finance Association (FA) organized and participated in the 10th Annual Open Outcry Competition, sponsored by the Chicago Mercantile Exchange (CME) Group, an event that brings together students from the region's best business schools to simulate the experience of being a broker in the trading pits of New York and Chicago. FA members once again showed their trading savvy, capturing six of the top 10 spots from more than 50 competitors, who were judged on how clearly and effectively they traded oil contracts using "open outcry" methods — shouting orders, elaborate hand signals and minute-by-minute deals.

## Energized: From the Boardroom to the Classroom

Energy Association students had the opportunity to meet with ExxonMobil chairman Rex Tillerson during an April event hosted by the World Affairs Council of Houston. Tillerson was honored with the Jesse H. and Mary Gibbs Jones Award for International Citizen of the Year and spoke about the future of energy and the role of corporate citizenship.



*Ten years of the Finance Association's Open Outcry Trading Competition have given UH Bauer students an edge in the marketplace.*



*Real world business executives like ExxonMobil's Rex Tillerson, center, emphasize the importance of leadership and ethics to UH Bauer students.*

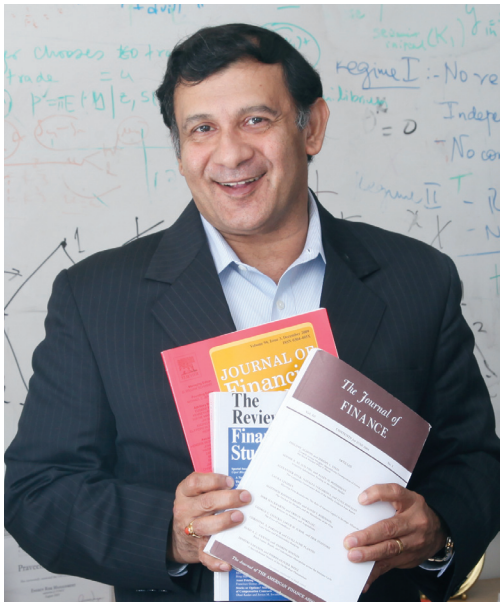
**Excitement builds for Fall 2010 as Bauer College looks ahead to new experiences in Michael J. Cemo Hall and cheering on our Bauer athletes, including UH star quarterback Case Keenum (pictured center), with the return of Cougar football.**



# TOP FACULTY ON CAMPUS FOUND AT BAUER COLLEGE

Two professors and one doctoral student from the University of Houston C. T. Bauer College of Business were honored in April among the best on campus at the annual UH Faculty Awards Ceremony.

Department of Finance Chair and Texas Bank of Commerce/Tenneco Professor Praveen Kumar, Associate Professor of Management Richard DeFrank, and marketing Ph.D. candidate Willy Bolander were three of the 22 UH faculty recognized.



Department of Finance Chair Praveen Kumar

## Texas Bank of Commerce/Tenneco Professor Praveen Kumar

Kumar, who joined the UH Bauer faculty in 1996, was honored with the UH Award for Excellence in Research and Scholarship. He has published 30 articles in high quality refereed journals in finance, economics and management, including engineering and operations management.

"To benchmark this productivity, a 1998 article in the Journal of Finance documents that full professors in the top 20 finance departments (by research productivity) have an average of less than nine papers in top finance and economics journals in their careers," said Professor Thomas George.

"Praveen has placed seven articles in the top finance, economics and management journals in 2008-2009 alone," he added.

## Associate Professor of Management Richard DeFrank

DeFrank, who began his career with the Department of Management in 1989 as a visiting professor, was recognized with the UH Teaching Excellence Award. The quality of DeFrank's teaching shines through

in the high student evaluations he regularly receives and frequent comments from students that he is the best professor they've ever had, said department chair Leanne Atwater.

"He is hands-down the single most talented educator I have ever seen," an undergraduate student wrote in a nomination letter. "He cares about his students and provides them every opportunity to do well in his classes. After certain lectures, I (along with a great many others) almost felt inclined to stand up and start clapping."



Management Associate Professor Richard DeFrank



Marketing Ph.D. candidate Willy Bolander

## TEACHING EXCELLENCE

### Marketing Ph.D. Candidate Willy Bolander

Bolander, who teaches advanced professional selling in the Program for Excellence in Selling and the introductory professional selling course, received the UH Teaching Excellence Award for graduate teaching assistants. Bolander consistently ranks among the top instructors in the college and has been recognized for his teaching through several departmental commendations and the PES Teaching Excellence Award in 2009.

He is the third student from the UH Bauer marketing department to receive this campus-wide award in recent years; Keith Richards received the award in 2006 and Doug Hughes received it in 2007.

"We are really pleased to see Willy get this award," said department chair Ed Blair. "He is a natural teacher who will win awards wherever he goes. He has a knack for making his students feel comfortable and confident while demanding high performance from them."

# KUHF Launches Business Radio Program: Bauer Business Focus

In partnership with KUHF Houston Public Radio, Bauer College launched a new weekly radio feature this Spring — Bauer Business Focus. Hosted by KUHF Business News reporter Ed Mayberry, the program airs twice during Morning Edition each Friday.

Bauer Business Focus features interviews with expert guests about compelling events that are shaping important local issues, business news and trends. The first segment featured an interview with Dean Arthur Warga, who discussed Houston's business opportunities and emerging trends in technology and natural gas.

Topics in the program range from discussions of major "big picture" issues facing Houston, current efforts in job growth and economic diversification, tips on entrepreneurship and innovative new industries. Guests have included Bauer scholars, industry executives and business experts.

"We are excited about this partnership with KUHF and what it means to a listening audience hungry for business news," Warga said. "Bauer serves as a rich resource of business education and business thought leadership. From topical and relevant news to insights and expertise that are local and global in perspective, KUHF and Bauer are building a program that will engage and inform listeners about the business world around them. We can't wait to explore trends and issues weighing on the minds of the business community."

KUHF Houston Public Radio is a fully professional radio service affiliated with National Public Radio (NPR) and certified by the Corporation for Public Broadcasting. Bauer Business Focus airs during Morning Edition each Friday at 8:35 a.m. on 88.7FM and HD Digital Channel 1, and on the Internet radio station KUHF News, streamed online at [www.kuhf.org](http://www.kuhf.org).

Bauer Business Focus has featured a wide range of business voices, from UH Bauer Dean Arthur Warga, to the head of Blue Bell Ice Cream.

HERE'S A WRAP OF OUR GUESTS SO FAR:

**Jan. 29, 2010**

**ARTHUR WARGA** – The dean of Bauer College kicked off Bauer Business Focus by talking about the economic outlook for Houston and how the city could be changed by huge natural gas finds.

**Feb. 5, 2010:**

**STEVEN KOCH** – The Bauer College executive professor spoke about the power of Super Bowl ads and what viewers could expect from the commercials.

**Feb. 12, 2010:**

**PARTHA KRISHNAMURTHY** – The associate professor of marketing at Bauer spoke about what Toyota could do to overcome the damage caused by massive recalls.

**Feb. 19, 2010:**

**JAMIE BELINNE** – The assistant dean of career services and director of the Rockwell Career Center at Bauer College explained what job seekers need to do to get an edge when competing for work.

**Feb. 26, 2010:**

**JASON FEW** – The president of Reliant Energy talked about how the company is rolling out smart meters that will help consumers find new ways to economize.

**March 5, 2010:**

**JANET MEADE** – The associate professor of Accountancy & Taxation at Bauer offered advice to consumers on reducing the cost and trouble of doing their income taxes.

**Bauer Business  
Focus on KUHF**



KUHF Business News reporter Ed Mayberry, left, with Arthur Warga, Dean Bauer College of Business



Partha Krishnamurthy, Associate Professor, Department of Marketing & Entrepreneurship, Bauer College of Business



Steven Koch, Executive Professor, Department of Marketing & Entrepreneurship, Bauer College of Business

**March 12, 2010:**

JANET GURWITCH – The founder of Gurwitch Products, manufacturer of Laura Mercier Cosmetics, spoke about building businesses in niche markets.

**March 19, 2010:**

JOHN BOWEN – The dean of the Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston described the big economic impact of the Houston Livestock Show and Rodeo.

**March 26, 2010:**

ATOOR EYVAZIAN – The franchise operator told how he immigrated to the United States from Iran in 1984 at age 18 and built a company that now owns 49 Jack in the Box locations in Texas and California.

**April 2, 2010:**

MICHAEL AHEARNE – The executive director of the Sales Excellence Institute within Bauer College explained why every business student needs to know about selling.

**April 9, 2010:**

PAUL KRUSE – The CEO of Blue Bell Ice Cream talked about how the Brenham company has built and maintained a loyal following by focusing on the basics of the business.

**April 16, 2010:**

ROBERTA SKEBO – The director of training at the University of Houston Small Business Development Center talked about the many ways the center can aid entrepreneurs.

**April 23, 2010:**

COLIN BARNETT – The Premier of Western Australia discussed the energy outlook in this enormous region, which has become a major source for natural gas in the Eastern Hemisphere.

**April 30, 2010:**

ROSALIND WYATT – The clinical professor of marketing at Bauer spoke about how running a sustainable business goes beyond “being green.”

**May 7, 2010:**

WALTER ULRICH – The CEO of the Houston Technology Center talked about how the center guides young companies with breakthrough technologies.

**May 14, 2010:**

SHANNON MERONEY – The director of state government relations for Aetna advised business owners implementing new health care law to focus on near-term changes, like an end to lifetime spending limits.

**May 21, 2010:**

JAMIE BELINNE – The assistant dean of career services and director of the Rockwell Career Center at Bauer College returned to point out that Houston grads are better off than those elsewhere, but getting a job still requires hard work.

**May 28, 2010:**

BARTON SMITH – The long time director of the UH Center for Public Policy’s Institute for Regional Forecasting spoke about the future of the Houston economy and life after retirement.

**June 4, 2010:**

CHRIS TRIPOLI – The well-known Houston restaurant consultant talked about what it takes to make it in the business and how a would-be owner weighs the risks and rewards.

**June 11, 2010:**

JOHN HOFMEISTER – The former president of Shell Oil spoke about the work he’s done to educate Americans about energy policy and the book he’s written laying out his ideas.

**June 18, 2010:**

ALAN LISH – The executive professor in the Cyvia and Melvyn Wolff Center for Entrepreneurship at Bauer College talked about how universities foster entrepreneurship.

Visit [blogs.bauer.uh.edu/bbf](http://blogs.bauer.uh.edu/bbf) for more on Bauer Business Focus.



*Mayberry with Janet Gurwitch, founder, Gurwitch Products*



*Michael Ahearne, Executive Director, The Sales Excellence Institute, Bauer College of Business*

## BREAKFAST WITH CHAMPIONS

# Leaders Explore Energy Policy, NASA Future, and Cougar Football

The Bauer College Alumni Association continued its commitment to bring rich networking opportunities to the C. T. Bauer College of Business community during the Spring 2010 installment of its highly successful breakfast speaker series.

For the second semester, the James E. Bashaw & Co., led by chairman and CEO James E. “Jeb” Bashaw (’83), sponsored the series which features monthly talks from Houston’s most prominent leaders.

“The breakfast series has become a center of focus for networking among our alums, both recent and from years past,” said Jerry Portele (BS ’96), second vice president of the Bauer College Alumni Association and event chairman. “Bringing exceptional speakers to the events only makes them more valuable as a way of attracting larger groups of alumni.”

The spring series kicked off Jan. 21 with a talk by James Hackett, CEO of Anadarko Petroleum. Addressing a full house of Bauer alumni and supporters, Hackett offered insight on the future of energy policy, natural gas and the role the University of Houston plays in meeting the changing educational demands of the industry.

In addition to Hackett, the series hosted Cougar Football head coach Kevin Sumlin and athletics director Mack Rhoades, Chairman and CEO of Main Street Capital Vincent Foster, NASA Astronaut Colonel Timothy Kopra, and former Houston mayor Bill White.

“The caliber of these individuals and their participation in our Spring 2010 breakfast series is a testament to our alumni’s influence,” Portele said.

A unifying theme of the talks was leadership, and the University of Houston’s role in shaping the future leaders of industry, sports and government through education.

Rhoades talked about future plans for Cougar Athletics and his hopes for another triumphant football season: “We are working hard to make sure we are a source of pride and a source of national visibility for this institution.”

Foster discussed his experiences in capital management in the current economic environment and how he is guiding his company and clients through the recession.

The future of the space travel was top of mind for attendees at April’s breakfast when NASA astronaut Timo-



*Bauer alumni reconnect and network with outstanding business leaders at the monthly breakfasts.*

thy Kopra spoke. Col. Kopra, whose talk coincided with President Obama’s proposed cancellation of the constellation program, discussed his thoughts as a crew member of the last planned mission of the shuttle program, STS-133.

Wrapping up the semester, White talked about the importance of education in the state’s economic growth: “Texas has so much potential. Houston is the vanguard of celebrating the diversity of this state. But we will never be as strong as we could if we lag behind other states in preparing our workforce.”

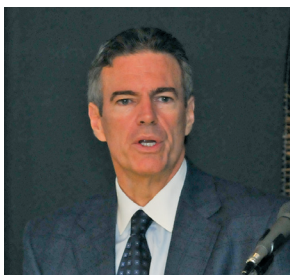
The tradition of hosting first-class business leaders at the Houston City Club will continue in Fall 2010.



*Colonel Timothy Kopra, Astronaut, NASA-Lyndon B. Johnson Space Center*



*The Honorable Bill White, Former Mayor, City of Houston*



*James T. Hackett, Chairman, President & CEO, Anadarko Petroleum Corporation*



*Kevin Sumlin, Head Football Coach, University of Houston*



*Mack Rhoades, Athletics Director, University of Houston*



*Vincent D. Foster, Chairman & CEO, Main Street Capital Corp.*



## Annual Alumni Meeting Celebrates 10 Years of Bold Vision, Leadership

Alumni and supporters of the C. T. Bauer College of Business will gather in Houston on Aug. 19 for the Annual Alumni Meeting, the Bauer College Alumni Association's end-of-year signature event.

In recent years, the event has brought more than 300 alumni back to the college to reconnect and hear from its leaders on the latest successes from students, faculty and programs.

This year's meeting will celebrate the 10th anniversary of Charles T. "Ted" Bauer's historic \$40 million gift to the University of Houston's business school and the extraordinary impact it has made on the college.

"Ted Bauer's gift has touched thousands of lives and inspired unprecedented support from corporations, alumni, and individuals, many of whom did not even attend UH," said BCAA president David V. Flores (MBA '03). "When you consider how far the college has come in the past decade, the ROI on the gift is amazing, and our extensive alumni involvement only maximizes its reach."

Director of alumni development John O'Dell ('70) came to the college shortly after learning about Bauer's commitment to the college. He says the magnitude of the gift was inspiration for alumni, including himself, to become a part of something great.

Since coming to the college, he has helped to form the Circle of Honor, a celebration of donors gifting \$10,000 or more, as well as the Decade of Giving, a group that recognizes consistency of support over 10 or more years.

"Ted Bauer's gift continues to inspire Bauer alumni to join with the college and do what they are able to do with their time, talent and investment," O'Dell said. "His legacy serves as an ongoing example of the possibilities one can create for the next generation of Bauer students."

The meeting will reflect on the investment and involvement of Bauer supporters who have brought the college to its place today as a global center for business learning with top-ranked faculty, a diverse student body and passionate supporters.



The annual alumni meeting is a signature event for the Bauer College Alumni Association, drawing hundreds of supporters in recent years.

This year's event has drawn more support from local companies and alumni than ever before. Liberty Mutual is the title sponsor with a commitment of \$10,000, while Strategic Financial Group, CenterPoint Energy, Amegy Bank and Hein & Associates join the list of supporting sponsors. A total of \$20,000 in support is anticipated with part of the sponsorship going toward funding the event and the other part toward scholarships.

Marcus Smith ('04) of Liberty Mutual says the title sponsorship is an honor for his branch.

"So much of what I have achieved in my career can be attributed to the education and experiences I received at the C. T. Bauer College of Business," Smith said.

He added, "Since starting my own business with Liberty Mutual, I have filled my team with fellow alum. The Bauer students equate to a work ethic that yields top results and allows us to break records across the country. Sponsoring the Annual Alumni Meeting is not only a tribute to the college that shaped my success, but a celebration of the alumni ties that keep my company thriving."

For more information on the upcoming event, go to [www.bauer.uh.edu/alumni/events.asp](http://www.bauer.uh.edu/alumni/events.asp).



Bauer alumni from Liberty Mutual, the presenting sponsor of the 2010 meeting, keep strong ties to the college through recruiting and team participation in the Bauer Champions Scholarship Campaign.

# MBA Team Adds Up Google for Cupcake Biz



GOOGLING MARKETING'S FUTURE. MBA students Kim Schwager (seated) Daniel Gavin, Mark Ward and Victor R. Cintron aimed to provide a big marketing ROI on a limited budget.

**Y**ou can learn about how to run a business well by figuring out how someone else can manage their business better.

That's the principle behind the Business Consulting Lab at UH Bauer. But it doesn't stop there.

During the spring semester, a team of four MBA students Houston expanded their knowledge of online marketing to show a Houston bakery, with the apt name of Crave Cupcakes, how to find new customers among the many people who are "Googling."

The parameters of the new class started by Steve Koch, an executive professor and director of the Business Consulting Lab, were based on Google's Online Marketing Challenge. The goal of this international competition is to help a business expand using Google AdWords.

Each team had only \$200 to spend on the program that displays ads when a person using Google enters certain keywords. The tiny budget forced the team to find ways to make every dollar count by digging into how Crave Cupcakes markets its sweets and what keywords people

enter when looking to find the shop online.

The result was about 20,000 impressions — the number of times ads were displayed on a Google search page — and 386 potential customers, said Victor Cintron, a part-time MBA student who is manager of Demand Side Development eCommerce for Academy Sports & Outdoors.

One thing revealed by the study was the power of its name. The searches showed the vast majority of those looking for it online did so by typing in just one word: Crave.

One member of the team, Danny Gavin, an MBA student, went to the shop to offer personal advice on using AdWords to draw in people who have never heard of Crave Cupcakes, which will be opening a second shop this summer.

"They gave us a crash course on using AdWords," said Elizabeth Harrison, one of the three partners who owns Crave Cupcakes. "We felt fortunate that they chose to work with us."

# Alumni Swing into Summer, Drive Scholarships with the 2010 Ted Bauer Golf Classic

The Bauer College Alumni Association golfed for scholarships at the 2010 Ted Bauer Golf Classic at Champions Golf Club, an annual event presented by Select Asset Management, LLC.

Each year, teams of UH Bauer alumni golf in foursomes to raise funds for student scholarships and encourage participation in the Bauer Champions Scholarship Campaign. This year, the event raised more than \$50,000 in student funds with record turnout from players, sponsors and volunteers.

Among the generous sponsors who made the event possible, Margaret (Pegi) Ivancevich paid tribute to her late husband John (Jack) Ivancevich, a renowned professor and former dean, by sponsoring a team in the 2010 Ted Bauer Golf Classic, "Remembering Jack."



## UNIVERSITY of HOUSTON

### Plan a gift that will **CHANGE LIVES**, beginning with yours.

Leaving a legacy — it's about giving back, investing in the future, and enriching the lives of others. Join the growing number of alumni, faculty and friends who are leaving their legacy at the University of Houston with a bequest that will support:

- UH Bauer College New Facilities and Buildings
- UH Bauer College Students
- UH Bauer College Faculty
- UH Bauer College Programs

Contact the Office of Planned Giving to learn how you can shape the university's future through a gift in your will and become a member of the *1927 Society*.

## UNIVERSITY of HOUSTON

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*This information is not intended as legal advice. Please consult your CPA or attorney.*



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