

# INSIDE BAUER

Volume 2 Number 2



## WHERE THE JOBS ARE

Recent Bauer alumni on how practical coursework + real world experience = dream job out of college

PAGE 12

### ALSO INSIDE:

What We're Reading

Blast from the Past: Gold & Silver Cougars

A Day With Buffett

**BAUER**  
COLLEGE OF BUSINESS  
UNIVERSITY of HOUSTON

# A LETTER FROM THE DEAN

## GREETINGS,

It has been nine months since I was appointed to serve as dean of the Bauer College of Business. During this time, not a day has gone by without the recognition that the story of the Bauer College starts and ends with student success. Our students define us, they validate our efforts, and they help us create the roadmap for the future. While we are in the business of education, we really are in the business of changing lives. We help our stakeholders create opportunities for themselves and for others. We are Houston's business school.

Our story is one of perseverance and persistence, of big dreams and bold measures, of entrepreneurial faculty, and dedicated students. Our niche programs, our national rankings and our success stories speak to the achievements of our students, faculty, staff, alumni and partners. And, with all of the strides we have made, there is more to come — the Bauer story has just begun.

You will find in the pages of this magazine some of the recent accolades, including several national student team wins, efforts the college has made to engage the community and the successes of recent alumni who found careers amid a challenging job market.

Later this year, we will celebrate the completion of our new LEED-certified building, which will enhance our student learning experience both inside the classroom and outside, through meeting rooms for student organizations and activities. Our focus in the coming years will be to attract the best and brightest talent to the college. We are working to build The Bauer Excellence Initiative, which will fund scholarships to recruit these types of students. Too often, we hear from prospective students who felt that our programs were a match for them, but ultimately made the choice to attend other schools that offered more substantial scholarships. The Bauer Excellence Initiative will help bring the best talent to the college and in turn, allow us to graduate a workforce to sustain Houston, the city we love and call home. This endowment will be used to offer attractive scholarship packages to the most qualified applicants to our programs.

As you look through this magazine and see the excitement of the Bauer College, I ask that you commit to being part of writing the next chapter in our story. It is because of your support and involvement that we have reached this point in our journey, and it will be together that we read the next milestone. I encourage you to visit [www.bauer.uh.edu/giving](http://www.bauer.uh.edu/giving) to learn more about how you can be part of The Bauer Excellence Initiative.

Sincerely and with warm regards,



**Latha Ramchand**  
Dean and Professor, Finance  
C. T. Bauer College of Business  
University of Houston  
A Carnegie-designated Tier One research university



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**Leanne Atwater**

MARKETING & ENTREPRENEURSHIP  
**Edward Blair**

### 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.

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***Making Their Mark:** Students from the Bauer College are overcoming an uncertain job market by making the most of the opportunities offered by the college, including hands-on curriculum, internships and job search resources.*

*“You’ve got to put in those extra hours because anything worth building is going to take some effort.”*

*A day in the life of...*

## VICTOR WAYHAN

**T**here is no denying that Victor Wayhan is busy. From the moment the clinical assistant professor of supply chain management hits the door to his office at 9 a.m. until he leaves campus at 8 p.m., his day is non-stop meetings, classes, phone calls and more meetings.





### 9 A.M. — ARRIVES AT BAUER



“Most of my day is spent in the classroom,” Wayhan says. “I had 750 students this semester, which is actually a light load for me. Students recognize that I have so many people wanting some of my time that they have figured out the best time to meet with me is in the hall after class. We go on what I call ‘walking meetings’ where I try and solve their issues on the way to my office.”

After solving a few students’ issues by 11:30 a.m., Wayhan is headed off campus, meeting with corporations who need employees and interns. Wayhan’s mission? Fill those spots with Bauer students.

“During lunch, I spend time with businesses like Schlumberger and Halliburton, working on connecting their recruiting needs with our students’ skill sets,” Wayhan adds. “A lot of our curriculum is based on what these employers are looking for so that our students have the skills right out the gate and can be hired on at these companies.”

Returning to campus around 2 p.m., Wayhan quickly makes his way to his two afternoon classes, each with 66 students and a waiting list a mile long. Once class ends, it’s back to walking meetings and a line out the door waiting for some of Wayhan’s time.

“Another reason my day is so busy is because I am the Association for Operations Management (APICS) student organization sponsor, and our student chapter

is the largest APICS student chapter in the world,” Wayhan says. “I try and attend some of the more than 40 activities that APICS holds each semester, and I also help to bring in corporate speakers to our general meetings.”

As he ushers the last of the students out of his office around 6 p.m., Wayhan gets to work on calling or emailing companies.

“I work with more than 100 recruiters who are looking for students with specific skill sets, so they come to me to make sure that the individuals I refer have those skills. It’s been a lot of what I like to call ‘shaking hands and kissing babies,’ just working the networks and talking to people.”

As Wayhan leaves Bauer around 8 p.m., he knows that the busy life he leads will definitely pay off in the end.

“The word that epitomizes my day is probably the term ‘crazy,’ and the reason is I have no idea what’s going to unfold in that day no matter how well I plan it,” Wayhan concludes. “You’ve got to put in those extra hours because anything worth building is going to take some effort.”



### 8 P.M. — LEAVES BAUER



# MAKING HEADLINES

70+

The number of times Bauer faculty were quoted by media from Sept. 2011 to April 2012 on issues including careers, oil and gas, small business and their research.



*“We are told that when we are faced with temptation to just say no, but it’s not that easy. My research looks at the different ways of saying no, and comes up with a strategy that’s really simple, extremely easy to implement, using what we call empowered refusal.”*

Associate Professor Vanessa Patrick  
Bauer Business Focus (KUHF 88.7 FM),  
Jan. 4, 2012.



*“It’s about the interaction of economics and politics. They have an economic problem, but they have to have a political structure to solve that problem. Despite lots of efforts, they don’t seem to be coming close to a solution.”*

Professor Craig Pirrong  
“Political Structure in Europe”  
(Bloomberg), Dec. 16, 2011.

*“Retailer margins are not that big to begin with. They’re happy to encourage coupon clippers to come to the store, but if every single one of their customers was an extreme coupon clipper, the retailer would make no money.”*

Professor Jackie Kacen  
“Extreme Couponing: How it’s Done” (KHOU 11 News), Nov. 8, 2011.



*“Because of oil [prices], you’re seeing a lot of action. It’s not just Connecticut money flying into Oklahoma and Texas, but Chinese money as well.”*

Professor Praveen Kumar  
“Smart Play”  
(Hartford Business Journal), Dec. 13, 2011.



*“‘Why do you want to come here?’ This tends to be the first question I like to ask. Certainly, the pursuit of knowledge is an end in itself, and degrees never hurt. It is useful, however, to think about a longer-term goal even before you decide to apply.”*

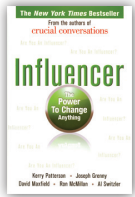
Dean Latha Ramchand  
“Before Applying to U.S. Colleges, Indian Students Should be able to Answer ‘Why?’” (The New York Times), March 14, 2012.

*“Don’t say yes or no right away. When you receive an offer, you are in an emotional state. You want to think it over, so ask if you can get back to the prospective employer within a couple of days.”*

Career Services Assistant Dean Jamie Belinne  
“Got the Offer? Time to Negotiate”  
(The New York Times), Jan. 9, 2012.

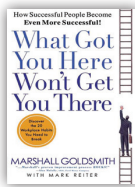


# WHAT WE'RE READING



**Leanne Atwater**, Chair, Department of Management  
*The Influencer: The Power to Change Anything* by Kerry Patterson *et al.*

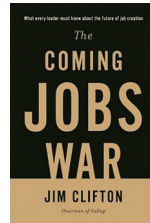
“The Influencer is a research based book with great practical application on how to become a better influencer in all walks of life.”



**Jamie Belinne**, Assistant Dean, Career Services  
*What Got You Here Won't Get You There* by Marshall Goldsmith

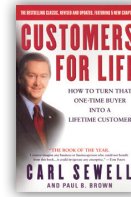
“Goldsmith is one of the few career development authors who

has clearly defined and explained why successful professionals and managers sometimes fail as senior leaders.”



**Latha Ramchand**, Dean, Bauer College  
*The Coming Jobs War* by Jim Clifton  
“Clifton draws on his perspective to explain

why jobs are the new global currency for leaders and how those who can create good, long-lasting jobs will own the future.”



**Bob Casey**, Associate Dean, External Relations  
*Customers for Life* by Carl Sewell

Sewell provides his “life lessons on how to turn that one-time buyer into a customer for life.”



**Frank Kelley**, Associate Dean, Undergraduate Business Programs  
*Before the Dawn: Recovering the Lost History of Our Ancestors*

by Nicholas Wade  
“For a different perspective on commonly discussed issues, I would recommend this book.”

## Research At Bauer

Bauer faculty are among the most highly productive faculty of any business school in the world, publishing numerous articles in leading academic journals and books, and holding editorial board positions. The following list captures a selection of recent faculty publications:

### ACCOUNTANCY & TAXATION

- **Alciatore, Mimi**, Carol Callaway Dee and Ayalew Lulseged. “A Comparison of BP to Its Peers.” *Oil, Gas & Energy Quarterly* [2011]
- **Noland, Thomas R., George O. Gamble, Tharindra Ranasinghe**, and Sandip Dhole. “The Extraordinary Item: An Update on Its Use” *CPA Journal* [2012]

### DECISION & INFORMATION SCIENCES

- **Visich, John K., Qian-nong Gu** and **Basheer M. Khumawala**. “B2C Mass Customization in the Classroom.” Proceedings of the 42nd Annual Meeting of the Decision Sciences Institute. [2011]
- **Robinson, Powell, A. Narayan, Funda Sahin**. “Coordinated deterministic

dynamic demand lot sizing problem: A review of models and algorithms.” *OMEGA* 37 [2009]

### FINANCE

- **Doshi, Hitesh**. “The Term Structure of Recovery Rates.” Western Finance Association (WFA). [2011]
- **Christoffersen, Peter, Kris Jacobs** and Chayawat Ornthanalai. “Exploring Time-Varying Jump Intensities: Evidence from S&P 500 Returns and Options.” *Journal of Financial Economics* [2011]

### MANAGEMENT

- **Longacre, Teri, Leanne Atwater, K. Callison, Z. Latheef** and Y. Kim. “Abusive supervision from the eyes of the abused: subordinate characteristics, coping strategies and outcomes.” *Academy of Management*. [2011]

- **Krischer, M., Alan Witt** and **Dusya Vera**. “When does adaptive performance lead to higher task performance?” *Journal of Organizational Behavior*.

### MARKETING & ENTREPRENEURSHIP

- **Wieseke, Jan, Michael Ahearne**, Florian Kraus and Sven Mikolon. “Multiple Identification Foci and Their Countervailing Effects on Salespeople’s Negative Headquarters Stereotypes.” *Journal of Marketing* [2011]
- **Blair, Edward**. “Managerial Implications of Kent Monroe’s Research on Comparative Price Advertising” *Legends in Marketing: Kent Monroe (Vol. 2, Extending the Reference Price Concept)*. [2011]

To view a full list of faculty research from the past year, visit [www.bauer.uh.edu/research](http://www.bauer.uh.edu/research).



# Into the Deep End



FROM THE COLD OF LUND, SWEDEN, TO THE HEAT OF HOUSTON, Julia Lönnegren has made a splash at the University of Houston. Growing up, she was both a diver and a gymnast — which aided in her diving talent and techniques. Lönnegren also competed in sailing and horseback riding prior to her college career.

She now focuses her athletic prowess solely on the diving board, earning champion status as a diver and receiving the 2012 Female Cougar of the Year award at the Cougar Choice Awards. Lönnegren balances her passion for diving with studies at the Bauer College.

**Q** *What is your advice to incoming Bauer students?*

**A** “Try and stay open to all the opportunities that are thrown at you. Take advantage from the help of the professors, and enjoy the time you are here.”

**Q** *Why did you choose Bauer?*

**A** “When I started at UH, I was very much into health. When I was in high school I took a lot of economic subject classes, so I was in-between on my decisions. After my freshman year, I read about Bauer and it seemed professional and good, so I applied. I am extremely impressed by how the professors are supportive of my athletics and how they are open for discussion and very open to all students.”

**Q** *What opportunities has the University of Houston provided?*

**A** “In this point in life, it is perfect to receive a degree from Bauer. Combined with diving with one of the most amazing coaches in the world, I couldn’t be happier and more grateful for all the opportunities here at the University of Houston.”

**Q** *What motivates you to balance your schoolwork and diving?*

**A** “I always try to balance my athletics with school. I like them both a lot. I think since I like them and try to have fun at the same



time, it’s not hard. Sometimes there’s a lot of schoolwork and practices, but I just try to stay happy and enjoy that I’m here, and that makes me work.”

**Q** *What are your plans after graduation?*

**A** “Once I graduate from Bauer, my plan is to bring all the knowledge from the classes that Bauer provided, and I want to work in health at a big company. I think there’s a lot of good classes that I’ve been looking at, like the international business here that has great professors, and I’ve had great professors in entrepreneurship who made me make the final decision.”

# “UNLIMITED POSSIBILITIES”

By Amanda Sebesta

The word “obstacle” isn’t in Justin Farley’s vocabulary. For him, the future isn’t just bright — it’s “UNlimited.”

That philosophy led to success for a team, including Farley and other students from the Wolff Center for Entrepreneurship at Bauer College, whose business plan recently won big at several national competitions. They bested student teams at the University of Nebraska-Lincoln Center for Entrepreneurship 25th Annual Innovation Competition and the Richards Barrentine Values and Ventures Business Plan Competition, taking first place at both. They also won second place at the California Dreamin’ Business Plan competition.

Alongside Farley, students Tattiana Reznick, Louis McEneny, Randy Hannemann and Adam Trojanowski have impressed competition judges, venture capitalists, bankers and investors, with their business plan for UNlimiters, an e-commerce website that sells products to people with disabilities.

Entrepreneurship major Farley first envisioned the company when he began creating tools and adapting products that allowed him to complete certain tasks with cerebral palsy.

“I hated people telling me that I had limitations. All my life I have adapted products to make my limitations disappear,” Farley said. “I want to provide that for everyone else with a disability.”

His teammates helped to write the business plan



Entrepreneurship student Justin Farley tries out a prototype to make opening difficult objects easier for disabled customers.

and prepare over a four-month period, presenting their idea to mentors and professors. Their vision was not only to win competitions but to build a viable business.

“I think that Justin and our team have the potential to bring this to the market,” Reznick said. “Not only are we a strong and cohesive team, but Justin’s the customer, and he’s given us the insight we need to reach our goal. That is incredible.”

The team plans to market and drive traffic to the UNlimiters website by partnering with organizations that provide support for the physically challenged community to serve as a marketplace on

their respective websites, Trojanowski said. The UNlimiters have teamed up with the Industrial Design Department from the Gerald D. Hines College of Architecture at UH, who are helping design prototypes.

“We are very proud of the business plan team and the successes they have reached,” said Ken Jones, Wolff Center associate director. “UNlimiters is a wonderful idea that addresses the needs of an underserved, physically challenged market leaving a ‘why didn’t I think of that?’ reaction.”

The skills learned through Bauer classes and the Wolff Center played a large part in helping the team prepare for the competition, Hannemann said.

“Through the entrepreneurship program, it gave us the knowledge and the skills needed to bring UNlimiters to the next level.”



**JUSTIN FARLEY**

is pursuing his BBA in Entrepreneurship with plans to graduate in Fall 2012. During his time at Bauer, Farley was accepted into the Wolff Center for Entrepreneurship where he and teammates fine-tuned his e-commerce business plan, UNlimiters, from an idea to reality.

“People with disabilities constitute the nation’s largest minority group, and the only group anyone can become a member of at any time,” Farley said. “There are sites that exist that are like UNlimiters but there isn’t a real community where they can talk about their daily struggles and talk about what helps them live an unlimited life, which is what I hope to provide.”



**RANDY HANNEMANN**

graduated from Bauer College in Spring 2012 with a degree in Entrepreneurship. Hannemann is an account executive in the fleet management division at Enterprise while his cause, The Hero’s Mentor, is in its early stages. The Hero’s Mentor connects veterans with other veterans who can mentor and coach them to take advantage of their full potential during the transition from the military into the civilian workforce.

“I came up with The Hero’s Mentor because I was terrified and overwhelmed when I came out of the military, but I had a great mentor who helped me gain my confidence and navigate the system,” Hannemann said. “I wanted my brethren transitioning out of the military to have the same success I have had.”



**LOUIS MCENENY**

graduated with degrees in Entrepreneurship and Supply Chain Management in Spring 2012. After obtaining his entrepreneurial skills at the Wolff Center, McEneny plans to own and operate his own business in the technology, transportation or retail industries. McEneny also wants to stay involved with local entrepreneurs in Houston through Houston Technology Center and UH.

As a student, McEneny was involved in many start-up businesses, including Manatee, an online mentor management and relation website for the university; Inside the Loop, a website focused on helping Houstonians finding fun activities; and UNlimiters.



**TATTIANA REZNICK**

is pursuing her BBA in Entrepreneurship and Supply Chain Management and plans to graduate in Fall 2012. Between now and December, Reznick is refining her latest business concept, Create-A-Cake, a workshop where kids can decorate specialty cakes while gaining a hands-on experience of what it’s like to be a professional pastry chef.

“Bauer has given me access to the tools and connections I need to chase my dream of being an entrepreneur,” Reznick said. “It has been an eventful year, from meeting Warren Buffett (*See related story, pp. 18-19*), to having the opportunity to represent the University of Houston in national business plan competitions; we would not have been able to succeed without the support from Bauer.”



**ADAM TROJANOWSKI**

graduated with a double major in Entrepreneurship and Finance in Spring 2012. Trojanowski plans to continue his education by attending the Bauer MBA program in Fall 2012.

As a student in the Wolff Center, Trojanowski cultivated the skills necessary for his entrepreneurial endeavors. “As an entrepreneur, I have many dreams that I want to see come to fruition and many business ideas that I want to pursue,” he said. “The creation of novels or video games is my main business interest and where most of my inspiration comes from.” Trojanowski also plans to stay with UNlimiters until the business launches.

## LAI "SALLY" WONG (BBA '11)



By Amanda Sebesta

When Lai "Sally" Wong and her family came to the United States from Hong Kong, she expected to face cultural challenges. She soon realized transitioning into an American classroom could be difficult as well.

"I was in the second grade. Elementary school was a very tough time for me," she remembered. "I didn't speak English, though my mother tutored me every day. It was hard, but it soon became fun."

By facing these hurdles early in life, Wong was inspired to succeed in her academic career.

"The challenges of my elementary school days motivated me to continue challenging myself in middle and high school," she said. "Soon, I was taking classes for gifted and talented students, followed by advanced placement classes."

That drive led Wong to become part of the inaugural class of Tier One Scholars at the University of Houston enrolling in Fall 2010. The group's average SAT score is 1373, and among them are four valedictorians, three national merit scholars and 22 ranking in the top 5 percent of their respective high school graduating classes.

The Tier One Scholars Program is part of UH President Renu Khator's initiative to attract and engage high caliber students. Established in 2009, each scholarship provides four full years of tuition and two years of on-campus living. In addition, students are given stipends to pursue research and to study abroad.

"I'm very thankful for the Tier One Scholarship. With it I was able to focus solely on my studies and not have to worry about tuition," she said. "My class rank in high school allowed me to attend any Texas public university. I chose UH and have never regretted doing so."

After just 18 months, Wong graduated Summa Cum Laude with a degree in Accounting from Bauer College in December 2011, making her the university's first Tier One Scholar graduate. With her undergraduate degree behind her, Wong hopes to complete all four sections of the CPA exam in 2012 and is considering pursuing a master's degree in either Accounting or Business Administration.

"There wasn't a particular reason I got my degree in such a short time. It just happened naturally," Wong added. "Having passed many AP exams in high school and completing a few dual credit classes, I already had the same amount of credit hours as a college junior would have at the time I entered UH as a freshman."

As her family kept her motivated through endless support, Wong knew from the beginning that Bauer was the right choice to achieve her goals.

"I chose Bauer for two important reasons. First, my sister is an alumna and often spoke greatly of her experience at Bauer. Second, I believe that Bauer is an outstanding business school that exhibits global diversity, making it a great environment to obtain international business experience."

# *A Year in Review* by Sarayu Sundar, '11

*Activities Advisor 2*

I arrived at the University of Houston in the fall of 2007. As a lifelong Houstonian, I had always wanted to go to college outside of Texas, until I discovered that everything I wanted in a collegiate experience was available to me right here at UH and the Honors College. I knew that becoming a Cougar would give me unparalleled opportunities, with world class faculty and the resources of a large public research university. And, while my undergraduate experience certainly wouldn't have been the same without all of this, it was my involvement with student organizations that truly shaped my four years at Bauer.

As I pursued my BBA in Accounting, I was involved in a variety of organizations; most significantly, I was the corporate relations officer for the honorary accounting organization Beta Alpha Psi. By the time I walked across the stage in Spring 2011, I had received an offer to go into public accounting, a natural next step with my degree in hand. But, I realized that along the way of earning that degree, I had found my true calling—student organizations. This realization led me to landing my dream job, as the activities advisor for Bauer's newly created leadership initiatives team.

One of the most exciting projects that I've been a part of with this team has been the creation of the Bauer Leadership Council, an extension of the Ted Bauer Leadership Certificate Program specifically designed for undergraduate student leaders. As part of this program, students were tasked with writing proposals to create positive social change in the community. It was inspiring to see the students' creativity and dedication as they implemented their ideas. The Finance Association teamed with the Accounting Society to increase financial literacy in the local community through presentations at Yates High School. The Hispanic Business Student Association

created a recycling awareness campaign for an on-campus residence hall. Beta Alpha Psi held a park clean-up to combat the effects of the past summer's drought. Students in Free Enterprise took on an especially ambitious project and hosted a 5k fun run on the UH campus. The funds they raised were put towards building a new playground at the local Barrio Center.

These organizations implemented these projects in addition to hosting bake sales, social events and professional development meetings for their members. Some of the larger scale events held by student organizations this year included HBSA's Future Cougars Day, which brought hundreds of area high school students to campus to get a firsthand look at college life. The Bauer MBA Society hosted its third annual Global Experience, a signature event that showcases the cultural diversity of students. In March, the Finance Association hosted the CME Group Commodity Trading Challenge. Not only did the organization host schools from across the country for the two-day event, but they also had six members place in the top 10 spots of the competition.

These efforts didn't go unnoticed, as all of these and many more organizations were recognized at an awards luncheon hosted during Halliburton's 12th annual Leadership & Ethics Day. In addition to recognizing the hard work of student organizations, we also had the opportunity to recognize outstanding student leaders. Thanks to a generous donation by the Willis Group, six students were named as Ted Bauer Leadership Award recipients with an award package totaling \$5,000 each.

With stories like these, it's easy to see why I love what I do. This past year has been a whirlwind, filled with so many thrilling stories of student success, and I can't wait to see what the next year has to bring.





*By Jessica Navarro*

# WHERE THE JOBS ARE

*Hear from recent UH Bauer alumni who are making names for themselves in the business world.*

Scan through the headlines, and you'll see it — a shaky job market, an uncertain economy and stories of mass layoffs — words that paint a bleak picture for recent college graduates and students preparing to enter the workforce.

But the news is brighter for students and alumni of the Bauer College, who are finding employment in many sectors that require the specialized training and skills they gain in the classroom.

In 2010-2011, the college's Rockwell Career Center reported a 24 percent increase over the previous year in the number of employers working with the office and nearly doubled the number of on-campus interviews to nearly 1,600. Rockwell also saw a 25 percent increase in the number of internships posted and a 43 percent increase in job postings for MBAs — more than 1,000 jobs posted in the year.

Career fairs held by Rockwell in the fall and spring

*“I've heard countless stories from employers who chose one of our students because they'd already had the opportunity to work in the real world through a project-based class or case study.”*

— Jamie Belinne  
*Assistant Dean for Career Services*

featured recruiters from nearly 200 companies, representing multiple industries, from energy, accounting and finance to sales, technology and retail. For BBA graduates in the college, the median salary range increased to \$48,000 from \$45,000 in the previous year.

For Jamie Belinne, assistant dean for career services, this data shows not only Houston's

resilience in the job market but also the appeal of hiring Bauer graduates for employers.

“It's still tight out there, but we're finding that people who are working hard at the job search are getting multiple offers,” Belinne says. “It's taking a little longer, but the jobs are out there, especially for students who have experience in applying their skills — I've heard countless stories from employers who chose one of our students because they'd already had the opportunity to work in the real world through a project-based class or case study.”

*Read stories from Bauer grads who have gotten hired on pages 14-16.*



## EDDIE CAPISTRAN

(BBA 2011, Finance)

*Hometown: Port Neches, TX*

*Current Job: consultant/analyst for Meridian Compensation Partners, LLC*

For finance alumnus Eddie Capistran, getting a job upon graduation was all about maximizing his connections — from faculty with experience in the industry to staff in the college’s Rockwell Career Center, people played a large role in helping him get hired.

*Q: What was the job search process like for you?*

*A: The process was long. It started in the summer and continued throughout the fall semester before I graduated. I went to job fairs and also filled out numerous job applications daily.*

*Q: What do you think gave you an advantage in the job market over grads from other schools?*

*A: I believe that having a well written and polished résumé and cover letter gave me an upper hand in the job market. I also consider that being knowledgeable about the industry and being prepared for the interview process was a key component in my eventual employment. The Rockwell Career Center played a crucial part in me getting a job, and almost all professors encourage you to discuss any questions you might have; since many have professional business experience, they have great insight as to what kind of expectations you should have.*



## RALPH XAVIER BITO DEGALA

(BBA 2012, Accounting)

*Hometown: Riyadh, Saudi Arabia*

*Current Job: audit staff at BKD, LLP*

Recent graduate Ralph Degala was both excited and nervous to begin the search for a job. Those emotions soon turned to confidence in his junior year, as he began to regularly attend career fairs and mixers held by the Rockwell Career Center. After an on-campus interview session, Degala was invited by several accounting firms for office visits, resulting in multiple job offers. He chose BKD, LLP, the 10th largest public accounting firm in the nation, where he interned as a student.

*Q: What do you think gave you an advantage in the job market over grads from other schools?*

*A: Definitely my experience and leadership accolades. Aside from my internship, I co-founded the Asian Business Student Association (ABSA) at Bauer in August 2010. Résumés tell stories, and when companies have so many résumés to look through, it takes something special to get you the interview, and eventually the job.*

*Q: What advice would you give to graduating students looking for internships and work?*

*A: Be proactive in student organizations and events going on around Bauer. Networking doesn’t have to be with professionals; it can be with your alumni and peers. The best advice I received was from people who were in the same shoes as me during our tenure at Bauer. Most importantly, have fun!*





**ERIC AMOAKO  
EDMONDS** (MBA 2011)

*Hometown: Accra, Ghana  
Current Job: Business  
Development at  
Water Standard*

Business professionals today need both a macro and micro understanding of how processes fit together. For MBA graduate Eric Edmonds, the curriculum at Bauer provided a well-rounded understanding of how to add value to an organization, regardless of the task or assignment. Edmonds now works for Water Standard, a global water treatment specialist that delivers innovative desalination, water-based enhanced oil recovery and produced water solutions to the onshore and offshore oil and gas industry.

*Q: What skills from your Bauer courses have been most applicable in your job?*

A: Courses like Operations Strategy, Financial Accounting, Marketing, Managerial Finance, Business Law and Strategic Management all added up to give me a unique perspective and enabled me to make practical contributions in my role. Knowing which marketing channels to pursue and how complex supply chain processes affect a company's bottom-line helps with procurement tasks, and offering commercial input to technical projects.

*Q: What advice would you give to graduating students currently looking for work?*

A: Focus on developing and marketing your transferable skills. Show employers that you're ready and willing to learn the ropes in any industry. Think about how you can add value, irrespective of the functional role you are in. Most importantly, be persistent and positive.

**ERNESTO GUEVARA**  
(MBA 2011)

*Hometown: Houston, TX  
Current Job: senior strategy &  
market analyst for EP Energy*

Recent graduate Ernesto Guevara treated his search for a career as a full-time job, beginning as soon as he entered the MBA program by connecting with staff in Rockwell Career Center and securing a leadership role on the MBA Advisory Board, all while interacting with companies and enhancing his professional portfolio through internships and hands-on experience.

*Q: What was the job search process like for you?*

A: It began as soon as I entered the Bauer MBA program in the fall of 2009. I worked closely with the Rockwell Career Center and other Bauer MBA alumni to first secure a 2010 summer internship at Halliburton, then to obtain a full-time offer from Weatherford International before graduation and now to find my current position at EP Energy. It has been an ongoing process focused on identifying, building and utilizing key relationships to develop my career.

*Q: What do you think gave you an advantage in the job market over grads from other schools?*

A: The most important factor was the summer internship at Halliburton, which highlighted my interest in the energy industry to potential employers and gave me the opportunity to get hands-on experience in the business. Professional organizations were also instrumental in preparing me for the graduate-level job market, especially the opportunity to serve as president for the Bauer MBA Advisory Board in 2011. My involvement sharpened my leadership and communication skills, which are vital in today's competitive job market.





## ZAIN MASTER (MBA 2011)

*Hometown: Bombay, India*

*Current Job: product manager for Mercury Payment Systems*

As a student in the Bauer MBA program, Zain Master was results-driven. He excelled in his classes, worked as a peer advisor, served on the recruitment committee of the MBA Advisory Board and held a full-time job. His return on investment? Six job offers from technology companies stretching from Silicon Valley to the east coast upon graduation. He chose to take a product manager position at Mercury Payment Systems in Denver.

*Q: What do you think gave you an advantage in the job market over grads from other schools?*

A: You have to take a risk and put yourself out there; experiment a little. Prior to Bauer, I had a fuzzy idea on how to market myself, be it on paper or in-person. However, only after taking the relevant coursework was I able to connect the dots that helped the package come together. I realized I didn't have to tackle the world all by myself, nor did I have the capacity to do so. Instead, I could crowd-source those around me (faculty and peers) and ask for help. I truly believe that reaching out to others, not being ashamed to ask for help, while simultaneously connecting all the dots helped me obtain and secure a job in this tough market.

*Q: What advice would you give to students looking for work?*

A: The best advice I can give to those looking for a position is the same advice that my guiding light, my mother, brought me up on — “There is no failure, only feedback.”

## IRYNA MCKENZIE

(MBA 2012)

*Hometown: Gorlovka, Donetsk Region, Ukraine*

*Current Job: BHP Petroleum (beginning in September 2012)*

International student Iryna Mckenzie knows how valuable being part of a team can be — in March, she and three fellow Bauer MBAs worked together to take home first place in the Rice University Marketing Case Competition. Collaboration is also a big part of being successful in the workplace, she says, a quality that helped her land a job in her chosen industry upon graduation with a Bauer MBA focusing on energy accounting and finance.

*Q: What skills from your Bauer courses have been most applicable in your job?*

A: The coursework is structured in a way that students most of the time work on projects in teams, which gave me an exceptional opportunity to further my team player skills.

*Q: What do you think gave you an advantage in the job market over grads from other schools?*

A: I am very passionate about what I do, and I strive to be the best at it. Maintaining a high GPA and at the same time engaging in the extra curriculum offered at Bauer helped me to receive an Outstanding Graduate Student nomination at the end of my MBA program. I think it is important for the future employer to see that a candidate always takes on the initiatives, in professional or personal life. Bauer gave me the opportunity to show that initiative.



*Read the full interviews at <http://bauerticker.uh.edu/category/alumni-profile/>*

## FOCUS ON:

# ROCKWELL CAREER CENTER



Whether it's the first time or the hundredth time, starting a job search can be a daunting task. Many job seekers need tips on how to answer tough interview questions, what to put on a résumé and how to dress to impress.

For Bauer students, that's where the Rockwell Career Center comes in. The college's dedicated career center connects employers to potential employees and teaches Bauer students the skills needed to start a successful career.

"Our role is to facilitate the interaction of students and employers so that students can complement what they're doing in the classroom with opportunities for professional development and employment while in school and after graduation," said Jamie Belinne, assistant dean at Rockwell.

Serving over 6,000 Bauer students, Rockwell gives students and companies access to each other. Rockwell staff spend time with students and share their expertise through résumé reviews, mock interviews, advising sessions and workshops that cover a host of professional development topics.

Rockwell's focus also incorporates meeting employer need and tailoring their lessons for students based on industry feedback.

"To keep our students apprised of the latest résumé styles, we work with employers every two years to look at formats to see if we're doing the best for our students and how we can better prepare them," Belinne added.

Through Rockwell, the college has created a unique course where students are introduced to different business careers and learn the skills needed for the job search, GENB 2301: Connecting Bauer to Business.

"Connecting Bauer to Business was created to fill in the blanks from what's happening in the classroom to what's happening in real life. It's those skills that don't fit into a specific major but are critical for long term success," Belinne added. "When working with employers, we find out what is missing in the employees they hired from universities and we train it."

The Rockwell team also organizes biannual career fairs and internship mixers for business students.

"The demand is there in the Houston market. They want Bauer to succeed, they want our students in the marketplace, and it was just a matter of creating a process of putting it together," Belinne said. "The entire college works alongside the Rockwell Career Center to ensure that we are providing the best services to both our students and employers."

Learn more about Rockwell at [www.hirebauer.com](http://www.hirebauer.com).

# January 2012

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 New Year's Day	2	3	4	5	6	7
8	9	10	11	12	13	14 Buffett Trip!!
					20	21



Students from the Cyvia and Melvyn Wolff Center for Entrepreneurship had the opportunity to meet with Warren Buffett during a tour of Berkshire Hathaway headquarters and lunch in Omaha, Neb.

A DAY WITH BUFFETT:

## WCE Students Get Business Advice from the Oracle of Omaha *By Amanda Sebesta*

Warren Buffett has been described as one of the world's best businessmen, philanthropists and investors, but only a select few can call him a mentor.

Twenty students from Bauer College's Cyvia and Melvyn Wolff Center for Entrepreneurship, the nation's top-ranked undergraduate entrepreneurial

program, were given an extraordinary opportunity to talk shop with Buffett during a tour of Berkshire Hathaway headquarters and lunch in Omaha, Neb.

The once-in-a-lifetime opportunity came at the request of Buffett himself. Since 2009, he has included Bauer in his exclusive list of schools invited to spend

time with him. The center's namesake, Melvyn Wolff (BBA '53), is chairman of Star Furniture, a Berkshire Hathaway company.

"Warren Buffett extends only a few invitations to students across the country to tour Berkshire Hathaway headquarters and visit with him," Dean Latha Ramchand said. "We are fortunate in that Bauer College has the No. 1 undergraduate entrepreneurship program in the U.S. with the Wolff Center for Entrepreneurship, and thanks to Melvyn Wolff, we have been invited every year."

Students from the program each spent one-on-one time with Buffett and were able to participate in a question-and-answer session, where they could ask just about anything, from his favorite jokes to his thoughts on capitalism.

Entrepreneurship senior Corinne Agrella said she and her classmates were initially (and understandably) nervous but became comfortable once Buffett began speaking. "Most of us were in shock mode, but he compensated for it by letting his comedic side flow," she said. "The best part is you could actually feel his true desire and passion to be there for us."

Buffett's warmth instantly put entrepreneurship senior Andrew Michael at ease — "The first thing he said to me was, 'Welcome to Berkshire Hathaway. What school are you with?'"

After the initial introduction, Buffett offered Michael and the other students advice on building businesses.

"He told us to always focus on the fundamentals of a business, and if the fundamentals of the industry or business are weak, it's probably a good idea to avoid it," Michael said. "After you've looked to see if the industry is strong and the fundamentals are there, look to see how you can tap into a weakness in that market."

Getting business tips from Buffett proved to be an indescribable experience for Tattiana Reznick, an

entrepreneurship and supply chain senior who already has her own business.

"Meeting Warren Buffett and getting to know him personally allowed me to put a face to the name of someone I strive to be like, validating all the things I admire about him and inspiring me to continue to strive for excellence," she said. "I cannot thank Melvyn Wolff and the Wolff Center for Entrepreneurship enough for providing me with this once-in-a-lifetime opportunity."



Buffett let his comedic side "flow" while visiting with Bauer students.

## BEST BUFFETT ADVICE\*

"Always focus on the fundamentals of a business, and if the fundamentals of the industry or business are weak, it's probably a good idea to avoid it. After you've looked to see if the industry is strong and the fundamentals are there, look to see how you can tap into a weakness in that market."

"The most important decision is the person you marry. The most important job is teaching your children."

There has to be a balance. You don't get a rewind. When you can, do things in your life right."

"When choosing your career path, use the same principles as you would when choosing a spouse; marry for love and not money."

\* According to Bauer students who made the Omaha trip

# Northwest MBA Addresses Population, Job Boom in Area



By Wendell Brock

Students in Bauer College's Part-Time Evening MBA Program can pursue an Energy MBA at the university's Northwest satellite beginning this fall. This means students may earn a Bauer MBA without traveling to the main campus on Calhoun Road. "The only thing that they are going to have to come here for is commencement," says Daniel Currie, Bauer's assistant dean for graduate and professional programs.

Bauer's suburban presence anticipates an increased demand for MBAs in a region where energy jobs are abundant.

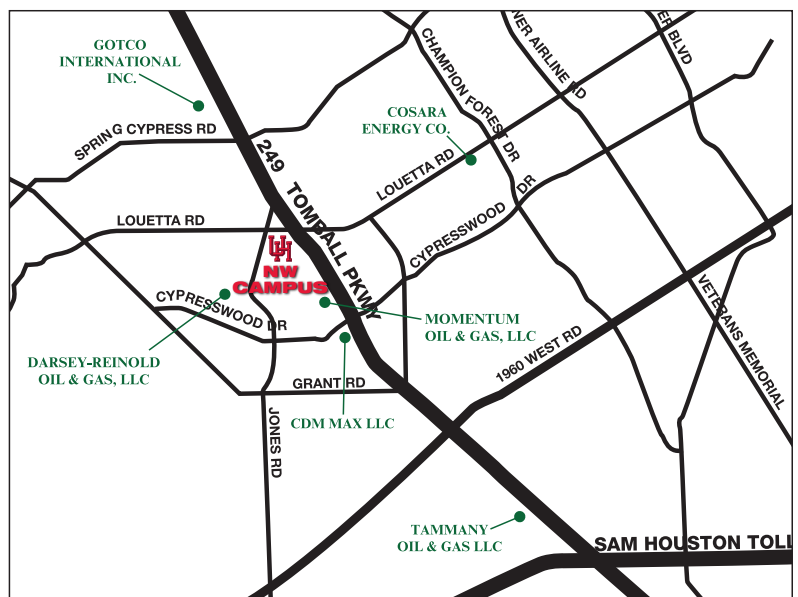
"The city is obviously expanding in that direction," Currie says of the Northwest sector. "All the expansion is north and west. We really are just tracking where our population will come from."

The energy focus is a response to the "critical mass of energy people in the western corridor," says the assistant dean.

*IN GOOD COMPANY: The Northwest MBA is situated in an area flush with energy companies and near Houston's Energy Corridor.*

While the university wants to make the MBA process easier for students, Bauer's Northwest presence speaks to a greater vision, Currie says. It will give Bauer a competitive edge with other universities offering MBAs and make Houston more attractive to businesses.

Visit [mba.uh.edu](http://mba.uh.edu) for more information.



# Dodd-Frank Means Big Changes for Energy

By Amanda Sebasta

The Dodd-Frank Wall Street Reform and Consumer Protection Act, passed by the U.S. Congress in 2010, brings the most sweeping changes in financial regulation to the American business sector since the Great Depression. The 848-page federal statute — a response to the 2007-2010 financial crisis and government bailout — will not spare the energy industry, either.

As Dodd-Frank promises to bring sweeping changes to the nation's fastest growing industry, the Global Energy Management Institute at Bauer College hosted more than 150 people during its Eighth Annual Energy

Trading Conference, which zeroed in on the legislation's potential and lasting impact.

By hosting this type of programming, Bauer is cementing its place as the energy business school, said Dean Latha Ramchand.

"We're bringing in the energy industry regulators and facilitating a dialogue so that the issues that the industry faces are brought to light," she said. "We want to serve as the source that opens up the conversation and engages our students and faculty in the conversation."

## WHAT THE EXPERTS ARE SAYING ABOUT DODD-FRANK:



**Scott O'Malia**  
Commissioner,  
U.S. Commodity  
Futures Trading  
Commission (CFTC)

*"We're in a new era of regulation with Dodd-Frank, and if we take shortcuts to enforce these regulations, it could mean problems for our future with unintended consequences."*



**Bob Reilley**  
Vice President  
Regulatory Affairs,  
Shell Energy

*"Dodd-Frank imposes banking-style regulation on the energy industry, and it's not an easy fit for non-financial companies."*



**George Baker**  
Principal,  
Williams & Jensen

*"Until all regulations are finalized in the Dodd-Frank Act, the energy industry cannot move on implementing these new rules."*



**Craig Donohue**  
CEO,  
CME Group

*"Dodd-Frank is a massive piece of legislation, and I think too much was delegated to constituents."*



**William Hederman**  
Director,  
Enterprise Risk  
Service, Deloitte &  
Touche LLP

*"What's stunning to me is how many companies have not put away money for Dodd-Frank projects, and that will affect them down the line."*



**Sam Henry**  
President and CEO,  
IPR-GDF SUEZ Energy Marketing NA Inc.

*"My job is to manage the risk in the energy trading business, and Dodd-Frank will make that more difficult because it will probably mean a lot of participants will change the way they do business. There will be fewer transactions, less hedging, less liquidity and higher costs."*



**Colin Fenton**  
Managing Director  
Global Head of Commodities  
Research and Strategy,  
J. P. Morgan

*"My concern with Dodd-Frank is that we haven't specified the problem to even come up with a solution on how to comply with the new regulations."*

# Building a Better Tomorrow

By Wendell Brock

Spending long hours and sleepless nights working on a project that could be of lasting value to the city is only the beginning of the success for a group of students from the University of Houston.

Among the top 13 finishers in the illustrious 2012 Urban Land Institute/ Gerald D. Hines Urban Design Competition were a group of students from the University of Houston. The jury awarded the multi-disciplinary UH group, made up of two students from the C. T.

Bauer College of Business's new Graduate Real Estate Program and three students from the Gerald D. Hines College of Architecture, an honorable mention for "superior financials."

The prestigious, graduate-level urban-design competition picked downtown Houston's landmark U.S. Post Office as the focus of its theoretical land-use project.

This year's competition is the university's first outing in the 10-year-old, Washington-based competition, administered by the Urban Land Institute (ULI) and named for Houston developer Gerald D. Hines. A total of 139 teams from 64 schools across the United States and Canada submitted plans for the urban design challenge, a hypothetical project centered on Houston's historic downtown Post Office building. The group



Keith Richards (left) and Brian Ferguson

*"Our practice-based education would not have been complete without an understanding of how to collaborate with related practitioners and learning their motivations, needs and challenges," Richards said. "I feel much more prepared for going into a development career and working with architects and other professionals in the real world."*

consisted of Bauer MBA students Keith Richards and Brian Ferguson — plus David Ladewig, Ashleigh Rogers and Tiger Lyon, all MS Architecture students from Hines College.

"The UH team's honorable mention is a major accomplishment," said an elated John E. Walsh, director of Bauer College's Graduate Real Estate Program. "When you recognize that this competition is in its tenth year, that 139 teams participated and that many of them are from

highly rated universities that have competed multiple times, you can appreciate the magnitude of our team's showing."

"Our team was thrilled to hear that we received honorable mention for our financial work," Ferguson said. "Many people have been working hard to get the UH Graduate Real Estate Program some recognition, and hopefully this will bring some attention to our growing program as well as the university."

The students prepared for the competition in Finance Professor Charles R. Savino's Fall 2011 "Real Estate Studies and Projects" course. The deadline for their proposal was Jan. 31 — a mere 15 days after they learned the downtown Post Office had been chosen as the competition site.

The Bauer grad students said the process was an excellent real-life model for their multidisciplinary group.



# The Business of Mobile Apps

There's an app for everything. Need help locating a restaurant? Try UrbanSpoon. Need to find movie show times? Scroll over to Fandango. As smart phones and even smarter consumers change the way they search for information, Bauer College is responding with a new course focusing on mobile application development.

Launched this spring through the college's Department of Decision and Information Sciences (DISC), the course is dedicated to exposing students to the process of creating a mobile app that offers a unique value and potential market of users.

The 24 students in the inaugural session divided into teams of four, with two developers, one businessperson and a creative. Halfway through the semester, they were prototyping, iterating and talking to customers to identify if the app was solving a customer problem.

"Each team operated essentially like a startup, in the sense that they were required to think about not

only the technical aspects involved with creating a mobile app, but the business component as well," said Hesam Panahi, who taught the course.

The students' apps were written using cross-platform technologies so that they can be submitted to one or more of the major app stores. During the last week of the semester, the class held a Demo Day that invited Bauer students to test their work.

"I believe the students gained the opportunity to work on an exciting new technology while also using their business skills. DISC students take business classes and programming classes, but rarely do the two intersect in one course," Panahi added.

As each group created a fully functioning app, having a tangible product at the end of the semester is always a great résumé builder, according to Panahi.

"It's not just an assignment, quiz or exam — it's a product that could potentially be a business, and I think that's what is so unique and thrilling about the course."



# A Sales Sweep

For the second consecutive year, the Program for Excellence in Selling at Bauer staked their claim as the best sales program in the nation. In March, PES students were again victorious at the National Collegiate Sales Competition at Kennesaw State University.

Grace Mocerì, who placed first, and Sonya Brooks, who placed second, together claimed the overall number one spot for Bauer with team alternates Bryan Hentges and Markee Johnson.

“It has been really interesting to work with such an amazing team and to be involved in this competition,” Brooks said. “It really was a team win, and I feel even our respective individual wins can be attributed to how we worked together as a team.”

The competition required the students to prepare

a 20-minute sales presentation for a mock meeting with a buyer, as they were recorded and graded by a judging panel on criteria including needs identification, approach and communication skills.

“It feels amazing to be offered a sales education that prepares you to dominate a national competition like this,” Mocerì said. “That is really the difference that sets apart us from other schools, and I just feel fortunate to be a part of it.”

Receiving a championship two years in a row only adds to the outstanding reputation of the program and the college, said Randy Webb, PES director.

“The second championship trophy in that many years is a true testament to the education being taught in this program. We are very proud of our students for this outstanding accomplishment,” Webb said.

*“It feels amazing to be offered a sales education that prepares you to dominate a national competition like this.”*



From left, sales students Markee Johnson, Grace Mocerì, Sonya Brooks and Bryan Hentges celebrate the second consecutive year of Bauer students winning the National Collegiate Sales Competition.

## GLOBAL ENERGY MANAGEMENT

Thousands of Houstonians work in the energy industry — as energy traders, accountants, risk managers, lawyers and public-policy makers. Many of them are graduates of the Global Energy Management (GEM) programs at the Bauer College. In this piece, we offer snapshots of the remarkable success stories coming out of GEM at Bauer, which *BusinessWeek* magazine has called one of the nation's top four niche programs.

### BILL CASHMARECK ('10), ENERGY TRADER

When a family friend suggested he might make a good energy trader, Bill Cashmareck — who originally wanted to be a football coach — discovered the business matched his competitive nature. Transferring to Bauer after two years at Sam Houston State University, he found the Global Energy Management program to be a perfect fit. He took classes in the evening, worked as an energy analyst intern during the day and landed a job at Musket Corp. before graduation. With two promotions in less than two years, he believes his work-study experience gave him a built-in advantage over most of his entry-level peers.

**EDUCATION:** BBA, Major in Finance with a concentration in Global Energy Management.

**WHY ENERGY?** “I’m in Houston. It’s the energy capital of the world. So I thought if there’s any good opportunity, it’s probably in energy. Also, I’m more of a hands-on learner. I wanted to be able to find work while in school in an industry where I could potentially work after college, so I went that route and found out that I actually enjoyed it. It’s a very vast and diverse field.”

**WHY BAUER WORKED FOR HIM:** “I was able to do advanced coursework with master’s students. It pushed me harder and made me work harder. The energy courses were mostly offered from 6 to 9 in the evening, so that was great for me because I could work during the day.” Courses in energy trading, energy analysis, options and futures, petrochemical and refinery economics and energy value chain gave him a thorough understanding of the trade. “The courses really go into detail on specific energy industry topics and relevant challenges, and so you really go in with a background and a knowledge that can be applied to almost any energy career.”

**HIS CAREER:** After internships at EnRisk and Pivotal Energy Development, Cashmareck was hired as a regional trading assistant at Musket Corp., a privately held commodity supply, trading and logistics company in June 2010. Three months after graduation, he was given additional responsibilities in business development. “I ended up being the go-to guy for all analysis and financial modeling. I got to sit at the table with all the key decision makers and learned a ton about high-level decision-making and what goes into it.” Since January, he has headed up the structured products trading arm of the business and is also leading an investment strategy for natural gas as a transportation fuel.

*“I came in knowing what was going on.”*

*Continued on page 26*

**SECRET TO HIS SUCCESS:** “When you look at a traditional new hire, they come in with a degree and no sense whatsoever into energy markets or the energy industry in general. They come in cold, fully fresh, plain vanilla, and they spend the first year or two just learning about the industry before they can make a move or promotion into another role. Where I benefitted greatly, I did not need that training. I came in knowing what was going on.”

**WHAT NEXT?** “I will probably apply for graduate school within the next year at Bauer. I have advanced very far very fast. I’m in an explosively growing company right now with huge support, and I think I will get a chance to take a look at some of these growing opportunities in the next year. Beyond that, I am in a very diverse industry. I don’t know the next opportunity.”



## RAFAEL A. MARTINEZ, JR. ('07, '10) NATURAL GAS TRADER

Rafael Martinez is a gambling man — a risk-taker at work and at play. The El Salvador native moved to Houston 15 years ago, earned his undergraduate degree and his MS in Finance at Bauer and has enjoyed a golden career at Sequent Energy Management, a natural-gas asset management and marketing company. He is currently a trading director, as well as lead trader for the Southwest region and head of the West region’s transportation and storage group. A graduate of Bauer’s GEM professional program, he is also a sly poker player who sees a natural link between his twin passions for gaming tables and trading desks. “I love risk and I find it exciting,” he says. “Every day I go to work, I can’t wait to get on the desk and start trading.”

**EDUCATION:** As an undergrad, Martinez served as president of the Finance Association and helped found the Energy Association. (“Sequent came in and recruited at both.”) He minored in Economics and Spanish. While earning his MS in Finance, he completed three graduate certificates: Economics of the Energy Value Chain, Energy Investment Analysis and Energy Risk Management. He’s a brother of Delta Sigma Pi business fraternity.

**WHY ENERGY?** “Originally, I was going to do aerospace engineering at The University of Texas and ended up not going. I studied mechanical engineering at UH for a couple of years; then I started hearing about energy and the business opportunities in the field. A buddy of mine was transferring from engineering to business, and I decided to go with him to Bauer’s career center to see what they had to offer. I learned about the energy program and the exciting opportunities in the industry. It really sparked my interest, so I decided to switch my major to finance and complete the GEM professional program.”

**HOW BAUER PREPARED HIM:** “It definitely opened opportunities for me. If I hadn’t gone through the energy program, I don’t think I would be where I am today. ... I think my undergrad gave me a strong base to be successful in the energy industry, and the MS further prepared me to be able to apply the advanced finance theories and economic principles that go into different trading decisions that I make in my job today.”

**CAREER PATH:** Started as intern in the Sequent scheduling department in 2005. By 2007, he had a full-time offer. Became a trader in 2009. He traded the Midcontinent/Midwest for a year, then went on to trade the Southwest. Promoted to director of trading in 2011. As head of Sequent’s West region T&E group, he is responsible for transport and storage asset acquisitions in the Midcontinent, West and Canada.

**WHAT NEXT?** “I want to continue to advance in the energy industry. Hopefully, one day I can lead a trading company — not necessarily as president but definitely as head of trading.”

*“It definitely opened opportunities for me.”*

# BLAST FROM THE PAST

It's no secret that the University of Houston has grown since its beginnings in 1927, as has its business college, now known as the C. T. Bauer College of Business.

In March, the college hosted the inaugural Gold and Silver Cougar Luncheon, an event recognizing alumni from 25 and 50 or more years ago. The luncheon gave attendees the opportunity to celebrate the past, with a Cougar Mobile Museum that showcased Houstonian yearbooks, Frontier Fiesta programs, student newspapers and athletics memorabilia from the era, as well as celebrating the recent student successes at Bauer.

As alumni toured the museum, entrepreneurship student Brenda Melgar, who is creating businesses that make use of her artistic talents, showcased her speed painting abilities. During the luncheon, she unveiled a piece she painted in less than an hour — a portrait of Cyvia and Melvyn (BBA '53) Wolff, co-hosts of the event and namesakes of the Wolff Center.



“One of the things I remember, was that every time that Hugh Roy Cullen gave money to the university, we would go to the building and have a pep rally in his honor, which was always fun,” said Mary Bader, who attended the event with her husband, Wayne Bader ('53).

Honoring gold and silver graduation anniversaries is a special tradition that should continue over the years to build and maintain the bond between alumni and their alma mater, Dean Latha Ramchand said.

“Today will always be special because this is the day we are starting a new tradition to honor each and every one of our alums with a goal of bringing you back at least once a year,” she added.



“I'm blessed to be able, with my wife Cyvia, to be involved with the entrepreneurship program and contribute to the center to help it move forward,” said Wolff, himself a Gold Cougar. “What makes it wonderful for me is I get to meet with students like Brenda throughout the semester and get to learn their goals and actually give them the tools to be successful.”

Rounding out the luncheon was an open session where alumni had an opportunity to share memorable moments during their time at the university, which included stories of playing cards and listening to songs on the jukebox in campus hangout the Cougar Den as well as good times at pep rallies and Frontier Fiesta.





Star of  
hope

For Houston's Homeless Since 1907

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697 Ardmore →

# BAUER ALUMNI BUILD HOPE ALL YEAR

There's no denying that the city of Houston is big, and with a big city comes big responsibility to help those in need. The Bauer College Alumni Association at the University of Houston has recognized the year-round need to help fight homelessness with the Star of Hope, a center dedicated to helping those in need.

"Homelessness isn't an issue only during the holiday season, but an issue for many all year long," said Thy Mondragon, member of the BCAA Community Service Committee. "Our commitment to helping the homeless is our effort to try to provide support throughout the year, and not just the holiday season, and we hope others choose to do the same."

To kick-off the year-long initiative, the BCAA began their fundraiser during the Conference USA Championship football game by asking ticket buyers to bring a bag of clothing to donate to the Star of Hope. In total, they collected 159 bags of items to donate to the homeless.

"It is important to give back to the community that has been so great," said James Hong, Bauer Alumni Association president (pictured above). "We are very fortunate to live, work and attend college in such a vibrant, diverse, major metropolitan city, so it's important that we keep it that way by giving back to the community as much as we can."

BCAA members participate and hold multiple volunteer events throughout the year for many different causes, including:

**Houston Food Bank** Through the Backpack Buddy Program, BCAA helped provide low-income students food to take home with them to eat over the weekend.

**Be A Champion** Founded in 2001 by former UH athletes, Be A Champion serves as a way of reaching out to underprivileged youth in the Houston area through sports mentoring, education and community service. Prior to UH football games, Bauer alumni volunteer with the nonprofit, serving food and drinks to hundreds of low-income students who are participating in college access programs.

**Fort Bend Habitat for Humanity** BCAA volunteered with the Fort Bend Habitat for Humanity to help construct a new wheelchair-accessible home for a first-time home buyer.

**MacGregor Park Tree Planting** Less than a mile away from the UH campus, Bauer alumni, along with several Bauer student organizations, rallied together to plant 275 trees in MacGregor Park to combat the effects of the local drought.

# DORMROOM 2 BOARDROOM

By Amanda Sebesta

Every year, young adults begin their college career in hopes of obtaining a degree in four years, graduating and landing their dream job right out of college. Recent college graduates have found that this dream is not as easy to attain as it once was.

Bauer College alumnae Christa Curry and Ashley Sutton, both entrepreneurship and finance majors, recognized the need for a resource to help college grads get ahead in the business world.

“My parents were entrepreneurs, so I have always had an interest in entrepreneurship, although I didn’t know how that would manifest itself in my life,” Curry said. “I actually grew up playing the piano and thought I would be a concert pianist, but when I learned that I would have to be a starving artist for a while, I had a sudden change in course.”

Noticing the need to not only help themselves prepare for a job search but other college graduates as well, the two Bauer grads put their entrepreneurial skills to work and created the site Dormroom2Boardroom.

“Dormroom2Boardroom is a website that is written for, by and about real graduates. It’s all about empowering college grads and young professionals to take charge and feel confident in their careers and in life,” Sutton said. “We offer everything from job search tips, résumé writing, navigating day-to-day in the

workplace, and of course, money tips and getting rid of student loans.”

“Students are constantly browsing the web for jobs, networking opportunities and much more, so why not give them a go-to website that helps cultivate careers and provide real-life advice on finding a job,” Curry added.

While Curry and Sutton have always had aspirations to own a business, they both credit their time at Bauer as a helpful resource in their success.

“Bauer provided tons of resources to help us better understand all of the components that make up a business,” Sutton said. “Every class from financial and managerial accounting to marketing and operations are pieces to the puzzle. Our professors always challenged us to think differently, and most importantly, our peers were always so supportive through it all.”

With recent college graduates finding that a search for a career is no easy task, Curry and Sutton encourage grads to not give up on themselves.

“We would definitely say be prepared and be persistent. Opportunities can present themselves in a variety of ways and places, and there’s nothing worse than having an opportunity and not being prepared for it,” Sutton said. “Persistence is key. No one can strive for your success like you. No matter how many doors get slammed in your face, no matter how many résumés you’ve submitted, keep going.”



Christa Curry, left, and Ashley Sutton

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(AND WE'RE JUST GETTING STARTED.)

