Bauer’s Star Gets Brighter  
College Earns Top 50 Ranking In Business Week

Bauer College recently earned a Top 50 Ranking in Business Week among the over 1,100 undergraduate schools of business in the country.

Bauer’s official spot is #49 among public universities, a significant achievement given that only 93 business schools across the country made the final Business Week’s list for 2007.

Dean Arthur D. Warga personally thanked students with a special card, writing, “Your quest for academic excellence and outstanding performance helped us garner this ranking.”

NEW BUILDING AT UH TO BE NAMED TO HONOR REGENT MICHAEL J. CEMO

Bauer College is well on the way to a much needed expansion of classroom and administrative space, thanks to the generosity of long-time supporter Michael J. Cemo, former president and CEO of AIM Distributors, Inc. and a University of Houston System Regent. Cemo was instrumental in creating the award-winning AIM Center in Melcher Hall and was instrumental in the historical $40 million gift from Ted Bauer that put Bauer College on the map.

The UH System Board of Regents has approved the design and construction of a new, $9-million building on the UH campus to be named in recognition of Cemo, who is providing the lead gift, $3 million, to help fund construction. The 33,000-square-foot lecture hall and academic center will be called Michael J. Cemo Hall. Along with the state of the art auditorium that will seat 450, two 70-seat classrooms and faculty offices, this multi-story building will house three

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Shell President Defines Leadership Qualities
John Hofmeister Visit Gives Bauer Treat

"It's about leading, not being a leader." With this introduction, John Hofmeister, President of Shell Oil Company, engaged 300 Bauer students and guests in an enthralling discussion about the principles of leadership that he has used as a personal guide to success. Those principles include:

- Never stop preparing to lead.
- Never stop learning – read, read, read.
- A leader is on 24/7.
- A leader is personal.
- Leaders are servants who take care of the needs of others.
- Times of crisis require “command leadership”.
- Leading requires stamina, emotional maturity, and ambition.

Hofmeister’s presentation on Thursday, April 5, was part of Bauer’s continuing Distinguished Leaders Series, made possible by Stanford Group Company.

Annual Doctoral Symposium Celebrates 25 Years

The Marketing Department hosted its 25th Annual Doctoral Symposium April 13 and 14 at the UH Hilton. Graduating doctoral candidates Babu John Mariadoss and Sonja Propkopee organized the event, which included visiting students and faculty from 10 universities, including UC Berkeley, UCLA, and University of Texas at Austin. Nationally acclaimed marketing researcher Professor Richard Bagozzi from the University of Michigan gave the keynote address entitled “Emotions in Marketing.”

University of Michigan Professor Richard Bagozzi gave the symposium’s keynote talk.

Marketing doctoral student Doug Walker is presented a plaque from Marketing & Entrepreneurship Department Chair Ed Blair.

Marketing & Entrepreneurship Professor Betsy Gelb chats with colleagues.
Co-presidents of a company are a rare occurrence. Even rarer is that the two co-presidents of The Woodlands Development Company are both Bauer College alumni. Tim Welbes (‘69) and Alex Sutton (MBA ’73) shared their respective career stories and described the challenges they face in leading development of The Woodlands. Executive MBA students in Visiting Assistant Professor David Rubenstein’s class heard the duo’s story on April 9 as part of the Distinguished Leaders Series.

Welbes and Sutton have built one of the Houston area’s most successful planned communities by creating a pedestrian-friendly haven and live-work environment of retail, residential, and commercial space, along with restaurants, live music venues, waterways and parks. The Woodlands is Houston’s fastest growing master-planned community.

Welbes began his career at the accounting firm of Ernst & Whinney. Eventually, he took over the regional office of a homebuilding company after a period of poor leadership. During this time, Welbes learned some hard but invaluable lessons.

“Our company was being led by someone who was way out of line in his professional behavior,” said Welbes. “We never reported him to his bosses and I advise you all to never go over your boss’s head.” Why? “Because good business will always find a way to take care of its problems. That’s what makes it a good business.”

Like Welbes, Sutton found his passion in development. He began his career working for Exxon but admitted to not having the passion that would make him successful to continue...
SEI Celebrates 10-Year Anniversary

The Sales Excellence Institute’s Graduation & Induction (SEI) Ceremony on April 27 represented SEI’s 10 year anniversary. Hosted by the Hilton Post Oak, the occasion marked a new era of leadership for SEI while celebrating its remarkable impact at Bauer College over the past decade.

Current SEI Executive Director, Eli Jones, announced the appointment of Mike Ahearne, Associate Professor of Marketing and Research, as SEI’s new leader. Jones has been promoted to Associate Dean for Executive Education Programs. Dean Arthur D. Warga unveiled the official news to a packed ballroom of more than 500 which included SEI graduates and inductees, family members and partners.

“Eli Jones has built an amazing program at Bauer,” said Dean Warga. “SEI’s program has been so successful that other institutions wish to replicate our model. He has led the charge to make SEI and its three Centers of Excellence a global leader for sales and sales management education and research. I am confident that Eli, in his new role, will elevate our executive education and programs while also being a valuable resource as SEI brings Bauer even greater distinction.”

Ahearne paid tribute to Jones’ contributions and building SEI’s reputation. His goals include building on the program’s success and expanding its offerings.

TORCH IS PASSED. After 10 years of building a successful program, Eli Jones announced Mike Ahearne’s appointment as SEI’s Executive Director. Jones was recently promoted and named Associate Dean for Executive Education Programs.

EVENING OF JOYOUS OCCASION. (from left) Associate Dean Jones presents SEI Graduate Amanda Evans with a Certificate of Professional Selling. Professor Jim Webb (at podium) salutes graduates and awards honorees.
Bauer Welcomes Beijing Global Energy MBA Students

Class Travels from China to Make History as College’s First

Ninety percent of business schools don’t focus on the largest industry in the world. Thirty-one graduating Global Energy MBA (GEMBA) students representing China’s leading energy companies affirm that Bauer College does.

Four of China’s top energy executives received their MBAs and the group’s graduation represents Bauer’s first Beijing GEMBA class, and perhaps the furthest distance (China to Houston) ever traveled by a class this size to be on a graduation stage at the University of Houston.

The majority of the students are employed by Sinopec and will be leading China’s largest and most influential energy companies for years to come.

Bauer College welcomed these guests with a special luncheon in their honor on May 11, 2007, featuring Graduate and Professional Programs Commencement speaker G. Edmond Clark (MBA ‘79), President and CEO of FedEx Trade Networks, Inc.

The GEMBA group spent a week in Houston following the Commencement, taking field trips to energy companies, Houston landmarks and attractions such as the Johnson Space Center.

On May 9, the Bauer College Energy School hosted a dinner and executive presentation on leadership at the Houston Museum of Natural Science in Hermann Park. Bauer’s Energy School launched May 6 – 11 under the direction of Finance Department Executive Professor Dan Jones, with a curriculum focused on risk management in the energy industry. Associate Dean for External Relations Bob Casey and Finance Chair Praveen Kumar spoke to the group of 20 students who came from throughout the United States, Canada, and Europe. Keynote speaker Major General Robert P. Lennox (Commanding General of Fort Bliss) outlined the qualities of great leaders, including having a positive attitude, creativity, a firm commitment to ethical behavior, and balance in life. Professor Jones made a special presentation to Jack Wesley, former President of Oil Insurance Limited (OIL) and a sponsor of the Energy School, to recognize the substantial role Wesley played in making the Energy School a reality.

ENERGY SCHOOL ENERGIZED

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CEI Graduation

The Center for Entrepreneurship & Innovation (CEI) honored 28 graduates and 35 inductees at the 2007 graduation ceremony held at the Houston Club on May 10. CEI Director Dan Steppe noted that the CEI program, with over 2,500 students since its inception, is the largest and fastest growing university entrepreneur program in the country. Steppe urged the students to remember that failure is part of success and “you will never really succeed unless you take risks.” Keynote speaker Joe Mannke, founder of the Rotisserie for Beef and Bird and Bistro Le Cep restaurants, gave the more than 350 attendees a personal account of how persistence and vision are the keys to success as an entrepreneur.

HBSA Celebrates 2007 Spring Graduating Class

The Hispanic Business Student Association (HBSA) took time at the Crowne Plaza on Smith Street on May 10 to extend appreciation during its annual Awards Banquet to HBSA members, officers, graduating seniors, volunteers, corporate partners and Bauer staff. Outgoing president and recent graduate Jorge Mancilla (’07) presented plaques of appreciation to Bob Casey, Associate Dean of External Relations, John O’Dell (’70), Director of Alumni Development, and Erika Guerra, Executive Secretary. Accounting senior Jose Lozano praised Rey Rodriguez, Director of the Barrio Student Center, for his “unrelenting” commitment and volunteerism to HBSA.
A pproximately 500 new BBA graduates made the leap to the real world of business with a powerful message from keynote speaker Duy-Loan T. Le (MBA ‘89), a Vietnamese immigrant who is the first and only female Senior Fellow at Texas Instruments. Le told an enthusiastic crowd in Hofheinz Pavilion that “success without family is no success at all” and urged the students not to forget that living in America is a privilege bringing with it the moral obligation to help others in need. Center for Entrepreneurship & Innovation major Matthew Woodhill won the honor of Bauer Undergraduate of the Year.
Bauer’s new graduating class of MBAs, MSACCY, MSFinance, and doctoral candidates celebrated their commencement with G. Edmond Clark (MBA ’79), CEO of FedEx Trade Networks, Inc. Clark called Bauer College “a pacesetter in education” and outlined principles of successful living, including treating all people with dignity and respect and doing everything with the highest levels of honesty and integrity. These principles make up the foundation for how FedEx views its ability to be successful abroad. Clark stressed the importance of today’s global economy, a message that resonated with the diverse Bauer student body that included the first Beijing Global Energy MBA class of 31 Chinese energy executives. The group traveled from China to Houston, making Bauer history and the graduation ceremony even more special (see page 5 for more details). Another highlight was the presentation of an Honorary of Doctor of Humane Letters degree to Leonard Rauch. Bauer Dean Warga cited Rauch’s numerous efforts spanning decades to build world-class facilities at the University of Houston.

Liz Anderson-Fletcher, Associate Dean of Administrative and Academic Affairs presents the Outstanding EMBA Student Award to Brett Cole.

UH System Board of Regents Chairman Leroy L. Hermes and Dean Warga award longtime University supporter and champion Leonard Rauch his honorary degree.

Graduate Programs Commencement Speaker G. Edmond Clark (MBA ’79).

Proud moment for new Bauer graduates.

Bauer Alumni Association board member Karen Hartemink (MBA ’04) and Association president Trey Wilkinson (MBA ’02).
FRANTIC FUN, FIRST-HAND MARKET EXPERIENCE

Bauer Students Win NYMEX Open Outcry Competition

**INTO THE ARENA.** Vying for winning trades in light of news events having an impact on commodities futures.

**High stakes intensity and the dynamics of energy trading and hedging. That’s what all the yelling was about on April 14 during the sixth annual NYMEX Open Outcry Competition, presented by the Finance Association.** More than 65 students from Bauer College, the University of Texas at Austin, Rice University, Texas A&M University, the University of Texas at Dallas, Oklahoma State University, Texas State University, the University of Richmond and Quinnipiac University competed for a coveted, all expenses paid, internship with NYMEX in New York.

When the trade tickets settled, Bauer emerged with five finalists, including the top slot won by finance and accounting senior Saeeda Jamaluddin.

Prior to the competition, a distinguished panel of trading experts spoke to participants about where energy trading was headed. Gerald Balboa (’93), Regional Vice President of BP, said hosting the outcry competition in Houston was a good fit. “I’ve seen lots of banks moving their energy trading operations back to Houston from New York City,”

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Global Business Minor Presents View on Poverty with Dr. Hafiz A. Pasha

Dr. Hafiz A. Pasha, United Nations Assistant Secretary-General and UN Development Programs Assistant Administrator, consults with Frank Kelley, Assistant Dean of Undergraduate Business Programs, Accounting Professor Saleha Khumawala, and Dean Warga. Speaking about poverty in Asia to Global Business minor and Global Business Program candidates, Dr. Pasha said that, “In the euphoria of world growth, we are forgetting the poor.” Dr. Pasha was on campus on April 5 as part of Bauer College’s partnership with the World Affairs Council.

Building The Perfect Burger

Making and serving burgers require exceptional teamwork. But cooking great tasting burgers that fly off the grill also requires customer service and a strong plan. Five teams from the Center for Entrepreneurship & Innovation (CEI) competed to build the best burger during the annual BurgerFest event held this year on April 18-19. The event raised $40,000 for the CEI.

A key part of BurgerFest is the development of a business plan by students. From text book to marketplace, CEI students then form a “mock” burger company that needs a strong business and marketing plan to outpace the competition.
Beta Alpha Psi Hits a Home Run with Double Play Day

Seventy Beta Alpha Psi (student accounting society) students gathered at Minute Maid Park for their annual Double Play Day (DPD) professional event on March 29. The program featured Pam Gardner, President of Business Operations of the Houston Astros. Gardner stressed the importance of having strong mentors, acting ethically at all times, and constant learning. Her time management secret? Hire good people and empower them to make decisions while rewarding innovation. Later, students and faculty met with corporate DPD sponsors to network and relax while watching the Astros beat the Kansas City Royals 4-2 in a spring training exhibition game.

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vital services for students: a satellite of the University’s Writing Center, a testing facility and the Elizabeth D. Rockwell Career Services Center.

“I was a typical UH student in the 1960s, working and going to school at the same time. Like so many of us, I would not have had a successful career and life over the past 40 years without the University of Houston,” Cemo said. “My wife and I are pleased to be in the position today to give back to the University of Houston and the students who will come here in the future. We hope that this gift will serve as a reminder to other alumni about the importance of UH to our community and to our future.”

BAUER DUO continued from page 3

his career at the oil giant. His advice: you must be enthusiastic and truly love what you are doing or you will be surpassed by other co-workers who do.

While each has a specific set of responsibilities, Welbes and Sutton also described their co-management as working very well. Both are accountable and can jump in as project managers for any given development at The Woodlands at any given time.

Bob Casey, Associate Dean, External Relations, Bauer Alumni Association board member David Flores (MBA ’03), Tim Welbes, Alex Sutton and alumni board member Craig Rickard (’00).
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said Balboa. “That’s good because we are regaining our title back as ‘energy trading capital.’” NYMEX trader and competition judge Scott Hess took a moment to recognize Bauer’s role in presenting the event over the past six years. “Bauer is like my adopted school. I applaud the vision of Dean Warga and Bob Casey for making the event at Bauer a reality. It’s always great coming back for Outcry.”

All Outcry winners received scholarships. The top 10 winners were:
1. Saeeda Jamaluddin—Bauer College, University of Houston
2. Sean Andrews—Bauer College, University of Houston
3. Paloma Cainelli—Bauer College, University of Houston
4. Mike Nguyen—Bauer College, University of Houston
5. Katie Ross—University of Texas at Austin
6. Dianna Vo—Bauer College, University of Houston
7. Andrew Smith—University of Texas at Austin
8. Zach Straight—University of Texas at Austin
9. Danny Koch—University of Texas at Austin
10. Troy Smith—University of Texas at Austin

Top winner Saeeda Jamaluddin.

Bauer math and finance senior Sean Andrews on “trading” floor with Jamaluddin and University of Texas accounting and finance major Priyanka Mehrotra.