

UNIVERSITY of **HOUSTON** | BAUER

NUMBER
ONE
IN THE NATION

Sales
Energy
Accounting
Supply Chain
Entrepreneurship
Leadership
Marketing
Research
Finance
MIS

Inside Bauer

Volume 2, Number 1

ON THE COVER:

Now in the second decade of Charles T. "Ted" Bauer's historic \$40 million gift, Bauer College has transformed business education in the city of Houston and beyond. In the past year, the college along with its students and faculty have reached national (and even global!) recognition as the very best.



Page 7 BY THE NUMBERS:



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MISSION STATEMENT

The mission of the C. T. Bauer College of Business at the University of Houston is threefold: to create and advance knowledge that will shape and address new business realities, to provide a challenging learning environment through a rich variety of pedagogical approaches, and to prepare our students for effective and responsible business leadership worldwide.



CONTENT

- Remembering Arthur Warga.....1
- A Letter from the Dean.....2
- New Faculty Bring Industry Expertise,
Innovative Research.....3
- Pirrong Named to Chicago Fed's Working
Group on Financial Markets.....4
- Trending Now: Professor Rex Du.....4
- Bauer Team Tops Google 2011 Global
Online Marketing Challenge.....6
- Bauer Students Leading the Way in
Competitions and Community.....7
- Graduate Real Estate Program a
"Game Changer" for Houston.....9
- WCE Ranked #1...Again!.....10
- CougarPitch:
The WCE's Elevator Pitch Competition.....11
- UH Bauer Energy Programs: Covering the
Entire Spectrum of Customers.....12-13
- PES Team is #1 in the U.S. at the National
Collegiate Sales Competition.....14
- SEI Announces Top 15 Alumni at
Anniversary Celebration.....14
- BOLD Initiative Engages the Community.....15
- Students Get Peek into Business World.....16
- Opportunities All Around:
Fall 2011 Business Career Fair.....17
- Bauer Dreams Big:
Record-Setting Alumni Meeting.....18
- Alumni in Action.....19
- A "Transformative Era" in Energy—Distinguished Leadership
Series presented by AGL Resources.....20
- Mark Your Calendar for Bauer Energy Events.....21

Remembering Arthur Warga

Arthur D. Warga, the Judge James A. Elkins Professor of Finance and former dean of the University of Houston C. T. Bauer College of Business, passed away on Sunday, Aug. 7, 2011, at the age of 58, after a lengthy and valiant battle with brain cancer.

Warga led UH Bauer through a transformative decade as dean from 2001 until early March 2011, when he stepped down from the position. He took on the role shortly after AIM Investments co-founder Charles T. “Ted” Bauer gave the college \$40 million, which coupled with his leadership, brought in additional faculty and expanded programming and led to a strong relationship with the local business community along with national rankings and recognition.

“The accomplishments of Professor Warga’s life and the grace with which he handled challenges are truly an inspiration — from his efforts to raise the profile of the Bauer College of Business to battling cancer — and he handled all this with professionalism and poise,” said UH System Chancellor and UH President Renu Khator.

We have lost a valuable colleague and great friend. He will be greatly missed.
Michael J. Cemo (BS '68)

Bauer College and the University of Houston have lost an internationally prominent scholar and a great leader. The Bauer College made great strides under Arthur’s visionary leadership; with his deep commitment to research excellence and corporate and social relevance, Arthur took the Bauer College to a whole new level. His imprint will be seen for a long time in Bauer’s top-quality faculty, and world class centers of excellence and programs. We will miss him deeply.
Praveen Kumar, Ph.D.

Although many of us associated with the Bauer College of Business will remember Arthur for his successful decade as our Dean, it is important to also recognize that he was a well-established, world class scholar before accepting this administrative position. Arthur’s passion and persistence truly is commendable. His vision to elevate our college pulled him from his position as a chaired professor and placed him in a challenging, dynamic new role.
Michael Ahearne, Ph.D.

I’m happy for you, Arthur. You lived a rich and meaningful life and you lived it to the fullest. You were able to share a unique happiness with your life’s partner, Penny. You were able to see your three sons develop into the kind of men you could admire. And you were able to see the school you loved so much flourish under your leadership to a position of national prominence. Perhaps your departure was premature in the eyes and hearts of so many of us, but your legacy will be everlasting. What more could you have asked for? Rest now in peace, my friend. You will live on in our fondest memories.

Melvyn Wolff ('53)



Read more at www.bauer.uh.edu/warga

UNIVERSITY of HOUSTON

C. T. Bauer College of Business
Office of the Dean

Greetings,

Here at the Bauer College, we speak often of excellence and expecting the very best from our students, faculty, staff, alumni and corporate partners. As important as it is to talk about this expectation, it is as critical, and perhaps even more so, that we understand how to define excellence.

What is excellence for those of us at Bauer?

Excellence is having Google name a team of four of our female MBA students global champions of their Online Marketing Challenge, with more than 35,000 students in 4,429 teams from 68 countries competing.

Excellence is being ranked for the third time in five years the leader in the U.S. in entrepreneurship education by The Princeton Review, one of the country's premier ranking surveys for colleges, and *Entrepreneur*, a top business publication.

These recent accolades provide just a snapshot of the success stories found at the Bauer College. But excellence here can be defined in other ways, as well.

Our faculty and staff who show their dedication to our mission through their long hours of work and passion for their roles. Our alumni who come back to campus to mentor current students and share what they've learned along the way. Our partners who help us realize our vision for expanded learning space, innovative course offerings and engaging events. The word "excellence" is a fitting description for all of these groups.

I will leave you with another example of what we have achieved and what we continue to strive toward at the Bauer College. Excellence was embodied by Arthur Warga, who served as dean of Bauer from 2001 to 2011 during our most transformative period and passed away on Aug. 7, 2011, after a valiant battle with cancer.

The common theme under Arthur's leadership was his refusal to accept mediocrity. What really mattered was the quality of learning and who really mattered were students. If we can allow those thoughts to inform our actions going forward, then I know we will honor Arthur Warga's legacy of excellence and everything he lived for.



Latha Ramchand, Ph.D.
Dean, C. T. Bauer College of Business
University of Houston

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Visit Dean Ramchand's blog at
<http://blogs.bauer.uh.edu/deansblog> or
follow her on Twitter @UHBauerDean



NEW FACULTY—Standing, left to right: E. Powell Robinson, Ken Jones, Funda Sahin, John McNabb and Hesam Panahi. Seated, left to right: Michael Neel, Yun Fan, Giorgio Sertsios and Kiran Parthasarathy. Not Pictured: Hitesh Doshi, Seshandri Tirunillai

NEW FACULTY BRING INDUSTRY EXPERTISE, INNOVATIVE RESEARCH

UH Bauer added 11 new faculty members this year—a group that includes academic researchers as well as industry veterans.

“As Houston’s business school, it is important that we have a strong, world-class faculty so that we can have our students learn from some of the best,” said Dean Latha Ramchand.

HITESH DOSHI — Doshi is teaching FINA 4320: Investment Management this fall. Doshi has a Ph.D. in Management from McGill University in Quebec, an MS in Electrical Engineering from the University of Houston, and a BS in Electrical Engineering from L.D. College of Engineering in India. He has worked as a junior quantitative analyst in a proprietary trading firm in Chicago.

YUN FAN — Fan is an assistant professor in the Department of Accountancy & Taxation and will teach ACCT 2331: Principles of Financial Accounting next spring. Fan’s research interests are in the areas of financial accounting, with a special focus on how accounting information affects various groups of users. Her work has appeared in several academic journals, including *The Accounting Review*.

KEN JONES — Jones received his MBA from the University of Houston and has had more than 25 years of experience creating, building and selling businesses. Jones is the associate director for the Wolff Center for Entrepreneurship. He has had success in areas of entrepreneurial development, management consulting, software development and implementation, and e-business creations.

JOHN MCNABB — McNabb joins Bauer this fall as Bauer Executive Professor. He will teach in the Global Energy Executive MBA program in Houston, Dubai and Beijing, and in the Executive Leadership program for Energy Executives.

MICHAEL NEEL — Neel is an assistant professor for the Department of Accountancy & Taxation and will teach ACCT 3367: Intermediate Accounting 1 next spring. Neel’s research interests include financial reporting, with an emphasis on the impact of legal institutions, standards and information intermediaries on firms’ financial reporting environments and the relationships of those environments across firms, international accounting and share-based compensations.

HESAM PANAHI — Panahi is a clinical assistant professor for the Department of Decision & Information Sciences and is teaching

MIS 3370: Information Systems and Development Tools and MIS 3376: Business Applications of Database Management Systems this fall. Next spring, Panahi will teach Bauer’s first mobile applications development course.

KIRAN PARTHASARATHY — Parthasarathy is a clinical assistant professor for the Department of Finance and is teaching Introduction to Financial Accounting this fall. Parthasarathy’s research interests include Capital Markets Research focusing on the principle of accounting conservatism, debt markets, IFRS and corporate governance.

POWELL ROBINSON — Robinson is a professor in the Department of Decision & Information Sciences and will be teaching Operations and Supply Chain at the MBA level and Distribution and Inventory Control at the undergraduate level next spring.

FUNDA SAHIN — Sahin teaches SCM 4397: Logistics Management and SCM: 4362 Supply Chain Control Systems in the Department of Decision & Information Sciences this fall. Sahin’s area of expertise is in logistics and supply chain management. Her research interests include supply chain coordination, IT management in supply chains, business logistics, operations management, and inventory planning and control, and transportation and distribution network design.

GIORGIO SERTSIOS — Sertsios is an assistant professor for the Department of Finance and is teaching FINA 4330: Undergraduate Corporate Finance this fall. His research interests are in corporate finance and industrial organization. Sertsios has a Ph.D. in Economics from the University of Maryland and an MA in Economics and a BS in Business and Economics from the Universidad Catolica de Chile.

SESHANDRI TIRUNILLAI — Tirunillai will be teaching Strategic Internet Marketing next spring. Her research interests include social media, advertising, product quality, time series and dynamic analysis, program evaluation, statistical learning and computational statistics.



Pirrong Named to Chicago Fed's Working Group on Financial Markets

FINANCE PROFESSOR CRAIG PIRRONG, a nationally regarded expert on commodities and derivatives, was named to the Federal Reserve Bank of Chicago's Working Group on Financial Markets in April.

The prestigious appointment speaks to Pirrong's growing reputation as an expert on energy markets. "Craig is a great example of a Bauer College faculty member who is sought after by the community and industry for their knowledge and expertise in a particular area," says Dean Latha Ramchand. "Our faculty exemplifies the Tier One level of excellence found on campus."

Pirrong, who is the Energy Markets Director at Bauer's Global Energy Management Institute (GEMI), is frequently quoted by media outlets such as *The Wall Street Journal*, *Financial Times*, *Bloomberg*, *Reuters* and Fox News. His pithy and opinionated musings on financial markets, global energy policy and regulations, international politics, and numerous other topics can be found on his blog, www.streetwiseprofessor.com.

Pirrong's Fall Slate of Speaking Gigs

NEW YORK

Sept. 13 – International Swaps and Derivatives Association (ISDA) 2011 Annual North American Conference

Sept. 14 – Futures Industry Association Conference on The Impact of Dodd-Frank on the Energy Industry (keynote speaker)

Oct. 19 – J.P. Morgan Commodities Conference (featured speaker on Dodd-Frank and the energy industry)

CHICAGO

Oct. 14 – Futures Industry Association Expo 2011 (panel member discussing impact high-frequency trading on markets)

Nov. 17 – Global Derivatives USA Conference

HOUSTON

Sept. 23 – Platts 6th Annual Pipeline Development and Expansion Conference

LONDON

Sept. 20 – ISDA 2011 Annual Europe Conference

WASHINGTON, D.C.

Oct. 7 – Presentation on clearing before the Board of Governors of the Federal Reserve System



**#TRENDING
NOW**



Professor Rex Du

REX DU IS BAUER'S RESIDENT TREND SPOTTER. Recently, the college's Hurley Associate Professor of Marketing has been engaged in helping companies analyze consumer tastes by studying Google search data. His work on using social media to pinpoint business trends won the 2011 Best Paper Award at the American Marketing Association's Advanced Research Techniques Forum.

"Traditionally, businesses looked at all kinds of information indicators, from all kinds of sources, and then they relied on experts, or trend spotters, who used their judgment, their intuition, to sift through all the information data and come up with some predictions of what's going to happen in the future," Du said.

But social media now provides a wealth of information about consumer activities and interests. For example, Du and his co-author found that on average, 75 percent of sales of 38 major U.S. car brands can be explained by seven common trends that drive consumer online searches. "That is an amazing amount," he said.





HIGH FLYING

From athletes to accountants, musicians to marketers,
the University of Houston C. T. Bauer College of Business
gives students the tools to pursue their passions.

Take Gayla Wetz, who earned her bachelor's degree
and is pursuing her MBA at Bauer. She's an entrepreneur
and an artist, a business leader and an aerial acrobat.

UNIVERSITY of **HOUSTON**

C. T. BAUER COLLEGE of BUSINESS

www.bauer.uh.edu

Bauer Team Tops Google 2011 Global Online Marketing Challenge



Jeffrei Clifton, Erin Blatzer, Carolina Thomas and Lauren Davis

When four MBA students decided to enter the 2011 Google Online Marketing Challenge, they knew they wanted to work with a non-profit client. They picked the Houston Symphony, and ended up winning the global competition.

Erin Blatzer, Jeffrei Clifton, Carolina Thomas and Lauren Davis bested more than 4,429 teams from over 68 countries to become the first North American (and only all-female) group to take the overall title. The Bauer team also placed third in the non-profit category, scoring a \$5,000 gift for the Houston Symphony. Dean Latha Ramchand said she found the community service aspect of the project “truly inspiring.”

The Google Challenge was the focus of a spring-semester special projects class taught by Bauer executive professor Stephen Koch, who was using the competition as a teaching tool for the second time. “This is something really, really special for them,” says Koch, who directs the college’s Business Consulting Lab. “I knew we would be in the playoffs, but I didn’t know we would win.”

The team spent its \$200 AdWord budget on a three-week campaign to promote four symphony concerts. “We are equally — or more — excited than the girls on the team,” enthused Glenn Taylor, the symphony’s senior marketing director. The victory gives the Houston institution worldwide exposure, and the class project

yielded a treasure-trove of research that the arts group can use down the road.

The women were cheered at the Aug. 18 Bauer Alumni Annual Meeting, just days after discovering they had won. They were also treated to an all-expenses-paid trip to Googleplex, the online giant’s headquarters in Mountain View, California.

Clifton (MBA ’11) said the win speaks to the excellence of Bauer College. “I think it’s a huge testament to the school and the caliber of the students and professors.”

BY THE NUMBERS: HOW DID THESE BAUER MBAs WIN THE WORLD?


ADWORDS BUDGET

3 WEEK CAMPAIGN
PROMOTING 4  CONCERTS


MORE THAN
35,000 STUDENTS IN
4,429 TEAMS FROM
68 COUNTRIES

BY THE NUMBERS:

myBAUER PRIDE .com

August-September 2011



18,000+

visits to MyBauerPride.com

Number of Coog Paw
pics taken—

466

Over 1,185

...the number of Tweets
from student orgs



Follow @UHBauerCollege

Number of comments on Facebook
from Bauer students...

400+

Bauer Students Leading the Way in Competitions and Community

Finance Association students made up half of the Top 10 in the Houston round of competition in the CME Group Commodity Trading Challenge, with **Francis Dorrego** taking the top spot.

An emerging UH Bauer organization, **Students in Free Enterprise (SIFE)**, was recognized as one of the best in the nation in its first year of existence at the SIFE Regional Championships.

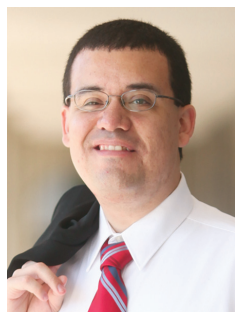
Two teams of **graduate students from the Cougar Fund** were among the best in regional competitions in the spring, placing in the top three spots in both the Texas Investment Program Symposium Portfolio Competition and the CFA Institute Investment Research Challenge.

Bellaire City Council celebrated **graduate students in Praveen Kumar's applied finance projects** course in May for developing an analytical budget tool for the city.

SPRING 2011 OUTSTANDING STUDENTS



Andrew Cobos
Outstanding MBA
Student



Alberto Franco-Fuenmayor
Outstanding EMBA
Student (Program II)



Anthony Giroux
Outstanding MSACCY
Student



Tracy Lalasz
Outstanding EMBA
Student (Program I)



Quyen Thi Do Nguyen
Outstanding MS
Finance Student



BUILDING A LEGACY

Most university real estate programs teach theory.

At the University of Houston C. T. Bauer College of Business, our graduate real estate program gives students the business acumen needed to carve out the residential and commercial spaces that drive the economy.

Our students build places — homes and schools, landmarks and icons.

UNIVERSITY of **HOUSTON**

C. T. BAUER COLLEGE of BUSINESS
Real Estate Program

www.bauer.uh.edu/real-estate

Graduate Real Estate Program a “Game Changer” for Houston

THIS SUMMER, BAUER COLLEGE HONORED SOME OF HOUSTON’S MOST DYNAMIC REAL ESTATE INDUSTRY LEADERS FOR HELPING BUILD THE COLLEGE’S GRADUATE REAL ESTATE PROGRAM. The 24 founding investors contributed more than \$350,000 to fund the program’s expanded initiatives, including a center that aims to serve as a resource to connect the real estate community with students.

“This program will be a game changer for the real estate industry in Houston,” GSL Chairman Welcome W. Wilson said at the late June reception. Wilson, who chairs the program’s executive advisory board, presented each of the founding investors—including Transwestern chairman Robert Duncan and Houston Office Leasing Brokerage Association, Inc. (HOLBA) president Brandi McDonald—with a certificate.

John Walsh, director of the graduate real estate program, was recognized as its “founding father.” “I am so honored and blessed that he is here with us,” said Dean Latha Ramchand.

Walsh has long been a prominent player in Houston’s real estate community. After a career with Exxon’s real estate subsidiary, Friendswood Development Co., he switched his focus to community-based projects, serving as President of the Houston Chamber of Commerce, Mayor White’s Deputy Chief of Staff for Neighborhoods and Housing and Director of Real Estate and Campus Planning for the University of Houston.

“We’re fortunate that the University of Houston and Bauer has accommodated the development of this program and invested funds,” Walsh said, “and we have a very large and diverse crowd of founding investors.”

Former UH System regent Welcome Wilson, Dean Latha Ramchand, and Graduate Real Estate Program Director John Walsh gathered to honor real estate industry leaders for helping to grow and nurture the program.



ONE

WHICH
ENTREPRENEUR
PROGRAM LEADS
THE NATION
AGAIN AND
AGAIN?

FOR THE THIRD TIME IN FIVE YEARS, WCE IS NO. 1 IN THE PRINCETON REVIEW, *ENTREPRENEUR* LIST

On Sept. 20, UH Bauer joined the Greater Houston Partnership, the City of Houston Controller's Office and the UH System Board of Regents to announce that the college's Cyvia and Melvyn Wolff Center for Entrepreneurship again is No. 1 in the list of the Top 25 Undergraduate Schools for Entrepreneurs by The Princeton Review and *Entrepreneur*.



For the full story, visit www.bauer.uh.edu/wce2011

WHAT CITY, COLLEGE AND UNIVERSITY LEADERS ARE SAYING



"It's tremendous to have a college that is as successful as the Bauer College right here in our very own backyard helping us cultivate this important talent that is necessary for Houston to grow as a top 10 global community."

-Jeff Moseley, Greater Houston Partnership President and CEO

"It is no secret to anyone that Houston is a great place to do business — to start a small business, to work collaboratively with business partners, to expand globally."

-City Controller Ronald C. Green (MBA '08)



"This announcement is just one more piece of evidence of the work that the University of Houston is doing."

-Larry Kellner, Greater Houston Partnership Chair



"The number of schools teaching entrepreneurship has grown very rapidly, and there are a lot of good schools doing that now. It's very important for the future of our city and country."

-Dean Latha Ramchand

"The University of Houston is one of the jewels of the crown of the city of Houston. If you want to grab on to a shooting star, grab on to the coattails of the University of Houston because we're going places."

-Nelda Blair, UH System Board of Regents Chair



"We have lots of stories that we can tell of students running successful businesses, thanks to their time here at Bauer."

-Melvyn Wolff ('53),
Star Furniture,
Chairman of the Board





CougarPitch

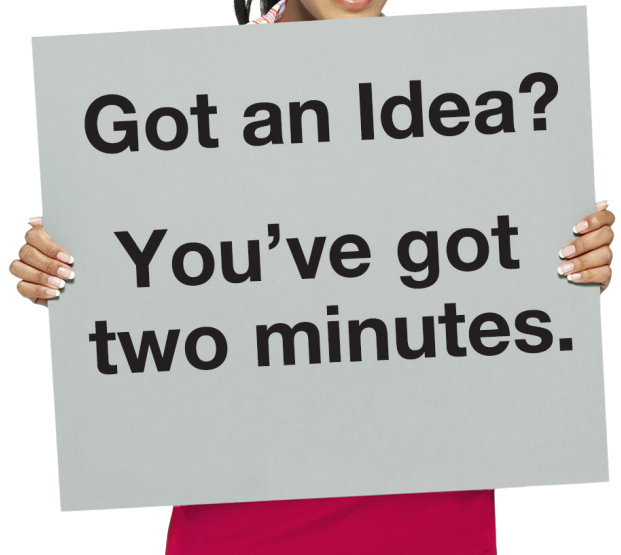
The WCE's Elevator Pitch Competition



Got a business idea you've been wanting to pitch? The Cyvia and Melvyn Wolff Center for Entrepreneurship at the University of Houston C. T. Bauer College of Business would love to hear it.

CougarPitch — an elevator-pitch competition open to University of Houston students, faculty and staff — was announced by Bauer College, home of the nation's top-ranked undergraduate entrepreneurship program. Finalists will compete in an elevator-pitch slam at Melcher Hall on the UH campus.

"At the University of Houston, we think it's very high time that we expand our entrepreneurial efforts well beyond just the Wolff Center for Entrepreneurship," says Ken R. Jones, the center's associate director, "and invite those from all facets and entry levels within the University of Houston system to participate and share an idea."



Distinguished *Entrepreneur Speaker Series*



presents

John C. Sheptor

President and CEO

Imperial Sugar Company

November 10, 2011 at 7 p.m.

University of Houston, Cemo Hall

For more information, call 713-743-4752 or email vvargas@bauer.uh.edu.

UH BAUER ENERGY PROGRAMS: COVERING THE ENTIRE SPECTRUM OF CUSTOMERS

ENERGY BBA UNDERGRADUATE

GLOBAL ENERGY MANAGEMENT
GEM Professional Program
GEM Track
GEM Minor



Courses

- Options and Futures
- Futures and Swaps
- Energy Insurance and Risk Management
- Energy Trading
- Energy Value Chain
- Upstream Economics
- Petrochemical and Refining Economics
- Economics of Energy
- Energy Supply Chain Management



350 The number of UH Bauer students involved in energy-related student organizations

STUDENT ORGANIZATIONS

Students from UH Bauer have the opportunity to network with their peers and hear from industry representatives in professional meetings through a variety of student organizations, including The Energy Association, Finance Association and the Bauer MBA Society Energy Club.



18 courses (undergraduate and graduate) focusing on energy

ENERGY MBA GRADUATE

ENERGY CERTIFICATES

- Economics of the Energy Value Chain
- Energy Finance
- Energy Investment Analysis
- Energy Risk Management



Courses

- Energy Derivatives
- Real Options in the Energy Industry
- Mergers and Acquisitions in the Oil and Gas Industry
- The Energy Value Chain
- Petrochemical and Refining Economics
- Energy Analysis
- Energy Trading
- Competitive Strategy and Real Options in Energy
- New Opportunities for Value Creation in the Oil & Gas Industry
- Alternative Energy Investments
- Oil and Gas Accounting
- Upstream Economics
- Energy Insurance and Risk Management
- Present & Future Carbon Trading

EXECUTIVE EDUCATION

GLOBAL ENERGY EXECUTIVE MBA

Houston, Texas, USA
Beijing, China

In town and across the globe, we are preparing senior executives in the oil and gas industry with the training to bring advanced knowledge to the world's largest industry.

More than **235** senior energy executives from Beijing have earned degrees from UH Bauer's Global Energy Executive MBA program.



EXPERIENCED FACULTY

The professors teaching energy courses at UH Bauer include both academicians who are breaking ground on research and scholarship in the discipline, and industry professionals with decades of experience leading the world's largest energy companies. Our energy faculty are resources for local and national media, as well as industry groups and government task forces and commissions.



NEARLY 300 The number of energy companies actively recruiting UH Bauer students

Program for Excellence in Selling Team is #1 in the U.S. at the National Collegiate Sales Competition

A team of four students from the Program for Excellence in Selling at the University of Houston C. T. Bauer College of Business placed first in the U.S. recently at the National Collegiate Sales Competition held at Kennesaw State University.

Held in early March, this year's competition boasted teams from more than 60 of the top graduate and undergraduate sales programs in the nation, with the UH Bauer team taking the top spot. The team consisted of competitors Rebekah Elliott and Taylor Herbert and team alternates Jozette Bionat and Adrian Sese, all marketing students in Bauer's Program for Excellence in Selling.

"We're ecstatic to bring the NCSC trophy back to UH Bauer for the Program for Excellence in Selling's 15-year anniversary, and we're honored to have been chosen to participate in this remarkable competition," Elliott said. "This is an extraordinary time for the University of Houston, and we are grateful to be a part of it."

The competition required students to prepare a sales presentation for a mock meeting with a buyer lasting 20 minutes, as they were recorded and graded by a judging panel on criteria such as needs identification, approach and communication skills.

"In the competition, we had to utilize every aspect of what we've learned within PES," Elliot added. "After completing such an extensive sales curriculum, any PES student would not only be prepared to come in first at NCSC but also to be competitive in any sales profession."

PES Clinical Professor Amy Vandaveer, who teaches Professional Selling and the career preparatory lab for the program, has coached the NCSC teams from Bauer for the past three years. The drive and ambition of this year's team was there from the start, she said.

"We are so proud of all the hard work the students put into



Students from the Program for Excellence in Selling staked their claim as number one in the nation at the National Collegiate Sales Competition. The team was comprised of (from left) Jozette Bionat, Rebekah Elliott, Taylor Herbert and Adrian Sese.

preparing for the competition," she said. "Their dedication and commitment to bringing home the win for UH was evident from the beginning."

The live selling experience students gain through the PES curriculum was integral to the team's success, Vandaveer said, giving them the ability to think on their feet and pull from real world experience.

"PES has truly given me the ability to develop into the person I am today," Herbert said. "The program gives you an opportunity like no other, from the extensive curriculum, to the opportunity to learn from the best sales professionals out there. I'm very proud to be part of PES and to represent UH Bauer at NCSC, bringing home first place!"

SEI Announces Top 15 Alumni at Anniversary Celebration

The Sales Excellence Institute at the University of Houston C. T. Bauer College of Business marked its 15th anniversary with an event to announce the Top 15 Distinguished Alumni. The group is the first to be inducted into the SEI Alumni Hall of Honor and was selected by a committee based on sales performance, public service in the community and involvement with the program. "We're excited to honor so many terrific alumni and show what a fantastic group of people and a fantastic family we've developed here over the past 15 years," said Michael Ahearne, executive director of SEI.



The Sales Excellence Institute celebrated its 15th Anniversary and inducted 15 alumni into its Alumni Hall of Honor. Pictured here from left to right, top row are Alim Hirani, Marcus Smith, Christin Taschery, Marek Crabbs, Adam Rapp, Markus Tolson, Travis Bruns, Rafael Carrasco, Gersson Rosas. In the bottom row are Marie Huynh, Mary Yu, Edith Botello and Tatiana Chavanelle. Not Pictured : Chad Dziedzic, Kevin Laudadio, Steven Chiara

BOLD Initiative Engages the Community

Bauer's Undergraduate Business Programs has established the Bauer Outreach for Leadership Development (BOLD) Initiative, a college access program focused on motivation, awareness, and readiness. The initiative provides young students easy-to-access resources where they can find everything they need about their college of choice, plus a basic understanding of leadership, networking and college life.

ACAP — The National Association of Black Accountants at UH Bauer hosted Accounting Career Awareness Program (ACAP) on campus in July. ACAP is a one-week summer residency that introduces high school students to accounting and other business careers.



SKILLS FOR LIVING — Skills for Living (S4L), a Houston-based non-profit organization dedicated to promoting financial education among low and moderate-income families in the greater Houston metro, held its Leadership Development Institutes (LDI) at UH Bauer in June. The LDI is a series of workshops designed to help graduates of the Game of Real Life, a rigorous 16-hour reality simulation game for high schoolers, move onto the next step of developing their leadership and critical-thinking skills.

HOUSTON LEADERSHIP FOR TOMORROW — The college hosted Houston Leadership for Tomorrow, a program dedicated to helping Houston's best and brightest African American, Hispanic and Native American high school students reach their potential through leadership development programs, in June. The program begins in the summer before senior year with an eight-day leadership summit where students participate in workshops, seminars, dialogues and learning journeys designed to develop their leadership skills.



STEP — Students from Cullen Middle School visited the UH campus as part of Bauer's college-outreach program led by Bauer staffer Joyce Williams. The sixth and seventh graders in the Stars of Tomorrow Excellence Program (STEP) got to spend the day as UH students. Williams and her team led them through a bit of campus life — peeking into classes, eating in the Moody Towers cafeteria, taking a look at the dorms, and touring the campus. "A lot of them have not stepped foot on a college campus before," Williams said. "The majority of what they know about college is from TV."



Houston Area High School Students Get a Peek into the Business World

A select group of 25 high school students from all over Houston was recently given the opportunity to experience the Houston business community through the Bauer Summer Business Institute (BSBI) held by the Bauer College Office of Undergraduate Business Programs.

“The main focuses of the BSBI are business education and community outreach,” Assistant Director for Outreach Leslie Killian said. “Bauer College puts a high priority on giving students, both prospective and current, many opportunities for hands-on learning, and our outreach programs are no exception.”

The BSBI is a three-day event designed for high school juniors and seniors to develop leadership skills, set goals for their future (both personal and professional), and discover their future career through classroom instruction, real-world training site visits, and networking.

“We give the students a chance to see our campus and all that we have to offer them as visitors and possibly as future students – a world class business education in a world class city,” Killian said. “It’s a win-win for the university, the college, the students, and their parents. We’re very excited about the city-wide interest in what we’re doing and the direction the camp is going.”

BAUER STUDENTS GET INVOLVED

Killian was assisted by a team of Bauer student volunteers, called BSBI Camp Counselors, which consisted of both undergraduate students and alumni.

“I was very excited to be a part of the BSBI because I think this is a great way to stay connected to the university as a recent graduate,” recent graduate Sarayu Sundar said. “I missed being a part of the school so coming back has been the highlight of my summer.”

REAL-WORLD LEARNING

The BSBI featured three workshops led by Bauer faculty. The first, a goal setting, planning, and motivation workshop led by

insurance and risk management professor Mack Rogers, got the young students to start thinking about their future and what they hoped to achieve.

The students also attended workshops on leadership development and another on career planning, led by Rockwell Career Center faculty Tommy Doss and Jamie Belinne.

“The energy and enthusiasm of the high school students as well as the current Bauer students was so exciting to be around,” Belinne said. “They reminded me of the many reasons why I love teaching and why I love Bauer. I hope my son will be able to participate in the Bauer Summer Business Institute once he gets closer to graduation!”

Along with the workshops, the students were taken on visits to various businesses around Houston. They were given a behind-the-scenes look at the Houston Rockets and attended a panel featuring various Rockets business and marketing personnel. The group also toured the BPP trading floor and the Federal Reserve Bank, as well as retail businesses Lexis Florist and Kuhl-Linscomb.

CAMPERS SPEAK OUT

“The camp was a great experience,” Strait Jesuit High School senior Justin Wilson said. “I learned how businesses run, how to work in business, and the skills it takes to run a business. The camp has persuaded me to go to business school.” One of the most talked about and inspiring portions of the camp was when students had a chance to meet successful entrepreneurs – people who, not unlike them, started off with a few good ideas.

“It’s been an amazing experience,” Episcopal High School senior Olivia Tezel said. “I’ve benefited so much from meeting people in the business world and seeing how diverse studying business is and all the ventures I could go into. It’s definitely affirmed my belief that I should go to business school. I’m really excited and I had such a great time.”

OPPORTUNITIES ALL AROUND FOR BAUER BUSINESS STUDENTS

UNIVERSITY of HOUSTON

C. T. BAUER COLLEGE of BUSINESS
Rockwell Career Center

www.hirebauer.com

Armed with professional attire, a handful of résumés and a firm handshake, hopeful Bauer students met and interacted with recruiters from some of Houston's and the country's leading companies at the Fall Business Career Fair hosted by Rockwell Career Center.

More than 100 companies met with students face-to-face in order for the students to build their networks and potentially land an internship or full-time position.



BAUER DREAMS BIG: RECORD-SETTING ALUMNI MEETING

The UH Bauer College Alumni Association Annual Meeting held in August celebrated another record setting year as more than 400 people gathered in Cemo Hall to commemorate the successes of the past year for the C. T. Bauer College of Business at the University of Houston on Aug. 18.

The excitement over the college's accolades and anticipation of things to come was etched on the faces of the alumni in attendance.

Dean Latha Ramchand opened up the meeting with a moment of silence for former Dean Arthur Warga, who passed away Aug. 7, 2011.

"Arthur Warga taught us to dream and to dream big," Ramchand said. "He taught us not to accept anything other than excellence and he forced destiny on our side."

That determination was underscored when chair of Drive to Tier One Welcome Wilson announced to the crowded room that in just the past two years, contributions to the college are up 35 percent and the amount of money contributed to research is up 55 percent. Wilson also reported that the college has managed to raise a total of \$450,000, shattering its annual goal of \$105,000.

"We are now a Tier One university," Wilson said. "The University of Houston is on the march and the Bauer College of Business is leading the way."

With a theme of "Celebrating Success," the meeting recognized the achievements of various student organizations, including the Program for Excellence in Selling, the National Association of Black Accountants, the Finance Association and the National Association of Women MBAs.



Dean Latha Ramchand

Michael J. Cemo



Four Bauer MBA students who were just days earlier announced as global champions of the Google Online Marketing Challenge were also recognized and given a special plaque to commemorate their achievement.

Invesco AIM Distributors President John Cooper paid tribute to Michael J. Cemo (BS '68), a former UH System Regent and namesake of the college's newest building. Cemo was instrumental in connecting the college to the late Charles T. Bauer.

"Many thanks from everyone in this room," Cooper said. "And for all of us that have worked with you, you've taught us well. Thank you."

UH Alumni Association President and CEO Mike Pede announced that the University will be awarded \$400,000 in scholarships due to the contributions of alumni. He invited the crowd to think about the opportunities that the university has given them and whether or not they have returned the favor.

"Each of you can be a Mike Cemo, a Welcome Wilson, a Ted Bauer, or a Latha Ramchand," Pede said. "It is you that carry on the masthead of leadership in your own circle. It is about taking a group of people and inspiring and motivating them to achieve great things."



Welcome Wilson

John Cooper



ALUMNI IN ACTION

THE FINE ART OF THE DEAL

Steven Silverman (MBA '96) has a client who wants to buy a restaurant chain and another who wants to purchase a private hospital. Meanwhile, he has an HVAC distributor and a plastics manufacturer looking to cash out.

As the Director of Mergers and Acquisitions for TR Moore & Company, the Houston location of CPA and consulting firm Doeren Mayhew, Silverman is a dealmaker — a financial matchmaker with the exciting job of pairing entrepreneurs and investors in business deals worth millions of dollars annually. A South Africa native, he is a graduate of Houston's prestigious St. John's School, holds an accounting degree from the University of Texas at Austin and earned his MBA at UH C. T. Bauer College of Business.



FUTURE IS BRIGHT FOR YOUNG ALUM

Just two years ago, Brian Lopera was a fixture in Melcher Hall, pursuing a bachelor of business administration and wondering where his career would one day take him.

Now Lopera finds himself in a different setting — as a banking associate for the Private Banking Group at Amegy Bank in The Woodlands, he was part of a small private visit recently with former Mexican President Vicente Fox.

“Just being a graduate of Bauer and the University of Houston has provided me with an instant connection with numerous co-workers and clients,” he said. “It is a connection that I can best describe as encountering a relative that has long been separated from you by distance and time, and upon reuniting with them, there is an instant connection and the process of catching up begins.”

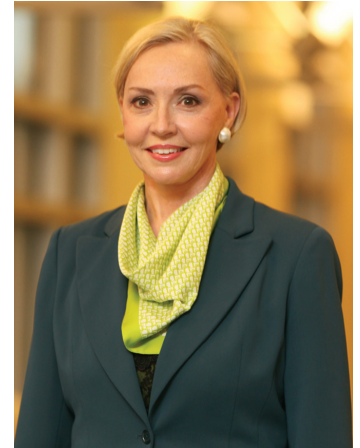
“I learned as a student leader how to not only work with different individuals and groups to accomplish goals and objectives,” he said “but also how to be resourceful when facing seemingly difficult obstacles in trying to complete a task.”

UP CLOSE WITH TAMMIE KAHN

Since Tammie Kahn (MBA '95) became executive director of the Children's Museum of Houston in 1995, the institution has risen to the pinnacle of the family-museum world.

The person universally credited with the museum's ascent to stardom is the personable and articulate Kahn, who traces her affinity for community service back to her '70s days at the University of Texas, when civil rights, Vietnam and Watergate were altering the national psyche.

Early in her Houston career, she worked on the Shell account for the prestigious Ogilvy & Mather ad agency and as associate director of the Museum of Fine Arts, Houston. In the early '90s, she decided to pursue her MBA at the University of Houston's business college, now known as the C. T. Bauer College of Business.



'RADICAL SABBATICAL' LEADS TO BIG CHANGE

Kaye Hodges Patterson (MBA '98) has spent a good deal of her 65 years overcoming obstacles and accomplishing what others said she could not. Her doctors said she should never have children. She gave birth to three sons. Her father-in-law felt that women had no place in the business world. She went on to found the first female-owned independent insurance agency in Tyler and tap into the entrepreneurial zeal that guides her today.

When she decided to pursue her MBA at the University of Houston C. T. Bauer College of Business in the mid-'90s, she had to face down other fears and demons. What she wanted was satisfaction in her work, even if that meant giving up her considerable income. “We had ridden the horse of being wealthy by most standards and going to Europe two or three times a year and driving Cadillacs, and I didn't want that to define my life anymore,” says the plain-talking grandmother of five.

DISTINGUISHED *Leaders Series*

A “TRANSFORMATIVE ERA” IN ENERGY

Presented by AGL Resources, the Distinguished Leaders Series held on Sept. 19 at Bauer, brought in two experts from the energy industry, Professor J. Lanier Yeates, an adjunct professor at the University of Houston Law Center since 1990, and New Orleans attorney Keith B. Hall — whose primary areas of practice are oil and gas law, environmental law, and toxic tort litigation — in order to discuss the truths and issues behind oil and natural gas drilling.



◀ **Yeates:** *“This topic involves all of us in the industry and also the observers of the industry, this is a major concern. We must get this right. Whether you are an energy industry advocate or opponent, I believe we need to keep this major concern in center lens.”*



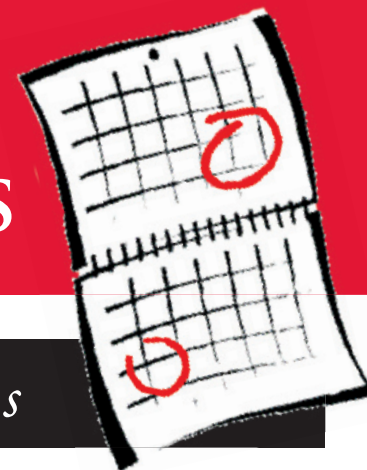
▶ **Hall:** *“I am very excited for what lies in store for the future of the oil and gas industry. The shale renaissance would not have been imaginable a few years ago. It’s all thanks to the combination of drilling and hydraulic fracturing making it economical to drill.”*



Bauer College’s Dean’s Executive Board boasts members from the nation’s leading companies, many of whom are alumni. In fact, more c-suite executives have graduated from Bauer than any other school in Houston.



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