

Inside Bauer

OPEN, ENERGIZING AND GREEN CEMO HALL TAKING SHAPE

As Construction Progresses, Green Architectural Features Distinguish Cemo Hall

An urban educational showplace that utilizes numerous green building materials and techniques will help the University of Houston C. T. Bauer College of Business keep pace with enrollment growth and offer students the latest architectural features designed to enhance learning.

As Bauer programs have grown in numbers and stature, the college's physical footprint has endeavored to keep pace. But with one construction project winding up, and another in the works, that's about to change.



Cemo Hall is the University of Houston's newest building, a natural light-filled building with energy and cost-saving features, which is expected to anchor future growth on the northeast side of campus.

Michael J. Cemo Hall, the first UH building to be constructed according to Leadership in Energy and Environmental Design (LEED) standards of the U.S. Green Building Council, is the latest of four construction projects to be built near Bauer's Melcher Hall (Calhoun Lofts apartment complex is now open, a large parking garage will open this year, and a third classroom building will soon be under construction). Cemo, a natural light-filled building with energy and cost-saving features, is expected to anchor future growth on the northeast side of campus.

LEED is the accepted standard for measuring building sustainability, and the U.S.G.B.C. awards platinum, gold, silver and bronze certifications. Cemo Hall is expected to earn the silver designation, said Theodora Batchvarova, an architect with BNIM, an architectural firm heading up the Cemo Hall project. BNIM has offices in Houston and Kansas City and has been named an international leader in sustainable building.

Even before construction began, UH President Renu Khator had singled out the building as a symbol of the university's aspirations. "It should be very special to us all and something

Continued on page 7

IN THIS ISSUE • CEMO HALL • ALUMNI ANNUAL MEETING • BREAKFAST WITH CHAMPIONS
• STUDENT SUCCESS • PHOTO FINISH • MEET NEW FACULTY

GOLDEN, GLOBAL COUGARS TAKE BCAA MEETING STAGE

Alumni Spirit and Cougar Pride Abound at Record-Setting Alumni Annual Meeting

More than 300 alumni attended the Bauer College Alumni Association annual meeting Aug. 20, bringing together some of the college's most recent and most revered alums for a celebration of Cougar pride. The attendance set a new record.

The gathering included commendations for numerous alums and supporters who have helped Bauer grow in stature.

Dean Arthur Warga told the crowd about the newest building to be constructed for business students, a four-story, 111,000 square foot building that will house an executive education program and the Cyvia & Melvyn Wolff Center for Entrepreneurship.

"Thinking back to when I first became dean, it's amazing how the college has grown," Warga said. Dean Warga told alumni that their support has made a big difference in his ability to strengthen Bauer and boost the college's stature.

Warga said Bauer is the first college at UH to apply to receive grant money that the state legislature recently made available.

"Thanks to (Associate Dean) Bob Casey and his team, we're the first ones

Continued on page 8



Dean Warga, left, congratulates CNPC's Dongjin Wang, one of 32 new MBA graduates from Bauer's Global Energy Executive MBA program in Beijing.

BREAKFAST WITH CHAMPIONS

The Bauer College Alumni Association has held inspiring monthly networking breakfasts for the past two years, drawing large numbers of alumni, corporate partners and supporters. The tradition is set to continue into the fall as the organization plans to host some of Houston's most engaging business leaders as speakers in September, October and November at the Houston City Club.

To RSVP, visit www.mycougarconnection.com.

SEPTEMBER 17, 2009



Oliver Luck
*President and General Manager,
Houston Dynamo*

Oliver Luck is the President and General Manager of the Houston Dynamo, a Major League Soccer franchise that won back-to-back MLS Cups during its first two years. Before his work with the Dynamo, Luck served as the CEO of the Harris County-Houston Sports Authority and oversaw operations at Minute Maid Park, Reliant Stadium and the Toyota Center.

OCTOBER 15, 2009



Bruce Broussard
President and CEO, US Oncology

Bruce Broussard (MBA '89) is the Chairman and CEO of US Oncology, one of the nation's largest cancer treatment and research networks. Broussard joined US Oncology in August 2000 and was appointed president of US Oncology Holdings and US Oncology and served as CFO of each company until 2006. He began serving as CEO in 2008.

NOVEMBER 19, 2009



Jamey Rootes
President, Houston Texans

Jamey Rootes is the president of the Houston Texans, a National Football League team. Since joining the Texans, Rootes has overseen the team's efforts to secure stadium naming rights and sponsorship, engineered the club's successful ticket and suite sales campaigns, and led the creation and launch of the team's identity.

'AISLE' BUY THIS ONE

ENTR Junior Studies Shoppers

To some, a grocery store is a place to pick up items to stock a pantry or whip up a meal, but to entrepreneurship junior Ashley Hurst, it's the ideal setting for research.

Hurst, who is also majoring in nutrition, is a student in the Cyvia and Melvyn Wolff Center for Entrepreneurship at the UH Bauer College of Business. She was the college's only student to receive a University of Houston Summer Undergraduate Research Fellowship (SURF-UH) for 2009. The program provides funding for UH sophomores, juniors and seniors to participate in focused, full-time research over a 10-week period under the direction of university faculty.

Hurst worked with Clinical Professor Jacqueline Kacen and James Hess, C. T. Bauer Professor of Marketing Science and marketing Ph.D. coordinator, on a project to understand the factors that lead to shoppers' impulsive purchasing decisions, planned purchasing decisions or decisions not to buy a product in the supermarket.

She participated in research meetings discussing the recruitment of participants, the collection of data and the analysis of the data. Hurst also conducted in-store observations of research subjects.

"Ashley's intrinsic motivation and enthusiasm to understand consumers' dietary decisions make her a valuable member of the research team, and her warm and engaging personality helped to make the shoppers feel at ease having a research assistant shadow them while they shopped," Hess said.

Hurst shadowed 20 shoppers four times each and noted the direction they took in the store, things they looked at and purchased and the things they looked at but didn't buy. Participants were also given a questionnaire to describe their mood and emotions during their trip to the grocery store.

Hurst added that not only will the information gathered during the project help grocery stores in how they set up displays and marketers in how they market their items, but the data will help her understand how shoppers consider nutritional concerns in the grocery store setting.

As an entrepreneurship student, Hurst is in the process of starting her own business, Wellness by Design. The nutrition/exercise consulting business will consist of a team of experts who develop wellness plans for corporations to help them reduce health costs.

"I've always had an interest in grocery shopping," Hurst said. "It's about understanding the client and how they operate. Once they get to know themselves better, they can do a better job."



Entrepreneurship/nutrition junior Ashley Hurst's summer research project with two UH Bauer faculty members focused on consumer behavior at grocery stores.

SPIRIT OF VOLUNTEERISM MOTIVATES UH ALUMNI

Alumni rolled up their sleeves on a Saturday morning in June to give back to the community through the Bauer College Alumni Association's first-ever Alumni Day of Service.

The group donated their time to the Houston Food Bank, a private non-profit organization that works to feed nearly 500,000 people across the city each year. Extending the group's reach into community service makes sense, said David Flores (MBA '03), the alumni association's incoming president.

"The (BCAA) board is focused on giving back to our alma mater. It was an easy decision for the Bauer alumni to begin what we hope will be a long-standing tradition of giving back to our school and to our community" he added.

One alumnus was instrumental in shaping the details of the event. Richard Orellana's ('96) strong background and passion for volunteering made him the perfect candidate to spearhead the event, Flores said.

"Volunteerism transcends many of the challenges faced by other types of alumni events," Orellana said. "Volunteerism brings together people who are very unique individuals with the common goal of serving others."

The alumni association chose the Houston Food Bank as the recipient of its first Day of Service for many reasons, including its family friendly atmosphere, which allowed alumni to bring children as young as eight to volunteer alongside



Volunteering was a family affair at the Bauer College Alumni Association's first-ever Alumni Day of Service, held in June at the Houston Food Bank.

their parents.

"In addition, the Houston Food Bank was selected since it touches so many lives and serves approximately 80,000 people per week through churches, community food pantries, soup kitchens, shelters for the homeless, abused and elderly, and nutrition sites for children in the greater Houston area," Orellana said.

Visit www.baueralumni.com for more information on BCAA events.

BETTER PREPARATION FOR TIGHT JOB MARKET

Fall Events Planned to Give Students Edge on the Competition in Career Search

The uncertain economic climate nationwide has many recent college graduates and students who are preparing to graduate worried about their job prospects. But the right amount of preparation could be the deciding factor in who's hired, says UH Bauer College Assistant Dean for Career Services Jamie Belinne.

"It's a competitive market right now, but there are still jobs available," she said. "In this kind of economy, it will be very small and subtle differences that decide who gets the job and who doesn't."

In order to arm students with all the necessary tools to impress potential employers, the Rockwell Career Center at UH Bauer has planned a full slate of networking mixers, résumé workshops and a career fair for Fall 2009.



"We're doing everything we can to make sure our students are the best prepared and best connected students on the market," Belinne said. "These events are focused on carefully fine-tuning our students' skills and networks—to make the job search process less overwhelming and frightening so our students can see better results from their efforts."

Every fall and spring semester, Rockwell Career Center holds a variety of events designed to prepare students for their job and internship searches. Many students attend multiple career fairs and interview and résumé workshops before entering the job market.

For a schedule of upcoming events, visit the Rockwell Career Center web site at www.bauer.uh.edu/career.

Photo Finish

EVENTS, CONFERENCES AND HAPPENINGS AT UH BAUER

Cougars on the Prowl



Billy Tilotta ('96) and his son Bryce showed their Cougar pride on a recent trip to Asturias, Spain, on a cliff overlooking Playa Aguilar. The Asturias region is located off the northern coast of Spain

and is known for its delicious seafood, many cheeses and friendly people.

Tilotta was recently promoted to Partner with Hein & Associates, LLP. He consistently returns to Melcher Hall to participate in advising, mentoring and recruiting Bauer College accounting students. Hein & Associates now boasts 17 Bauer College alumni in its Houston offices. Tilotta is also an avid fan of Cougar sports and can be seen at football and basketball games on a regular basis.



Khator Welcomes New, Returning UH Cougars

University of Houston President and UH System Chancellor Renu Khator surprised an auditorium of undergraduate students in Professor Keith Cox's marketing class in August, giving an inspiring and energetic speech to welcome them to the new semester.

"You are the energy; you are the life of this campus," Khator told the students. "Without you, we are not a university."



Renu Khator (center) with Bauer Dean Arthur Warga (right) and Associate Dean for Undergraduate Studies Frank Kelley during her trip to Melcher Hall.

UH Bauer Alumni Hit the Green for Scholarship Green



Held on May 18 at Champions Golf Club in Houston, the 2009 Ted Bauer Golf Classic raised funds for student scholarships at UH Bauer. The event was part of the Bauer Champions Scholarship Campaign, which has a goal of raising \$100,000 or more to benefit students.



Cap & Trade Conference Gauges Legislative Impact

Energy company executives, attorneys, state agency representatives and others were among those who attended an executive education session presented by the University of Houston Global Energy Management Institute (UH-GEMI) and Center for Environment, Energy and Natural Resources (EENR), "Cutting through Cap and Trade," July 20 at the UH-Hilton Hotel.

The conference was led by Professor Praveen Kumar (center), Director of UH-GEMI and Chair of the Department of Finance, Professor Craig Pirrong (right), Director of Energy Markets for GEMI, and Victor Flatt, GEMI Distinguished Fellow and former UH Professor and Director of EENR (Flatt is currently Distinguished Professor in Environmental Law at the University of North Carolina-Chapel Hill Law School). The three spoke about the intersection of climate change, environmental law, and emissions and commodity trading, analyzing the potential implications of the American Clean Energy and Security Act (ACES).



Executive Professor Steven Koch and Janet Gurwitch shared marketing tips at a recent EMBA event.



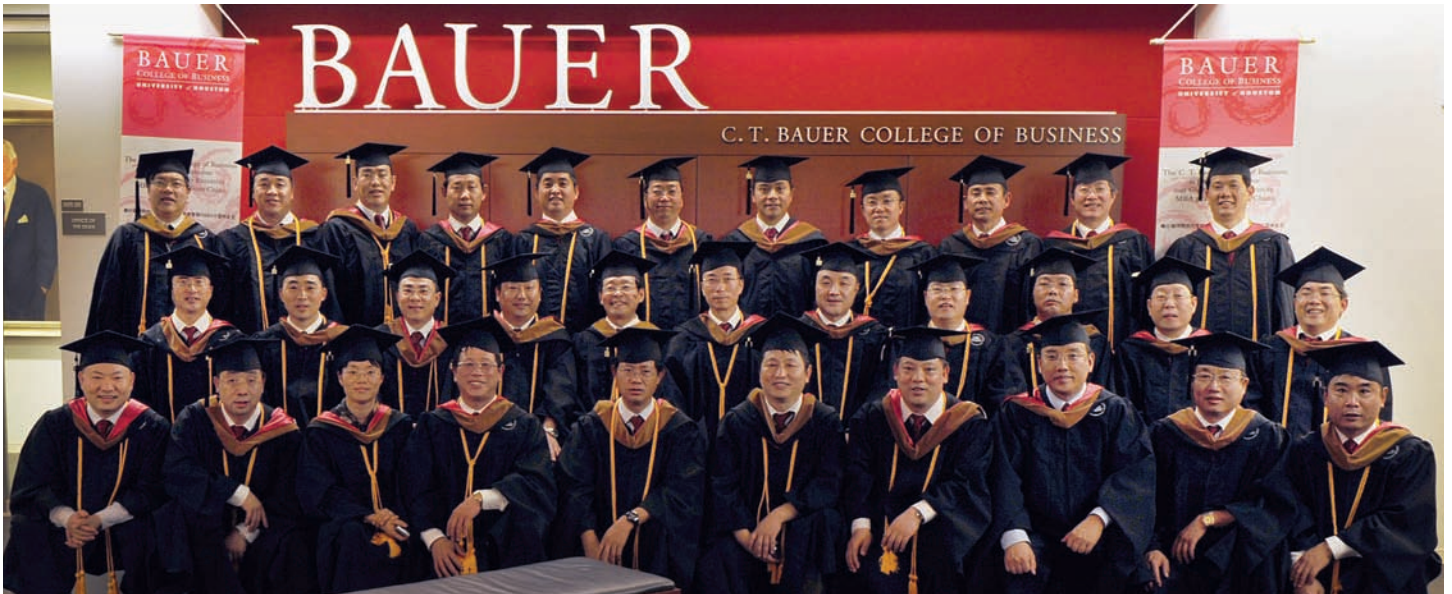
Marketing Experts Offer Advice, Anecdotes in EMBA Classroom Discussion at UH Bauer

The key to launching a brand in a lagging economy is to find a product or service that caters to a niche market of loyal customers, marketing experts said in a lively panel discussion in August that drew a sold out crowd to Bauer College.

The event, "Marketing and Brand Management in a Down Economy," was organized by the Bauer EMBA program as part of its biannual series of panel discussions for students and alumni.

Speakers included Steven Koch, an executive professor at UH Bauer with more than two decades experience in senior management marketing positions at firms such as Pennzoil-Quaker State, Sega and Coca-Cola Foods, and Janet Gurwitch, former CEO and founder of Laura Mercier Cosmetics and Skincare.

Executives from CNPC Travel to Houston to Receive Global Energy Executive MBAs

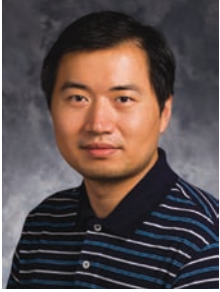


Senior executives from one of China's largest energy companies traveled from Beijing to receive their Global Energy Executive MBA degrees from Bauer in late August.

After completing the bulk of their coursework in Beijing with Bauer instructors, senior executives from China National Petroleum Corporation (CNPC) finished up classes in Houston and then graduated in a ceremony presided over by Jerald Strickland, Assistant Vice Chancellor for International Studies, also a former UH Provost, and Bauer Dean Arthur Warga.

The students are among 177 students from CNPC and energy giant Sinopec who have completed the GEMBA program since it began two years ago. CNPC has over 1 million employees and is perhaps the largest corporation in the world.

Renowned Researchers Join UH Bauer Faculty



Rex Du



Kris Jacobs



Carla Jones



Yi Liu



Vanessa Patrick



Jinyoung Park Wynn

Bauer has added seven new faculty members to its ranks for the fall 2009 semester, including several renowned researchers and talented professors.

Rex Du is an associate professor in the Department of Marketing & Entrepreneurship and received his Ph.D. in marketing from the Fuqua School of Business at Duke University. His research interests are in the areas of customer relationship management, retail category management, marketing metrics and performance evaluation, household consumption and financial portfolio, database marketing and new product diffusion and sales forecasting. In early 2009, Du was recognized by the Marketing Science Institute as an MSI Young Scholar, a designation for leaders of the next generation of marketing academics.

Kris Jacobs is a professor in the Department of Finance, previously on the faculty at McGill University. Jacobs received his Ph.D. in finance from the University of Pittsburgh. His research interests include investments, derivatives, credit risk, volatility and asset pricing.

Carla Jones joins the Bauer faculty as an assistant professor in the Department of Management and received her Ph.D. in strategic management from the W. P. Carey School of Business at Arizona State University. Her research interests focus on how the dynamics or relationships among top executives may serve as a resource.

Christo Karuna is an assistant professor in the Department

of Accounting & Taxation and previously was an assistant professor in accounting at the University of California at Irvine. He received his Ph.D. in accounting from the Ross School of Business at the University of Michigan. Karuna's research interests include corporate governance, managerial performance evaluation and executive compensation.

Yi (Vicky) Liu is a visiting assistant professor in the Department of Management. She was a Ph.D. student at Georgia Institute of Technology before coming to Bauer. Her research interests include organizational change, leadership, creativity and multilevel research methods.

Vanessa Patrick is an associate professor in the Department of Marketing & Entrepreneurship. Previously, she was an assistant professor at the University of Georgia. Her research interests include affect (mood and emotions), art and aesthetics, hedonics and luxury branding, and intertemporal issues in choice and consumption. Patrick received her Ph.D. from the Marshall School of Business at USC. In early 2009, she was recognized along with new Bauer faculty member Rex Du as an MSI Young Scholar, and her research on luxury branding was the focus of an article in TIME magazine.

Jinyoung Park Wynn joins the Department of Accountancy & Taxation as an assistant professor. She received her Ph.D. in accounting at Purdue University. Wynn's research interests include financial reporting, corporate governance and capital markets.

Strategic Financial Joins Forces with Bauer



In sponsoring the video news wall at Bauer's Melcher Hall, Strategic Financial Group (SFG) has solidified its strong relationship with the college. From left, shown celebrating the partnership at a gathering in September are John O'Dell, Director of Alumni Development, Bauer College; J.K. McAndrews, President of SFG; Susan Tasson, Recruiting Director for SFG; Dean Arthur Warga, Bauer College.

we should all feel proud of,” Khator said. “Not only because we’ve reached another milestone in our journey toward top-tier national status, but because, similar to the Calhoun Lofts, this project provides visual evidence that we are truly ‘building our future’ at the University of Houston.”

Bauer Dean Arthur Warga said the new 34,000 square foot building will serve as a recruiting tool, as well as give students a first-rate environment in which to learn and lead. The building is named for Mike Cemo ('68), a former UH regent who provided the lead gift for the \$9 million building project.

“Our students’ diversity of viewpoints, passion and hard work continues to inspire faculty, alumni and businesspeople who are engaged with Bauer,” Warga said. “Cemo Hall is emblematic of the growth of our programs and the broad-based support for our students that helps contribute to their success.”

Some of the state-of-the-art features at Cemo will include:

- Auditorium seating with individual thermal controls for personalized heating and cooling.
- Recycled concrete, brick and structural steel with recycled content, much of it obtained locally.
- Occupancy sensors to alleviate wasted energy output.
- An infusion of natural daylight in classrooms and lecture halls which reduces the need for lighting (energy-efficient windows have a Low E coating).
- Paints and other materials that emit low levels of Volatile Organic Compounds, or VOCs.
- A rainwater collection system that may be used to supply a decorative water feature landscape irrigation in the future.
- A low-maintenance design for both the building and landscape, and chemical-free cleaning processes to maintain indoor air quality.
- Construction waste management and recycling.

“We wanted to use materials that improve the quality of the environment, which in turn contributes to everyone’s efficiency,” Batchvarova said. “One unusual thing is that we are trying to bring in daylight in all areas — certainly in the offices, but in the auditoriums as well. There have been numerous studies that show the presence of natural light boosts productivity and helps improve the education process, and it is a major design feature of this building. And, especially in such a large building, it will result in lower energy costs when you don’t have to use light fixtures as much.”

Cemo will house the Rockwell Career Center (RCC),



Construction of Cemo Hall has gone vertical, with steel frames erected for the building and lecture hall.

“Cemo Hall is emblematic of the growth of our programs...”

Arthur Warga
Dean, Bauer College

Bauer’s Global Business Minor program and more. Jamie Belinne, Assistant Dean for Career Services and Executive Director of RCC, said the new environment will provide much needed space for interactions between students and potential employers — as well as enhance student experience as they explore professional options with advisers.

“I think we’ve all been in a dimly lit classroom with poorly circulated air, and it doesn’t help you learn — or perform — to your potential. This will be something entirely different,” Belinne said.

“This is going to give us space to connect with local employers on-site, which is something they have been asking for,” she added. “We will have 18 state-of-the-art interview rooms filled with natural light. We want to make students as comfortable as possible, and this is going to help us be able to do that.”

The ambiance and privacy that will be available in the new building may also lead to a more stress-free experience for students, Belinne said.

“Career services can be one of the most frightening places to be on a campus because you’re getting ready to go into the real world,” she added. “When you are in a building like this one, which is designed to be open and energizing, that has to have an impact on reducing stress, on making students feel comfortable. Another challenge we’ve had is being in an open cube environment. It’s not an easy thing to get someone to talk about their dreams, their fears, their aspirations, when they know the person in the next cubical can hear them. We are going to be able to increase their comfort level, to have an open, positive feeling. You want an environment that helps minimize stress, and that’s what will be available to us in the new building.”

Alumni Meeting *continued from page 1*

(at UH) to come in with an \$1 million gift from the Bauer Foundation," he said. The state will match 75 percent of the sum, which is to be used for research and/or faculty recruitment and will aid in helping UH attain Tier 1 status.

Warga also thanked outgoing Dean's Executive Board Chairman John McNabb for his support of Bauer.

"John is not a Bauer alum, but he loves this city so much, and like Ted Bauer, has come to love what we're doing at Bauer. He has helped us gain tremendous support within the business community."

Warga also introduced one of Bauer's newest alums, Dongjin Wang, vice president at China National Petroleum Corporation (CNPC) and one of its top four senior executives. CNPC is a huge Chinese energy corporation with 1.5 million employees. Wang was scheduled to earn his MBA from Bauer through the Global Energy MBA program in Beijing the next day, and came to Houston with several dozen other members of his class for graduation.

"Mr. Wang is thrilled with what we've done for CNPC. It's going to be a fabulous relationship between Bauer and CNPC," Warga said.

"Bauer College is a leader in providing leadership for the energy industry," Wang said. "We have developed a great relationship and hope to make it even stronger in the future."

Wang then extended an open invitation for everyone in

the audience to stop in and visit with their fellow alums if they visit China. "No matter where you are in China, you can always find your alums in CNPC," he said.

Bauer's Golden Cougars, a group of alums who attended Bauer in the '40s and '50s, were one of the many groups and individuals recognized for their involvement.

Bill Sherrill ('50, professor and founder of Bauer's entrepreneurship program), Jack Stalsby ('49), J. W. "Willie" Burns ('58), L. D. Daniels ('62), and Glenn ('68) and Judith Lilie ('95) were honored, and took a moment to share their thoughts about the importance of Bauer alumni support.

"Supporting this university is important, not just because you're an alum, but for the success of the community," said Glenn Lilie. "Every great metropolitan area has a great public university. This college is renowned by many people. It's a great institution and it's something to be proud of."

Casey detailed donor contributions to the college from Sequent Energy Management and Strategic Financial, and called attention to the impact of Bauer Champions, Partnership in Growth and Circle of Honor, and everyone else who gives time or treasure.

Casey told the group, "It's the individual champions — it's each of you — that make the success happen at Bauer College at UH."

"Everything tonight is about new beginnings, new buildings and the path to greatness."



Lifelong Cougar Champions and birthday celebrations took center stage: Glenn Lilie ('68), Judith Lilie (BS '95), Willie Burns ('58), L. D. Daniels ('62), Bill Sherrill ('50) and Jack Stalsby ('49).