

UNIVERSITY OF HOUSTON C. T. BAUER COLLEGE OF BUSINESS

WINTER 2011

The Dean's Journal



Dear UH and Bauer Friends:

Our long awaited dedication of Cemo Hall on December 10 was one of those very special moments for me in the 10 years I have been Dean of the C. T. Bauer College of Business at the University of Houston.

Our dedication marked the culmination of a journey that began more than 40 years ago when Michael Cemo was an undergraduate at the University of Houston.

When he worked for AIM, Ted Bauer's company, Michael Cemo was pivotal in introducing us to Ted. Michael recognized the business school's enormous potential and had begun working to raise its profile. His efforts helped set the stage for an astonishingly generous gift. A proud Cougar, Michael believed that the University was the ideal spot for a student investment center and that UH was the perfect fit for Ted Bauer. I'll never forget the story of how he told AIM senior management about the more than 400 UH alumni who worked in the ranks of AIM.

He described Ted Bauer as the type of caring individual who had already demonstrated a desire to help make a difference in higher education. But, Ted especially wanted to do something here in Houston. The stars were forever aligned.

Michael took his passion for his University and Ted's sentiments to heart.

For two years, we have seen the construction of Michael J. Cemo Hall and have widely anticipated what it will mean to our business school.

Seeing a physical structure raised, the bricks and mortar emblem of a visionary's life dream, is one of the great joys of my job. The impact of this building on our students will be immeasurable.

It is as gratifying as seeing what happens in our classrooms when our professors nurture students along the way. For our students, the opportunity to sit across from a great teacher is a life-changing experience. A new building means we can create more experiences. Experiences that undeniably affirm our mission as students graduate from our halls and forge their own paths in the business world. Cemo Hall, housing Rockwell Career Center and Global Business Minor classes, gives our students tools to become informed citizens and effective business leaders. From internship gateways to housing recruiter interview rooms that lead to jobs, Cemo Hall's resources will benefit students.

Behind it all, are the people. Michael Cemo, Jack and Debbie Moore, and John Stubblefield were all students of this university and now are successful alumni investing in our expansion, from the building, auditorium and classrooms.

Speaking of people who think long-term, the cause to support education was so strong a pull that it brought Duke University alumnus John and Darlene McNabb to us. John and Darlene's ties to this school began the moment they met our students. Both wanted to make us more competitive for the global workplace and make Bauer as great as the city of Houston.

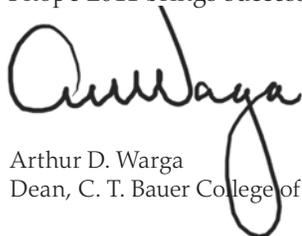
We have a business school where our graduates are energizing Houston's corporate universe.

Making our students competitive in Houston and around the world is what Mike Cemo and his family, Jack and Debbie Moore, John Stubblefield, and John and Darlene McNabb believe. And you can't have a building project like Cemo Hall without the support of the Houston Endowment.

We have come a long way since Ted Bauer gave us a tremendous boost. The generosity of Michael and all who made Cemo Hall a reality will take us even further as we chart exciting new paths.

There's no better example of Ted's spirit of philanthropy, his altruism and his passion than Michael J. Cemo Hall.

I hope 2011 brings success to all of your endeavors.



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



Dean Arthur Warga, Warren Buffett and Melvyn Wolff

The Dean's Journal

WINTER 2011

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OUR MISSION: The mission of the C. T. Bauer College of Business at the University of Houston is three-fold:

To create and 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.

ON THE COVER: Career Gateway and Expanded Facilities. *Jamie Belinne, assistant dean of the Rockwell Career Center, stands at the first floor of Cemo Hall which now houses the career center serving thousands of Bauer students.*

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The University of Houston is an EEO/AA institution.



C. T. Bauer College of Business is an AACSB accredited business school.

CEMO HALL AUGMENTS COLLEGE

Synonymous with Success

UH Bauer marked the culmination of a journey more than 40 years in the making on Dec. 10, with the grand opening and dedication of its newest building, Michael J. Cemo Hall.

The building, a 34,000-square-foot home for Bauer College's rapidly growing Global Business Minor program and the Rockwell Career Center, is named for former UH System Regent Michael J. Cemo ('68), an ardent supporter of the university who first came to know the campus while earning his undergraduate degree four decades ago.

"I love being involved in great days at the University of Houston," Cemo said to the crowd gathered to celebrate the building's dedication. "This is certainly a great day, and I hope to be involved in many more here."

Cemo, who went on to work in corporate finance for Charles T. "Ted" Bauer at AIM, was pivotal in introducing administration of what was then known as the College of Business Administration to the benefactor who ultimately gave the \$40 million gift to name the college.

"A proud Cougar, Mike believed that the university was the ideal spot for a student investment center, and that UH was the perfect fit for Ted Bauer," Dean Arthur D. Warga said.

Cemo's efforts were instrumental in connecting Bauer to UH's business school, Warga added, and the relationship between Cemo and the college has grown over the past decade, with Cemo becoming a member of the Dean's Executive Board and providing the lead gift for a second building.

"Behind our efforts to grow are always the people."

Warga also recognized contributing donors who named classrooms and the auditorium inside Cemo Hall. "Jack and Debbie Moore, John and Sharon Stubblefield, and John and Darlene McNabb were all inspired by Mike and his family to transform lives," he said, also recognizing The Houston Endowment for its support of the building.

The world-class new building is befitting of a college that has helped lead the growth of the university, UH System Chancellor and President Renu Khator said.

"Every time I come to Bauer, I leave saying, 'this is the place,'" she said. "Bauer is synonymous with success and quality. It houses the best and strongest programs that are



UH Bauer Dean Arthur Warga (third from left) recognized Cemo along with other donors who made the classrooms and auditorium in the building possible, including Houston Endowment President Larry R. Faulkner, Jack and Debbie Moore, John and Sharon Stubblefield, and John and Darlene McNabb.



Framing up! July 2009



Auditorium beginning to take shape August 2009



September 2009 Going Vertical



Former UH System Regent Michael J. Cemo ('68) was overwhelmed with emotion as he addressed the crowd gathered to celebrate the grand opening and dedication of a new business building named in his honor.

touted for their achievements.”

Cemo Hall started a wave of new construction on campus two years ago, which has included Calhoun Lofts, the East Parking Garage and Cougar Village. “Everything begins somewhere,” Khator said. “Our transformation means transformation of academic programs, of course, but also

transformation of physical buildings, and Cemo Hall began this journey.”

UH System Board of Regents Chair Carroll Robertson Ray (JD '02) lauded Cemo and the other donors along with Bauer College faculty and staff for their contribution to student achievement, noting the importance of alumni involvement.

“You too can be a Mike Cemo,” Ray said to students gathered at the grand opening ceremony. “Hold on to your goals and visions. You can make a tremendous difference in the lives of people who follow you.”

Dean’s Executive Board chairman and Administaff president Richard Rawson ('72) connected Cemo’s drive and dedication to success with the college and university’s strive for national recognition.

“UH and Bauer by no means are sitting on their laurels,” Rawson said. “Neither are Mike Cemo and his family. The impact they have had on Houston and our community is tremendous. They have made a huge difference in students’ lives and in our community.”

During the ceremony, Cemo’s children, Jason and Stephanie, unveiled a portrait of their father that will hang in the lobby of the building. Warga also presented Cemo, the Moores, the Stubblefields, the McNabbs and the Houston Endowment with engraved awards, while every guest who attended the dedication took home a memento — a piece of the fossil limestone used on Cemo Hall and many other landmark structures on campus.



Cemo stands poised to cut the ribbon and officially open Michael J. Cemo Hall, surrounded by (from left) Dean Arthur Warga, Dean’s Executive Board Chairman Richard Rawson, UH President Renu Khator, John Stubblefield, Sharon Stubblefield, Darlene McNabb, Star Furniture Chairman Melvyn Wolff, John McNabb, Stephanie Cemo, Jason Cemo, Debbie Moore and Jack Moore.



December 2009!



February 2010
Exterior is done and glass is too.



June 2010 All done! Time to start moving the grass.

PATHS OF TWO MANAGEMENT PROFESSORS CROSS AGAIN

C. CHET MILLER

Title: Bauer Professor of Organizational Studies

Previously: Taught full-time at Baylor University and Wake Forest University, with teaching experience also at Cornell University and Duke University. Led executive MBA programs at Baylor and Wake Forest and served as associate dean of the latter.

Education: Ph.D. in Organization Studies from University of Texas at Austin, where he also earned a B.A. in Psychology.



LAURA B. CARDINAL

Title: Professor of Strategic Management

Previously: Southern Methodist University, Duke University, the University of North Carolina and Tulane University. While at Tulane, served as department chair of the strategic management area and director of the Burkenroad Institute on Leadership.

Education: Ph.D. from the University of Texas at Austin, where she also received her B.A.

This fall, Bauer College added to its faculty two management professors to its faculty from top business schools who have been honored for their teaching, are widely published and have a new or revised text out this year.

Chet Miller comes to the college from Wake Forest University as the Bauer Professor of Organizational Studies, and Laura B. Cardinal, who came from the A. B. Freeman School of Business at Tulane, is Professor of Strategic Management.

Since joining the faculty, Miller has begun a new research project on how a CEO's propensity to risk can affect the fortunes of the company and another on CEO turnover. UH Bauer puts him in close proximity to a large cluster of influential decision makers.

"I find being in the midst of one of the largest and most vibrant cities in the world to be quite exciting. Decisions that affect the world are made in this town," Miller said.

He was also an associate dean at Wake Forest, and was in charge of Executive MBA programs there and at Baylor, and has long experience teaching MBAs.

"Having taught very high-caliber EMBA students for many years, I know student talent when I see it, and I see it here," Miller said.

This fall, Cardinal has been teaching a graduate elective

course on managing innovation. This has been a major area of her research, which has been supported by the National Science Foundation. She describes the class as an interesting mix of students from business, law and engineering.

"The school attracts good people. Bauer students have great potential," Cardinal said, adding, "I think they can be pushed harder; they can be stretched more. Bauer students compete against not only graduates from top schools in Texas but across the U.S. Over 150,000 MBAs are granted each year in the U.S."

Another major area of interest is in management control systems – a field that brings together a variety of streams in management research. This is on display in a book just released, *Organizational Control*, that was co-edited by Cardinal with Sim Sitkin and Katinka Bijlsma-Frankema, and was published by Cambridge University Press.

Also this year, Miller's text, *Organizational Behavior: A Strategic Approach*, co-authored by Michael A. Hitt and Adrienne Colella, is going into its third edition.

And they have another fact in common — they happen to be married. But don't ask if they can help track down their spouse at work. As Cardinal put it, "We are our own people."



Vijay Yerramilli



Yuping Zhao

FINANCE AND ACCOUNTING ALSO ADD NEW FACULTY

Bauer College also has added two new assistant professors — Vijay Yerramilli in the Department of Finance and Yuping Zhao in the Department of Accountancy & Taxation.

Yerramilli's research interests are in the areas of corporate finance, contracting and financial intermediation. Prior to joining Bauer College, he worked as an assistant professor at the Kelley School of Business, Indiana University.

He earned his Ph.D. in finance from the University of Minnesota, MBA from the Indian Institute of Management

and Bachelor of Technology from the Indian Institute of Technology.

Zhao's interests include financial reporting, earnings management and auditing. Her research work includes a paper published in *The Accounting Review*, analyzing the quality of company reports on depreciation of assets.

Zhao earned a Ph.D. from The George Washington University, a Masters in Accounting from Brigham Young University and a B.A. from Peking University.

UNIVERSITY of
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C. T. BAUER COLLEGE of BUSINESS



There's a lot to like about UH Bauer on Facebook:




Photos and Videos




Career Mixer
This Week!!
Tuesday
9

Events




NEWS

News and Insights



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A MAN IN DEMAND



UH BAUER PROF APPOINTED TO NATIONAL OIL SPILL COMMISSION DIRECTOR OF GLOBAL STUDIES TYLER PRIEST WILL PROVIDE OIL HISTORIAN'S PERSPECTIVE

The National Oil Spill Commission has appointed Tyler Priest, a UH Bauer professor who is an expert on deepwater drilling in the Gulf of Mexico, to contribute a history of offshore oil regulation to its report on the BP oil spill.

Priest, director of Global Studies at UH Bauer, testified in August before The National Commission on the BP Deepwater Horizon Oil Spill and Offshore Drilling, a response to the April 20, 2010, blowout in the Gulf.

The body, co-chaired by Sen. Bob Graham and former EPA Administrator William K. Reilly, has been asked to look into the causes of the disaster and its implications on offshore regulation as well as the energy and environmental policy issues raised by the spill.

Priest's assignment as a senior policy analyst is to work with the panel as it considers how the federal government can better manage the often conflicting responsibilities of promoting offshore production, protecting the environment and collecting revenues from oil and gas output.

"It's a rare chance for a historian to be involved in this sort of process," said Priest, who teaches global studies courses at UH Bauer. There were no historians consulted by the President's Panel on Oil Spills following the Santa Barbara blowout, a leak in 1969 that had a profound impact on the offshore oil and environmental regulation.

Back then, offshore drilling was about 22 years old — now it's an industry more than 60 years old. Priest covered the history of exploration in the Gulf of Mexico as it moved into ever-deeper waters in his book *The Offshore Imperative: Shell Oil's Search for Petroleum in Postwar America*.



From Geraldo to Al Jazeera, Prof 24/7 Media Expert for BP Crisis

Within hours of the April 2010 fatal blowout at BP's Macando well in the Gulf, Tyler Priest began fielding media calls from around the country, and ultimately, the world, in search of his expertise on the history of deepwater drilling.

Priest was featured as an expert in countless television, radio and print media, including...

The New York Times

USA Today

CBS News

Associated Press

Reuters

The Wall Street Journal

Popular Mechanics

The Times-Picayune

Houston Chronicle

Pacifica Radio

National Public Radio

Director of Global Studies Tyler Priest was tapped by the National Oil Spill Commission this fall to lend a historian's perspective to the Deepwater blowout.



The most successful leaders, both in business and in life, have a strong understanding of values, focus, visualization, inspiration and reflection, Peter Thomas says.

Success Always Within Reach, Says Visiting Author

Century 21 Real Estate Canada founder and leadership development author Peter Thomas gave students from the University of Houston C. T. Bauer College of Business insight into the five traits of successful leaders during a series of classroom talks in November.

The presentations were part of a three-day stop at UH Bauer for Thomas, who is traveling cross-country on his Be Great America book tour in support of his latest tome, *Be Great: The Five Foundations of an Extraordinary Life*. The visit was organized by the college's Leadership Consortium Advisory Board.

Thomas also toured the campus and held a book signing in Melcher Hall, with a portion of proceeds going to scholarships for UH Bauer students. He visited a LifePilot workshop held on campus on Nov. 12, discussing with students the program he developed as an extension of his philosophy of five foundations for success.

"Success has nothing to do with money," he said, speaking to an entrepreneurship class in Cullen Performance Hall. "To me, success is very personal. It's your choice. If you say you're going to do something, and then you do it — to me, that's success."

PETER THOMAS' FIVE FOUNDATIONS OF AN EXTRAORDINARY LIFE

VALUES: Identify what's important to you, and write it down. | *"You might think you know what your values are, but until you write them down on a piece of paper, you don't really know."*

FOCUS: Don't let distractions get in the way of what you want. | *What seems to separate the successful people from those who aren't successful is their ability to choose what they do each day, each hour."*

VISUALIZATION: Begin with the end in mind. | *"If you want to run a marathon, visualize yourself crossing the finish line, and really see everything, from what shoes you're wearing to the expression on the crowd's face."*

INSPIRATION: Learn from those who are already successful in your desired field. | *"You never stop learning. Keep yourself healthy, alert and open to new ideas."*

REFLECTION: Reflect on previous successes as motivation for future achievement. | *"In the depth of your depression, when things are really bad, think about the good times. Remember those stories, collect them, write them down, because you'll need them."*

MARKETING

GOING VIRAL

Marketing Prof Brings Online Experts to Grad Class



Executive Professor Steve Koch kicked off a new graduate course offering this fall — Internet Marketing & E-Commerce — by showcasing industry experts from companies leading the way in social media, online retail, Internet analytics and e-mail campaigns.

Before speaking to Koch's graduate classes, the guests spoke one-on-one with him in videotaped segments that were broadcast on *mybauerpride.com* as companion pieces to Bauer Business Focus, the college's successful weekly radio program on KUHF 88.7 FM that features engaging conversations with business experts.

GUIDING PRINCIPLES TO INTERNET MARKETING, ACCORDING TO THE EXPERTS

GIVE VISITORS WHAT THEY WANT.

"Targeted marketing online is getting more and more narrow, where companies are taking relevant demographic information you've given online to a site like Facebook and giving you ads that are targeted to you, your budget and your lifestyle."

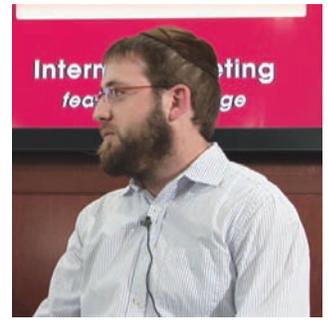
—Eddie Ramirez, engagement manager for Adobe Systems Omniture Business Unit



NEW MEDIA = NEW RELATIONSHIP.

"On TV, you can get your message out. But on social media, you can engage people and be engaged by them."

—Danny Gavin (MBA '10),
Internet marketing consultant and founder for Optidge



FOCUS ON DELIVERING VALUE.

"Content is everything in email marketing campaigns. Before you send an email, you have to ask yourself — is the content of this communication going to be appreciated and valued by the recipient?"

—Amy Tinsley, regional development director for Constant Contact

IT'S ALL ABOUT THE EXPERIENCE.

"Blinds.com was just an experiment for my store to see what the World Wide Web could be. It turned out to be a successful experiment and a no brainer to make buying blinds and shades surprisingly simple for the customer."

—Jay Steinfeld, founder and CEO for Blinds.com



A #1 CELEBRATION

UH Bauer Entrepreneurship Program Tops *The Princeton Review* List Again

Leaders from Houston's political, business and academic worlds came together on Sept. 22 to speak to an enthusiastic crowd in the lobby of City Hall, gathered to hear the announcement of the Cyvia and Melvyn Wolff Center for Entrepreneurship as the No. 1 undergraduate entrepreneurship program in the nation, according to *The Princeton Review* and *Entrepreneur* magazine.

The program was also ranked #1 in 2008 and ranked #2 on the list in 2007 and 2009.



Houston Mayor Annise D. Parker, center, celebrates the No. 1 ranking of the Wolff Center for Entrepreneurship with WCE students and alumni as well as UH Bauer Dean Arthur Warga (to her left), UH Bauer alumna and State Rep. Carol Alvarado, and City of Houston Controller Ronald C. Green.

The college's entrepreneurship program was renamed in 2008 for longtime UH supporters Cyvia and Melvyn Wolff ('53), chairman of the board for Star Furniture, a Berkshire Hathaway company.





"We're so proud of the students, faculty and staff of the Wolff Center. This is quite an achievement — The Princeton Review is one of the country's premier ranking surveys for colleges, and Entrepreneur is the top business title in the U.S."

– UH Bauer Dean Arthur D. Warga

Houston's Leaders Salute UH, City Ranking & Tier One Quest

"Achievements such as this one are the stuff from which Tier 1 status is made."

– Houston Chronicle

"We're here to celebrate the success of the University of Houston, of the City of Houston, and the Bauer College of Business. Bauer College is already Tier One, and we're here to recognize that."

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



"Houston is a city of people with passion and vision. The University of Houston is one of our crown jewels."

– Mayor Annise D. Parker

"We're going to brag about it all over the world. The number one ranking will get the attention of big companies."

– Greater Houston Partnership President and CEO Jeff Moseley



NAWMBA Knocks It Out, Takes Top Prize in National Case Competition

A four-member team of female MBA students from the University of Houston Bauer College wowed judges at the National Association of Women MBAs (NAWMBA) National Conference in Louisville, Ky., in early October, taking home first place in a case competition.

Aimee Langlinais, Kate Turner, Alina Tkachova and Stacey Brown —members of the college’s chapter of NAWMBA — beat out teams from schools across the country, including Georgia Tech, The University of Wisconsin – Madison, University of Minnesota, Lehigh University, University of Illinois at Urbana-Champaign and North Carolina State University, the six schools who were also in the final round of competition.

“There is nothing that can fully describe the feeling of winning and competing on a national scale,” said Langlinais, who is president of the UH Bauer chapter of NAWMBA. “I know I speak on behalf of my teammates when I say we all wanted the title more for the recognition

of Bauer than for the monetary prize. People need to know that we — UH — are a force to be reckoned with and that we have talented students that companies need to snap up!”

Teams were charged with developing a five-year strategic growth plan for the Shideezhi Project, a NAWMBA philanthropic initiative and mentoring program with a mission to inspire and motivate girls on the Navajo reservation to pursue higher education, ultimately supporting themselves and their families.

The case competition required that teams incorporate marketing, fundraising, mentor development and mentee developing into the overall strategic plan. The task was especially difficult, Langlinais said, because teams were given the case on Sept. 1 and had just 10 days to complete their submissions.

“The edge we had was definitely our team dynamic,” she added. “There was no leader of the group; all of us worked extremely well together and were open to new and different ideas to create the best submission.”

A Big Hit in Louisville

The UH Bauer chapter of NAWMBA took first place at the organization’s national case competition in early October. The team included, from left, Aimee Langlinais, Stacey Brown, Kate Turner and Alina Tkachova.



BAUER

C. T. BAUER COLLEGE



Another UH Bauer student team is headed to the national level of a competition. Pictured left to right: Simon Tait, Nick Larralde, Katherine Welch, Derek Hughes, Benjamin Cohen-Kurzrock, Michael Newman, Jonathan Cohen-Kurzrock, Brian Yarborough, Ron Lazer and Paul Peacock. Debbie Sandoval (not pictured), Simon Tait, Brian Yarborough and Paul Peacock served as judges for the local PwC. Ron Lazer and Michael Newman served as faculty advisors.

Bauer ACCY Team D.C. Bound for National PwC xTAX Finals

The Department of Accountancy & Taxation at the University of Houston C. T. Bauer College of Business wrapped up another stellar semester with news that a student team has advanced to the national level of a case competition.

Benjamin Cohen-Kurzrock, Jonathan Cohen-Kurzrock, Derek Hughes, Nick Larrald, and Katherine Welch will travel to Washington, D.C., on Jan. 27 and 28 to compete at the national level in the PricewaterhouseCoopers xTAX case competition.

The team, dubbed "Integrated Commerce Solutions," competed against 38 other schools across the nation to be named as one of the five finalists in the competition, which challenged students to find creative solutions to tax issues pertaining to e-commerce.

Students were given only two weeks to craft a 12-minute presentation and executive summary to submit to a judging panel from PwC. Under the guidance of professors Michael Newman and Ron Lazer, 16 teams participated at UH, including the Integrated Commerce Solutions team.

"The PwC xTAX Competition is highly competitive, a lot

of work and a lot of fun," said Paul Peacock ('81), PwC partner and judge. "The winning team should be very proud of being selected as one of five participants to advance to the national level of competition."

The UH Bauer team will compete against Brigham Young University, Bryant University, UC Berkeley and University of North Carolina at Chapel Hill.

"We are very excited for the finalist team. This is an outstanding achievement and great opportunity for the students to continue to showcase the critical thinking and presentation skills they have learned during their tenure at University of Houston," said Melanie Collins, a recruiter with PwC.

The news caps off a year of extraordinary accomplishments for the Department of Accountancy & Taxation, with several other teams also advancing to the national level of various case competitions. Teams participating in case study competitions sponsored by KPMG advanced from the regional level of the competition to compete at the national level. Members of the Deloitte audit case competition will also be representing UH nationally next April.



Associate Dean Latha Ramchand, City Controller Ronald C. Green, MBA student scholarship recipients Kylie Nguyen and Vu Huynh, and ACG President Randolph Ewing came together during the ACG November luncheon, highlighting the strong link between UH Bauer, the City of Houston and local industry.

Bauer Alum Green Gives ACG Outlook from Controller's Seat



Hundreds of corporate leaders from in and around Houston celebrated the vital role the University of Houston C. T. Bauer College of Business plays in boosting the city's economy by educating the next generation of entrepreneurs and business owners, during the November luncheon for the Association for Corporate Growth (ACG).

The group dedicated its monthly gathering at the River Oaks Country Club to UH Bauer and hosted City of Houston Controller Ronald C. Green, who received his undergraduate and MBA degrees from UH, to discuss the business of running the finances of the nation's fourth largest city.

Green brought with him the team that helps him manage the six divisions of his office, many of whom are also proud UH alumni. UH Bauer's connection to the City of Houston is a strong one, Green said, noting that both the college and the city have a shared attribute — ambition.



Houston City Controller Ronald C. Green (MBA '08) heralded the city's drive and ambition as attributes that make it home to one of the nation's strongest economies.

"One thing that always sets us apart is the ambition we have," he added. "You can come here to Houston, work hard, raise your family and grow your business."

That philosophy is shared by UH Bauer, said Associate Dean for Programs and Administration Latha Ramchand, also a finance professor who taught Green while he was pursuing his Bauer MBA.

"We strive to develop programs that are academically rigorous and at the same time, very applicable to the real world of business," Ramchand said. "We believe in empowering our students — our stakeholders — so they can graduate ready to bring that level of success to their organizations."

The city is committed to maintaining a high level of service for residents, Green added. "We're all in this game together, whether you work in the city, or you're in corporate America," he said. "We all want a good quality of life, to see businesses grow and prosper and to support young people in our city."

ACG Houston echoes that commitment, President Randolph Ewing said, with the organization's board awarding scholarships to two UH Bauer MBA students, Kylie Nguyen and Vu Huynh, during the November luncheon. With more than 500 members, ACG Houston is widely recognized as a leading organization supporting both individuals and businesses in the city involved in internal and external corporate growth.

All Things Houston and Candid Perspective on Course of Nation Perk Up Alumni Breakfast Menu

The Bauer College Alumni Association at the University of Houston C. T. Bauer College of Business continued its tradition of fusing networking with talks from some of the city’s top executives and leaders with the Fall 2010 BCAA Breakfast Speaker Series.

Presented by James E. Bashaw & Co., the series enables UH Bauer alumni to network and learn from the best and brightest of Houston’s business community. This season’s series featured Mayor Annise D. Parker, Houston Astros President of Business Operations Pam Gardner, and KTRH talk show host Michael Berry.

MAYOR PARKER GIVES BAUER ALUMNI INSIGHT ON HOW 4TH LARGEST CITY RUNS

Kicking off the series in September, Mayor Annise D. Parker offered insights on everything from leadership in the Internet Age to career advice for students. She also voiced her support for the university saying, “We want you to achieve Tier One status because it helps bring businesses to Houston,” and “the University of Houston is doing its part with cutting edge research.”



Mayor Annise D. Parker



Pam Gardner

ASTROS CHIEF’S CAREER EMBODIES PERSEVERANCE

In October, Houston Astros President of Business Operations Pam Gardner shared the story of her journey to the top and the lessons she’s learned along the way. She talked about several important keys to successful leadership, reminding the audience that, “you don’t always need to know all the answers, but you need to know someone who does.”

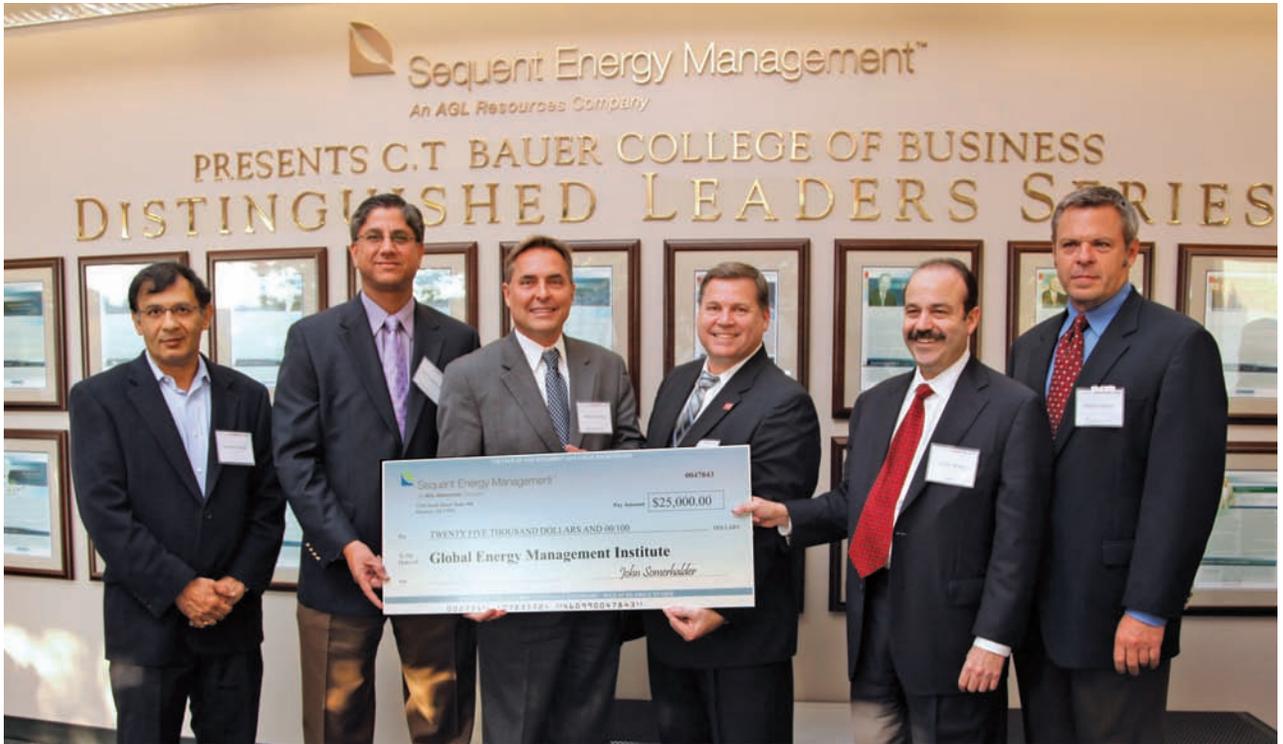


Michael Berry

THE BUSINESS OF AMERICA IS BUSINESS, SAYS BERRY

The series wrapped up with KTRH radio show host Michael Berry, who talked about his pride as a UH alumnus and declared that “UH is an important part of who I am.” He also talked about the historical context of today’s economic and political climate, while remarking that, “history is not a destiny; history is man-made.”

Fall Talk Highlights USPowerGen CEO



During a reception that preceded Sudbey's talk, Sequent Energy Management President Peter Tumminello, second from left, presented UH Bauer College Dean Arthur Warga, second from right, a \$25,000 check in support of the UH Global Energy Management Institute and the Distinguished Leaders Series.

US Power Generating Company chairman and CEO Mark R. Sudbey spoke to UH Bauer students in October about the importance of carefully thinking through plans in business and life, and the value of quickly changing them as new circumstances arise.

Sudbey, a featured speaker at the Distinguished Leaders Series presented by Sequent Energy Management, described his career in the electric business, which demonstrated the value of seizing unexpected opportunities, recovering from stum-



During his talk at the Oct. 20 Sequent Distinguished Leaders Series, USPowerGen CEO Mark Sudbey advised UH Bauer students to take risks and be flexible in order to succeed.

bles and believing in your ability to deal with all of it.

"One of the things I learned in my 25 years in industry is most people are not a heck of a lot smarter than you are," Sudbey said. "But a lot of them think they are. You have to be confident in your abilities. Most of it is common sense, logic, hard work and paying attention to details."

US Power Generating Company ("USPowerGen") owns and operates 58 generating units at six facilities with a total capacity of over 5,000 Megawatts (MW). USPowerGen subsidiaries sell their energy and capacity into the NYISO and ISO-New England deregulated markets. The combined generation capacity is sufficient to serve approximately 20 percent of the overall load in New York City as well as approximately 50 percent of the overall load in the Boston metropolitan area.

Sudbey has extensive experience in managing power sales companies, from his current role leading USPowerGen, which was established in 2003, to his previous positions with Reliant Energy, where he served as President – New York and South East Regions within the company's Energy Wholesale Group.

Sudbey also worked at Pacific Gas and Electric Company (PG&E), where he was responsible for setting up the generating trading function to incorporate power plant bidding and asset operations functions into their trading operations.

“ACADEMIC EXTRAORDINAIRE”:

NABA Recognizes Professor Gamble with Distinguished Service Award, Establishes George O. Gamble Endowed Scholarship



UH Vice President for Student Affairs Elwyn C. Lee, left, presents Gamble with a Congressional Recognition from U.S. Congresswoman Sheila Jackson Lee.



Professor Gamble, center, has been faculty advisor for the UH Bauer chapter of the National Association for Black Accountants for more than 30 years.

In a packed ballroom in the University of Houston Hilton Hotel, students, alumni, faculty and corporate partners honored a man who has been, and continues to be, a tireless champion of student success at the University of Houston C. T. Bauer College of Business.

The UH Bauer student chapter of the National Association of Black Accountants honored Professor George O. Gamble on Nov. 11 for his 33 years of dedicated service to the college. The association gave Gamble its Distinguished Service Award and announced the creation of the George O. Gamble Endowed Scholarship.

“He doesn’t just give you the right answer. He makes you figure it out for yourself. He is the most generous man I ever met, personally, academically, financially. He operates on his own time, not office hours. He says, ‘just come in and talk to me, let me know what I can do.’”

Dannetta English ('04),
advisory manager at Deloitte & Touche

In honoring him at the benefit, keynote speaker Craig Clayton acknowledged that the guests were all in attendance because of “the success attributed to George Gamble being in your lives.” He also talked about another title Gamble has been awarded by his students — GPA killer. But, as Clayton explained, “students in Dr. Gamble’s class are taught to prepare not just for tests, but for life, and you are required to adhere to higher standards.”

During the event, Gamble was also recognized not only by UH President Renu Khator, but also received proclamations from Congresswoman Sheila Jackson Lee, Congressman Al Green and State Representative Sylvester Turner.

**ONE OF
BAUER'S
BIGGEST
ASSETS**

- 33 years of teaching at UH Bauer
- More than 20 UH teaching awards
- Recipient of 2010 Ernst & Young Inclusiveness Award
- Executive director of UH Bauer’s Institute for Diversity and Cross-Cultural Management
- Longest serving faculty advisor for National Association of Black Accountants

CFA Society Toasts Cougar Investment Fund Team



The UH Bauer team that topped the regional round of competition in the 2010 CFA Investment Research Challenge was honored at a fall meeting of the CFA Society of Houston. The team, pictured with Tom George (center), Bauer Professor of Finance and director of the AIM Center for Investment Management at Bauer, and CFA Society President Ronald H. Joe, included Lenny Bianco, Paul Stewart, Karen Herbst and Luis Lugo.

Guest Sideline Coaches Power Cougar Football



UH Bauer continued its Bauer Business Leaders Program this fall in partnership with UH Athletics, connecting corporate leaders serving as Guest Sideline Coaches with student athletes. UH Bauer Dean's Executive Board members took the field for the Nov. 5 game against the University of Central Florida, as Cameron CEO Jack Moore (BBA '77) center, Growth Capital Partners chairman John McNabb, right, and Petrohawk CEO Floyd Wilson, left, rooted for the Coogs.

PES Team Boasts Strong Showing in 3M Competition



Congratulations to the four-student team from the Program for Excellence in Selling at UH Bauer — Spencer Allen, Rebekah Elliot, Pilar Fanaselle and Jessica McBride — on earning one of the top spots nationwide in a national corporate responsibility sales competition held by 3M in St. Paul, Minn.

The team placed second among seven universities in the country and was challenged with developing a sales plan and implementation strategy in a challenging market, Uganda. The competition was part of Sales for Social Impact, a pilot course developed by Acara Institute that followed corporate business processes used at companies such as 3M, a sponsor of the program and one of the 27 corporations that partner with PES and its umbrella organization, the Sales Excellence Institute.

PES students Spencer Allen, Pilar Fanaselle, Rebekah Elliott and Jessica McBride took part in a unique course on sales for social impact and used their experience to take second place in a national 3M sales competition.

MAKING THE SCENE AND COOG PAW PROUD

In August, UH Bauer launched MyBauerPride, a student-centric marketing campaign and website, designed to serve current students and connect them to the college as entering freshmen.

Throughout the fall semester, MyBauerPride was a fixture at every student event, from football games and tailgates to student organization fundraisers and professional meetings, and in and around Melcher Hall as students showcased their pride in their city, their university and their college.



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UH System
Chancellor and
President
Renu Khator



Creating a Buzz



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