

INSIDE BAUER

Volume 2 Number 3



35 YEARS STRONG

Executive MBA program celebrates anniversary by looking ahead

ALSO INSIDE:



Making a Statement: Rawsons Commit \$1M to Recruiting Scholarships
MIS Students Shine Light on Carbon Emissions with Mobile App
Being All You Can Be: Cougar Fund's Few and Proud
New Spaces Extend Bauer's Footprint on Campus

BAUER
COLLEGE OF BUSINESS
UNIVERSITY of HOUSTON

Greetings,

Over the last year, I have visited with hundreds of groups to talk about the Bauer College, including students, faculty, staff, alumni, corporate partners and members of the community, fellow business school deans, parents, government officials and so many others. We've chatted over breakfast, lunch, dinner, coffee and cookies, had conference calls and Skype sessions, all resulting in so many critical "aha" moments for me.

You see, what makes the Bauer College more than a degree-granting institution are the people who shape the culture here. We do not define you; you define us, and with your support, life-changing transformations happen every day at the Bauer College.

In this issue of *Inside Bauer*, you will see a recurring theme — one of connectivity and relationships. We are tied to people, to the business community and to the city of Houston. If you want to know what the Bauer College will look like in the next five years, take a look at Houston and the surrounding areas. The tenacity of entrepreneurship, the willingness to take risks, and the determination to create opportunity are all characteristics of our city, and those qualities are all the things that make the Bauer College different from competitors. Houston has become one of the most desirable cities in the nation to live, work and play, and we are determined to make Bauer a destination of first choice as well.

I encourage you not only to read through this magazine to learn more about some of the recent news from the college but also to share it with colleagues and friends. Help spread the message of what is happening here and what a special place this is. Make sure others know that our Executive MBA program was one of the first in the state and is celebrating its 35th anniversary this year. Read about the grand opening of the newest building on campus, where our EMBA program is housed, and how it was made possible by Insperity, a great example of how businesses are investing in the place where future employees are being educated. Learn about the statement Dawn and Richard Rawson are making with their significant gift to our recruiting scholarship initiative.

Be a champion for Bauer. Let the stories of students like Cedric Bandoh, Genevieve Simmons, Kyley Pitts, John Nicklos, Minh Pham, Jose Pablo Ramirez Pradilla, Cesar Gil and Oscar Lara, all featured in the Students section of the magazine, inspire you.

Know that our faculty are among the most highly regarded in their respective fields, and let others know that as well. Read about how our faculty are leading editorial boards of respected academic publications, and how the Bauer College is sharing its thought leadership with the business community through executive education programs and centers like the Institute for Regional Forecasting.

And, I hope these stories demonstrate how important it is for you to be involved with us. You will see in the last section of the magazine that the college has extended its reach over the last year to share our message and mission, and others are beginning to answer the call.

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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Latha Ramchand

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FINANCE
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MANAGEMENT
James Phillips

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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DIRECTOR OF COMMUNICATIONS
Jessica Navarro

SENIOR GRAPHIC DESIGNER
Marsha Van Horn

GRAPHIC DESIGN ASSISTANT
Alyssa Palomo

PHOTOGRAPHY
Jack Davidson
Shannon McDonald
Chase Pedigo

CONTRIBUTING WRITERS
Wendell Brock
Jessica Navarro
Amanda Sebesta

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Cover Story: Executive MBA

With a new space on campus and a 35th anniversary, the Executive MBA program at Bauer College has plenty to celebrate. Read more about the grand opening of University Classroom and Business Building, home of the Insperity Center, where EMBA and other Bauer programs are now housed, on pages 34-36. You'll find more information about the program's 35th anniversary and profiles of faculty and alumni on pages 20-25.



*Funda Sahin (left) and
Powell Robinson*

At the Head of the Research Game

By Wendell Brock

Back in 1983, a young Ph.D. student in operations management submitted an essay to the Decision Sciences Institute's first doctoral student symposium. He and 24 other students were accepted into the symposium and offered a chance to mingle with leaders in the field.

"Here we were, pretty shy students coming from universities, and we were meeting with the superstars of our area for a day," recalls Professor Powell Robinson, who now teaches in the Department of Decision & Information Sciences at the University of Houston C. T. Bauer College of Business.

Over the years, as the 44-year-old Decision Sciences Institute (DSI) has grown into a global presence, Robinson has grown with it. In 2012, Robinson was elected president of the professional organization, the crowning achievement of a relationship that has endured for three decades.

Meanwhile, Bauer Associate Professor Funda Sahin is in the process of organizing the DSI 2013 Annual Conference in Baltimore. Together, these colleagues make the university a formidable presence in the larger world of decision sciences.

"It's great for the college," Robinson says. "As far as the Tier One standing of the University of Houston, the fact that we are doing so well and are providing such leadership really raises the international visibility and stature of Bauer College."

With 2,000 members plus 750 affiliates from five U.S. and four international regions, Robinson says the DSI "is very much a global institute and is growing very quickly." The institute has fostered regions in Mexico, India, Europe and Asia-Pacific. It will bolster its Latin American sweep by staging a Decision Sciences World Conference in Brazil in 2015.

"We want to be the premiere society in the development of the decision sciences discipline," Robinson says. Based at Georgia State University in Atlanta, the DSI defines itself as "a professional organization of academicians and practitioners interested in the application of quantitative and behavioral methods to the problems of society." It

publishes two academic journals, *Decision Sciences* and *Decision Sciences Journal of Innovative Education*, as well as the online publication *Decision Line*.

"We provide a home base, or a professional society, to get researchers and academics together," Robinson explains. "So we talk about research. We talk about curriculum. We talk about teaching. ... And we talk about how to solve societal problems through the application of decision sciences."

"The institute is very multi-disciplinary," says Sahin, an associate professor of supply chain management. "You have statistics people coming. We have a subset of marketing people, MIS people, accounting people. But the majority is operations management and supply chain management people."

The DSI invests in its future by providing a nurturing environment and support system for its members. Robinson is still in touch with many of the original 24 doctoral students from his first conference 29 years ago.

Sahin credits Robinson with inspiring her to dig deeper into the field. The two met at Texas A&M, where he was a professor and she was a student. Today, they are colleagues.

"I learned about supply chain management in his course, and I found it very interesting," Sahin says. "He kind of talked me into getting a Ph.D., which I wasn't planning on." Sahin earned her doctorate from Texas A&M in 2002 and arrived at Bauer College to teach in Fall 2011. Robinson also joined the college in Fall 2011, after a 19-year tenure at Texas A&M.

"She's one of the great fast-rising stars in the society," Robinson says of Sahin. "Being the program chair of the upcoming 2013 annual meeting is a very large honor bestowed upon her by peers in the institute."

For the 2013 gathering, Sahin plans to focus on business analytics — a hot topic that's nothing new to the students of decision sciences. "We hear about business analytics a lot these days," she says. "But actually, decision sciences has been at it a very long time. So it's kind of rediscovering our roots." ■

RECENT FACULTY NEWS

Editorial Positions and Board Appointments

Did you know that Bauer faculty are among the most highly productive scholars of any business school in the world? They publish numerous articles in leading academic journals and books and hold many editorial board positions.

The current slate of editorial positions and board appointments among our faculty is impressive. The following is a partial list.



In the Department of Finance, **Praveen Kumar** serves as associate editor for *Corporate Governance: An Internal Review*, while **Stuart Turnbull** is an associate editor for *Mathematical Finance*, *Internal Journal of Theoretical and Applied Finance*, *Journal of Derivatives* and *Journal of Credit Risk*.

In the Department of Management, **Leanne Atwater** serves as senior editor of *The Leadership Quarterly*, while fellow faculty **Dusya Vera**, **Alan Witt** and **Robert Keller** are

board members for the publication. In addition, **Laura Cardinal** and **Chet Miller** are board members of *Organization Science*.

The Department of Accountancy & Taxation faculty also serve on several boards. **Saleha Khumawala** serves as a board member for the

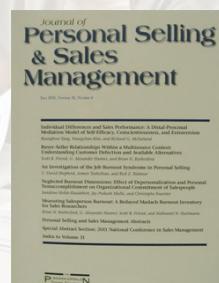


Journal of Public Budgeting, while **Gerald Lobo** and **Tom Noland** are on the board of *Advances in Quantitative Finance and Accounting*.

In the Department of Decision & Information Sciences, **Wynne Chin**

has served as a guest senior editor for *MIS Quarterly* and *Journal of the AIS*. **Leiser Silva** was a senior editor for a special issue of the *Information Systems Journal* and **Jaana Porra** is senior editor for a forthcoming special issue of the *Journal of Information Technology*.

The Department of Marketing &



Journal of Personal Selling and Sales Management, *Journal of Business Research*, *Marketing Science* and *Journal of Consumer Research*. Faculty including

Michael Ahearne, **Edward A. Blair**, **Betsy Gelb**, **Jacqueline Kacen** and **Vanessa Patrick** all lend their expertise to these respective boards or journals.

To view a full list of faculty editorial positions and board appointments, visit www.bauer.uh.edu/research/editorial.asp or scan the QR code to the right with a smart phone reader.



Introducing: New Bauer Faculty



Susanna Kartye, Lecturer, Finance and Real Estate



Jim Munchbach, Lecturer, Finance and Real Estate



Bob Christy, Lecturer, Finance and Real Estate

FALL 2012

- Nicholas Cox**
Clinical Assistant Professor, Finance
- Joanna R. Gabler**
Lecturer, Marketing & Entrepreneurship
- Robert W. "Bill" Gilmer**
Director, Institute for Regional Forecasting
- David Carey Hargrove**
Lecturer, Finance
- James Hong**
Lecturer, Finance
- Gary Husmann**
Lecturer, Finance
- William Clay McFaden**
Clinical Assistant Professor, Finance
- Anna Mikulska**
Lecturer, Finance
- Olivia Miljanic**
Clinical Assistant Professor, Finance
- Volkan Muslu**
Clinical Assistant Professor, Accountancy & Taxation
- Aunachalam Narayanan**
Clinical Assistant Professor, Decision & Information Sciences
- Trenton Beau Page**
Assistant Professor, Finance
- Frank Pena**
Lecturer, Decision & Information Sciences
- David Peng**
Assistant Professor, Decision & Information Sciences
- Richard Byron Ratliff**
Lecturer, Accountancy & Taxation
- Mack Rogers**
Clinical Assistant Professor, Finance
- Mary Sykes**
Clinical Assistant Professor, Accountancy & Taxation
- John B. Teare**
Clinical Assistant Professor, Accountancy & Taxation
- Dale Tibodeau**
Clinical Assistant Professor, Decision & Information Sciences
- Jerry Winograd**
Lecturer, Finance
- Seung (James) Yae**
Assistant Professor, Finance

SPRING 2013

- Jonathan Brinsden**
Lecturer, Finance and Real Estate
- Jimmie Cauley**
Lecturer, Decision & Information Sciences
- Bob Christy**
Lecturer, Finance and Real Estate
- Rick Eierdam**
Lecturer, Decision & Information Sciences
- Brooks Howell**
Lecturer, Finance and Real Estate
- Susanna Kartye**
Lecturer, Finance and Real Estate
- Michael Linn**
Executive Professor, Finance and Graduate & Professional Programs
- Clifford Mangano**
Lecturer, Accountancy & Taxation
- Jim Munchbach**
Lecturer, Finance and Real Estate
- Scott Rando**
Lecturer, Finance and Real Estate
- David Schroeder**
Lecturer, Accountancy & Taxation



Jimmie Cauley, Lecturer, Decision & Information Sciences



Michael Linn, Executive Professor, Finance and Graduate & Professional Programs

Industry Meets the Classroom

In 2012, the Department of Marketing & Entrepreneurship continued an ongoing partnership with Houston-based valuation firm SRR (formerly known as HFBE) to bring corporate executives to campus to share their success stories with students.

Each semester, Houston business leaders take on the role of "executive professor for the day" to address Professor Keith Cox's Marketing 3336 class of more than 200 students, focusing on their personal and professional insights.

In the fall, the SRR Executive Speaker Series brought nine guests to Cox's class, including Hallie A. Vanderhider, president and COO of Black Stone Minerals Company, L.P.; Rich Rosenberg, vice president, Upstream Business Services of ExxonMobil Corporation; and Oscar Gutierrez ('79), alumnus and CPA. With support from SRR, the college bolstered the regular visits from guest speakers in the course with an additional component of a scholarship awarded in the name of each speaker. ■



"If you focus on what you want to do, work hard at it, and find a mentor along the way, it will change your life and help you be successful."

Hallie A. Vanderhider
President and COO,
Black Stone Minerals Company, L.P.



"What you learn and put to work will mold your work ethic. Most importantly, the learning never stops."

Rich Rosenberg,
Vice President, Upstream Business Services,
Exxon Mobil Corporation

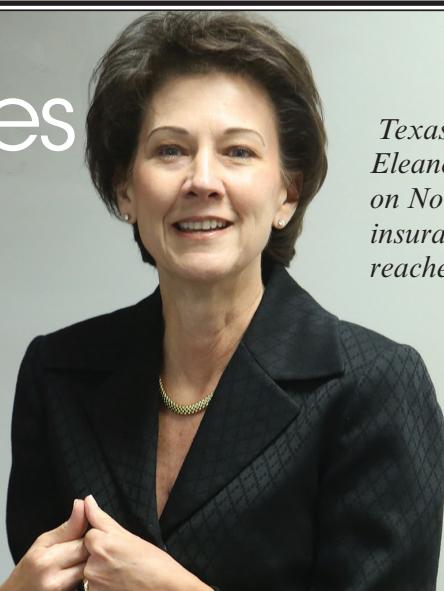


"Education opens up opportunities for you. Position yourself to take advantage of those opportunities thrown your way."

Oscar Gutierrez ('79)
CPA

Insurance Rules

During the Fall 2012 semester, Executive Professor of Finance Dan Jones invited experts from the insurance and banking industries into his classes. ■



Texas Insurance Commissioner Eleanor Kitzman spoke to students on Nov. 7, about working in the insurance industry and how she reached her level of success.

FOCUS ON:

BUSINESS CAREER FAIR

JOBS

It's the one word that remains etched on the public consciousness. Since the financial crisis of 2008, unemployment rates have gone up and down, but according to Rockwell Career Center Assistant Dean Jamie Belinne, Bauer students are having no trouble finding jobs.

"Hiring is up at Bauer," Belinne said. "Despite the economy, undergraduate business salaries are up by eight percent over last year to an average of more than \$50,000."

One of the main contributors for Bauer students' career successes is the Rockwell Career Center, a dedicated service for the college that works with both students and employers to find the best fits. Rockwell holds career fairs in the fall and spring, inviting hundreds of leading employers to meet with Bauer students.

"This past fall (2012) was the largest career fair I've seen in the seven years that I've been working here," Belinne added. "You may hear that the economy is bad, but we're not seeing that here at Bauer."

In addition to the biannual career fairs, RCC also has the help of an employer advisory board, consisting of some of the country's top employers.

"The employer advisory board is actively involved in helping us design, administer and evaluate our career programming for students. Through their support, we have been able to offer nationally recognized programming to our students unlike anything seen at other schools. They bring a real world perspective to all of our student development programming."

Recent alumni recognize the efforts of RCC staff in their career success.

"In surveys of graduating students, career fairs are consistently listed as the most common way our students first connected with their future employers. These are great opportunities for students to have a 'one-stop shop' for their networking and job search." ■

*"This past fall (2012)
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but we're not
seeing that here at
Bauer."*

— Jamie Belinne

Assistant Dean, Rockwell Career Center

www.hirebauer.com

S.U.R.F.'s Up

By Amanda Sebesta

The words “summer” and “surf” go hand-in-hand for three undergraduate students at Bauer College who were selected for the prestigious 2012 UH Summer Undergraduate Research Fellowship (SURF).

John Nicklos, Minh Pham and Kyley Pitts spent several weeks over the summer conducting research under the direction of Bauer faculty through the program, which provides funding for sophomores, juniors and seniors on campus to analyze issues related to their studies.

“The University’s Student Undergraduate Research Fellowship (SURF) program plays an important role in facilitating benefits to students through resources the program provides to encourage and support undergraduate research projects,” said Teri Elkins Longacre, Bauer College associate dean of academic affairs. “As the faculty sponsor of a current SURF award recipient, I have witnessed significant growth and learning on the part of students, and have found my experience throughout this process to be incredibly rewarding.”

This is the eighth year that the university has offered substantive full-time summer research opportunities to its undergraduate students and the largest participation in the program ever, with 56 students pursuing projects. The SURF program is sponsored by the Provost’s Office, the Division of Research and The Honors College. Students had the opportunity to present their completed research in October 2012 at Undergraduate Research Day.



John Nicklos

Senior, Marketing and Entrepreneurship

Marketing and entrepreneurship senior John Nicklos worked alongside Associate Dean Teri Elkins Longacre to examine the average length of time it takes students to earn a bachelor’s degree, hoping to identify what support level will allow the university to reach or exceed a 53 percent graduate rate.

“I’m interested in this research because I believe that opportunity is just as important as hard work as it relates to success,” Nicklos said. “The University of Houston has some of the best and brightest students and when given the tools needed, we excel beyond all of our counterparts.”

By researching student diversity and comparing it to the support offered by other campuses, Nicklos aimed to identify resources necessary for student success.

“The University of Houston is very diverse, and there is a plethora of reasons why students need six years to graduate. My research will identify what the needs of these students are and what the university can do to help facilitate this progression toward a 53 percent graduation rate.”



Kyley Pitts

Senior, Marketing

You're headed to the grocery store with a list of the 10 items you need, but you leave an hour later with over 20 things in your cart. Sound familiar? Marketing senior Kyley Pitts worked with Clinical Professor Jacqueline Kacen to better understand impulse buying.

The project focused on understanding the factors that lead to shoppers' impulsive purchasing decisions.

"I looked to understand the motivations behind impulse buying behavior," Pitts said. "In order to better respond to demands of consumers, it is important to understand why certain people buy specific items on impulse."

Through her research, Pitts focused on the role of materialism that influences impulse purchases.

"Through the summer research fellowship, I explored the importance of the three different aspects of materialism in consumers' impulse purchases of public and private luxury goods and necessities."

"The University of Houston has some of the best and brightest students and when given the tools needed, we excel beyond all of our counterparts."

— John Nicklos



Minh Pham

Senior, Accounting

Learning what makes the stock market tick takes time, and accounting senior Minh Pham spent her summer doing just that, with the assistance of Associate Professor Norman Johnson.

Prediction market websites help in the speculation, allowing users to gauge a stock's expected value based on different factors, including the outcome of a real-world event, like the November presidential election.

Pham's research focused on identifying the factors that could influence stock prices.

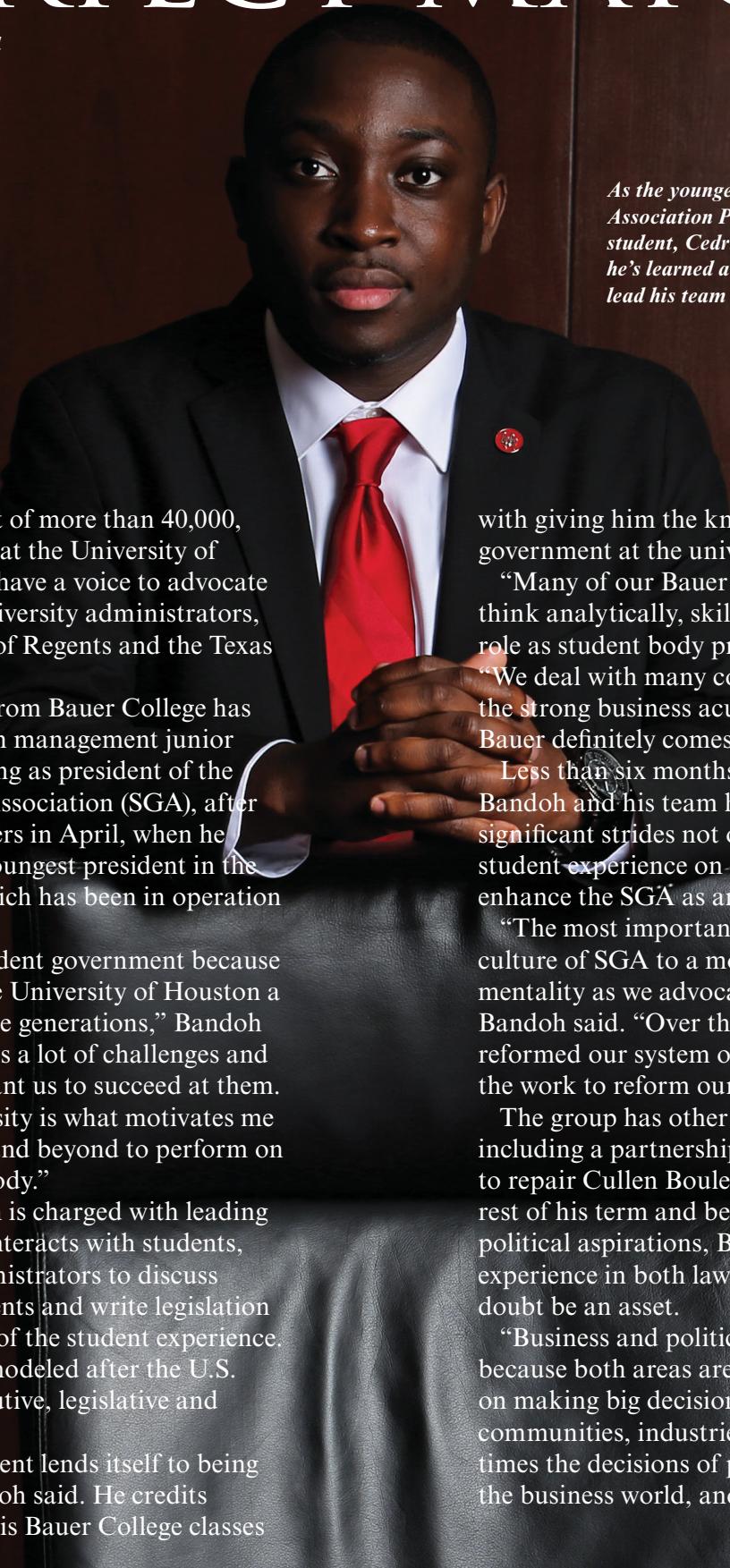
"I also attempted to determine what the valence of the influence is for each factor I identify," she said. "The factors of interest to this research are based on American's views on a range of issues, such as employment, job creation, health and consumer spending."

Pham says the courses she has already completed at Bauer have proven invaluable in conducting this research.

"Statistics is one of my interests, and this research gave me an opportunity to apply the skills I learned at Bauer about this subject to a real world significant issue." ■

BUSINESS AND POLITICS: A PERFECT MATCH

By Amanda Sebesta



As the youngest Student Government Association President and Bauer student, Cedric Bandoh uses what he's learned at the Bauer College to lead his team to reach their goals.

With an enrollment of more than 40,000, it is important that the University of Houston student body have a voice to advocate for their interests to university administrators, the UH System Board of Regents and the Texas Legislature.

This year, a student from Bauer College has that voice. Supply chain management junior Cedric Bandoh is serving as president of the Student Government Association (SGA), after being elected by his peers in April, when he was just 19. He is the youngest president in the history of the SGA, which has been in operation since 1964.

"I got involved in student government because I want to help make the University of Houston a better campus for future generations," Bandoh said. "Our campus faces a lot of challenges and opportunities, and I want us to succeed at them. My love for this university is what motivates me every day to go above and beyond to perform on behalf of the student body."

As president, Bandoh is charged with leading the organization that interacts with students, faculty, staff and administrators to discuss campus issues for students and write legislation to enhance the quality of the student experience. The SGA structure is modeled after the U.S. government, with executive, legislative and judicial branches.

Being a business student lends itself to being a political leader, Bandoh said. He credits what he is learning in his Bauer College classes

with giving him the knowledge to lead student government at the university.

"Many of our Bauer courses challenge us to think analytically, skills that are critical in my role as student body president," Bandoh added. "We deal with many complex issues in SGA, and the strong business acumen I have learned at Bauer definitely comes in handy."

Less than six months into his first term, Bandoh and his team have already made significant strides not only to improve the student experience on-campus but also to enhance the SGA as an organization.

"The most important goal is to change the culture of SGA to a more 'service above self' mentality as we advocate on behalf of students," Bandoh said. "Over the summer we successfully reformed our system of governance and continue the work to reform our election system."

The group has other projects at hand, including a partnership with the City of Houston to repair Cullen Boulevard. As he looks to the rest of his term and beyond that, to his future political aspirations, Bandoh says that his experience in both law and business will no doubt be an asset.

"Business and politics do go hand-in-hand, because both areas are very much based on making big decisions that can affect communities, industries and societies. Often times the decisions of policymakers can affect the business world, and vice versa." ■

“Standing On the Shoulders of Giants”

Leadership, tenacity, integrity. Three big words to describe a group of the top students in the state, including a representative from Bauer College.

In October, the Texas Business Hall of Fame Foundation awarded \$10,000 scholarships to 19 undergraduate and graduate students focusing on entrepreneurship studies at Texas universities. The foundation annually awards one scholarship at each of the program's current 19 participating Texas universities.

This year, Bauer was represented by Genevieve Simmons, a proud student of the college's Wolff Center for Entrepreneurship. A 15-year veteran of voice and drama, Simmons has

competed nationally, earning various awards and scholarships for acting. She is currently studying business and film production so she can pursue her passion: creating inspiring films that share the great Texan spirit with the world.

“I've been standing on the shoulders of giants,” Simmons said. “Dave Cook, Ken Jones and Bill Sherrill have helped me grow intellectually and emotionally through the incredible Wolff Center for Entrepreneurship program. They taught me invaluable lessons about what it means to be honest and open, and to unconditionally give to others who I have the ability to help.” ■



Nineteen students were awarded \$10,000 scholarships by the Texas Business Hall of Fame Foundation including Genevieve Simmons, a student in Bauer's Wolff Center for Entrepreneurship (bottom row, third from the right).

Bauer Students Win Houston Cleanweb Hackathon

The Business of Technology

By Jessica Navarro

Armed with a big idea and little need for sleep, students from Bauer College took on the challenge of spending a weekend creating a mobile application that could change the world.

Two students from Bauer College and another from UH-Downtown won the grand prize at the Cleanweb Hackathon Houston, held in late September at Rice University.

MIS seniors Cesar Gil (left) and Jose Pablo Ramirez Pradilla (center), along with UH-Downtown student Oscar Lara (right) won the Cleanweb Hackathon Houston for their CO₂ calculator app.



The group, which included management information systems seniors Jose Pablo Ramirez Pradilla and Cesar Gil as well as UH-D marketing student Oscar Lara, competed against teams representing schools across the city to develop the best cleanweb application.

"Winning a hackathon is, in my opinion, the MIS or computer science equivalent of winning a business plan competition," said Hesam Panahi, the Bauer professor who encouraged students to enter and provided guidance during the process. "It's very exciting for us."

The competition was part of a global series of Cleanweb Hackathon challenges, which required participants to create innovative visualization tools to show, track and compare spatial and time series data for urban sustainability and quality of life metrics with data provided by the Shell Center for Sustainability, Houston Sustainability Indicators Project.

The team's winning app was called "Commuter CO₂ Contributions," a tool that uses strong visuals to show commuters the impact of their weekly drives, both in terms of the overall carbon footprint and cost of gas. After inputting origin and destination locations, miles per gallon, number of passengers and days of commute, users see the carbon contribution and gas cost of their trips, along with visual examples, including "All the CO₂ from your commute today is equivalent to the carbon footprint it would take to grow 392 bananas."

Each member of the team had a specific function — Gil served as the business team member, helping with design and formulating the idea. He also brought together the other two team members. Ramirez Pradilla was the group's developer, putting together the carbon calculator and making sure it could access Google Maps for distance calculations. Lara's role was team designer, conceptualizing and designing graphics for the app, and building the website to showcase during the competition presentation.

"Our application was fully functional and had a great design, compared to the other teams," Gil said. "It was a simple idea that really got the point across on how CO₂ emissions from your commute affect the environment."

A panel of judges, including Houston METRO Chief Information Officer Randy Frazier, evaluated each group's presentation and prototype demo on

functionality, beauty and scalability. Focusing on those three elements proved to be the formula for success for the group, Ramirez Pradilla said.

"We tried to not over complicate ourselves with features we thought were cool, but instead to focus on solving the problem, and providing enough functionality to prove our concept," he added. "We had only a weekend to put the functionality it has now, but when we presented we spoke of the possibilities we threw around as we brainstormed."

Although the group developed only a working prototype for the competition, it could have significant real-world implications, Ramirez Pradilla said, linking with car data to help drivers determine which car is best suited for their commutes, or as a way to challenge employees or students to reduce their carbon footprint.

The biggest challenge for the team was staying awake, Gil said. "We stayed at Rice University for two nights and slept on the floor," he added. "We only had 24 hours to write our application. On Saturday, we stepped outside for some fresh air."

The fast pace of the competition coupled with the creative and collaborative atmosphere gave participants a glimpse into what working in the technology industry might offer after graduation.

"Sure, it was a competition and everyone wanted to win, but you were able to walk around to see what other groups were doing and even pitch ideas to the group," Lara said. "We knew that even though we were in a competition, we were trying to produce something to benefit people."

Both Gil and Ramirez Pradilla have taken courses at Bauer that gave them knowledge to apply in the competition, including Panahi's mobile app development course, where they learned to write code.

"I like working with mobile applications because it combines creativity, technology and entrepreneurship all together," Gil said.

Each of the team members plans to work professionally in the industry in some capacity — Gil with mobile apps, Ramirez Pradilla with technology development in Latin America, and Lara in graphic design and web development.

"The most important thing I got from this competition was confidence, and the fact that you have to give it a try," Ramirez Pradilla said. ■

The team's visual approach impressed judges.



WE ASK, YOU ANSWER

Our Top Apps

We asked on the official Bauer College Facebook page what mobile apps our students are using and loving. Below is a selection of a few responses we received.

Chris Holly, prebusiness junior: “*eBay! The best app for buying professional clothes on a budget.*”

Sergio Basora ('12): “*Bloomberg and Wall Street Journal. I use these two applications because they are the most trusted, and most reliable, business news sources around.*”

Rabia Tasneem Aijaz, accounting sophomore: “*I use LinkedIn to keep up with the professional realm around me and to market myself to imminent opportunities. I use Twitter to communicate with friends and also as a news source.*”



Find us on Facebook at
[www.facebook.com/
UHBauerCollege](http://www.facebook.com/UHBauerCollege).

THREE TIMES PROUD

David P. Tusa (BBA '82) studied accounting at Bauer College and went on to become a Fortune 500 controller and CFO at a number of major corporations. Tusa, who is now president and CEO of Sharps Compliance Inc., recently scored another milestone that you might not see on his résumé.

Tusa's son, Jeremy, was awarded his MS in Accountancy at the college's Fall 2012 commencement ceremony — marking a like-father, like-son moment that the family says it never planned.

Jeremy Tusa, who graduated with a position waiting for him at the Houston office of the accounting firm Ernst & Young, had thought he might join the FBI. After four years in the Army, however, he changed his mind about working for a government agency. Still, he never dreamed he'd study accounting. "I just didn't think it was interesting."

Then a funny thing happened.

Enrolling as a logistics technology major in the College of Technology, he had to take an accounting course anyway. That's when the bug bit. "I just kind of got exposed to the professors and all the facilities and everything that Bauer had to offer, and I decided that it would be a much better option for me," Jeremy said a few days after graduation. "I also discovered that I enjoyed accounting. So I ended up switching colleges and haven't regretted the decision."

Jeremy's father said he had nothing to do with his son's about-face.

"I must say that it was all his idea," David P. Tusa said. "I just encouraged him to enter a field where he believed his talents would be best utilized and he would be happy. I have always said: 'If you wake up and you are not excited about going to work or your career, then you need to do something else.' He quickly figured out that the accounting degree would provide a solid base for a career in business."

In attending Bauer on the G.I. Bill, Jeremy Tusa also followed in the footsteps of his grandfather, Joe Tusa, who earned both his BS in physical education ('54) and his M.Ed. in administration ('56) from the University of Houston. Joe Tusa served in the U.S. Navy in the final days of World War II but was never deployed. Jeremy was on two tours of duty in Iraq. By the time he left the Army in 2008, he had been promoted to sergeant.

"I told Jeremy over and over: 'My father was in the Army during World War I and served overseas in France,'" Joe Tusa said. "So I told Jeremy: 'You are the first one in the family that has actually been in action since your great-grandfather.'"

By serving in the military, David P. Tusa says his son "has already accomplished more than most Americans accomplish in a lifetime."

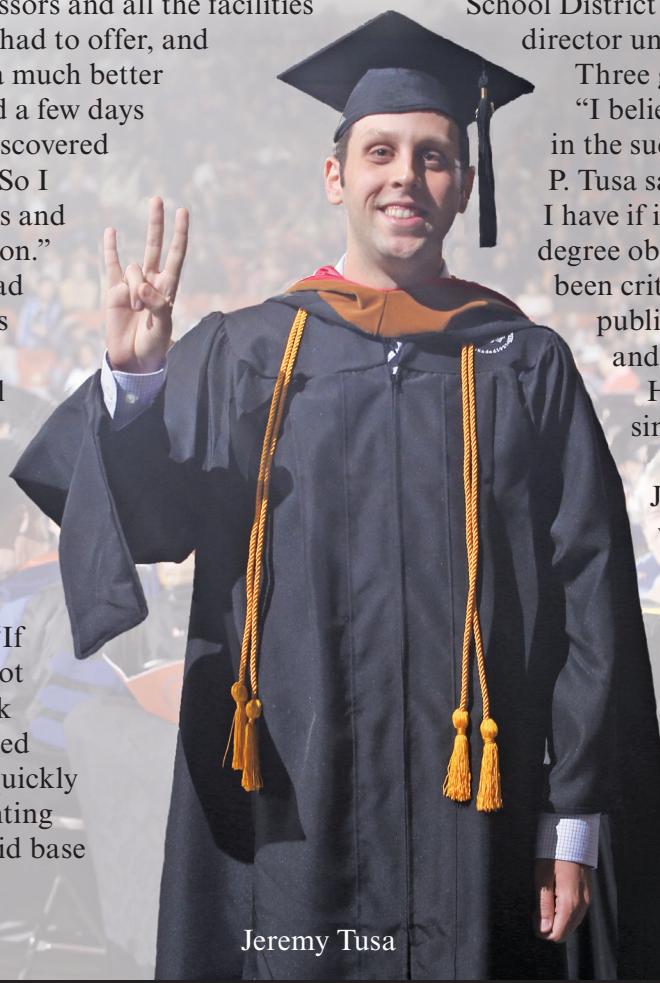
Jeremy and his "grandpa" have another thing in common, and that is sports. Jeremy is a triathlete. Joe played football for both Rice University and UH. He went on to coach football in the Houston Independent School District and was the district athletic director until his retirement in 1989.

Three generations, one university.

"I believe UH has played a critical role in the success of all three of us," David P. Tusa said. "I would not have the career I have if it were not for the education and degree obtained via UH and Bauer. It has been critical launching my career first into public accounting, then later as a CFO and now as a CEO."

He's certain that his son is on a similar path to success.

"I believe the combination of Jeremy's military experience along with his master's degree from Bauer College bode extremely well for him," the Sharps Compliance executive said. "I have said to Jeremy on a number of occasions, 'Jeremy, we will all be working for you one day.'"

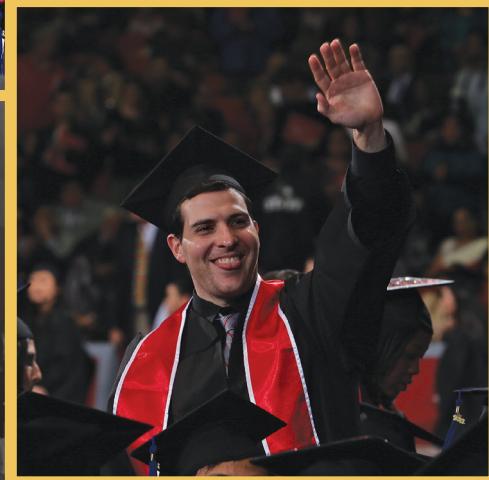
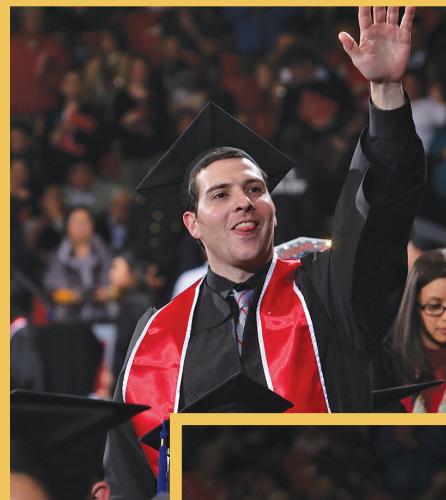


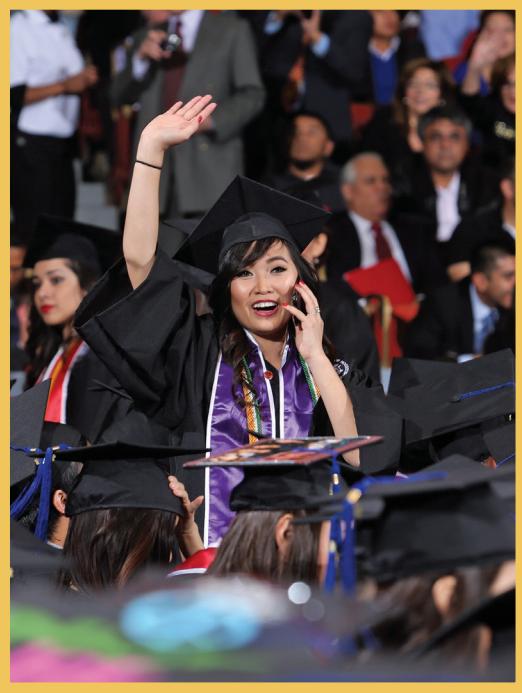
Jeremy Tusa

Crossing the Stage

Every semester, graduating Bauer students don their regalia and prepare to cross the stage into the next chapter of their life.

On Dec. 21, more than 700 undergraduate, graduate and doctoral students participated in the college's commencement celebration, the university's esteemed tradition to honor all graduates and achievements in a grand celebration.



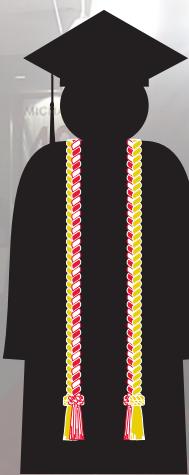


700+ BAUER
GRADS



250 DECORATED
MORTARBOARDS

FURTHEST
DISTANCE
TRAVELED
BY GRADS:
7,203 MILES



1,500+
CORDS WORN

JUST TO NAME A FEW:
HONORS CORDS
COUGAR SPIRIT CORDS
STUDENT ORG. CORDS

150 CONGRATS SIGNS



When the C. T. Bauer College of Business Executive MBA Program was founded in 1978, it had built-in cache. Only a handful of universities in the nation offered the degree and the innovative new program at the University of Houston's business college — catering to ambitious, time-stressed students — was unique to Texas.

Fast forward 35 years, and you will see a radically different landscape. Success is everywhere. So, too, is competition from other institutions of higher learning. Perhaps it is that struggle, that instinct for survival that continues to push Bauer to great heights.

- Through a fiercely competitive admissions process, the program attracts top-drawer students, many of whom have already spent years as leaders and managers.
- And it performs consistently well in national rankings. In 2010, the Financial Times placed Bauer's EMBA at No. 18 among the top 100 programs, affirming the fact that students can get an Ivy League degree here without the price and attitude.

"We are really dedicated to the notion that the Executive MBA classroom is a catalyst for new

of competitor programs all have satellite EMBA programs in Houston.

Still, administrators believe the college is up to the task at hand — as long as it remains vigilant.

"We can never lose track of the fact that from a business perspective, we are in a competitive space, and we don't enjoy any kind of advantage that's insurmountable by competition," said Currie. "If somebody wants to replicate us, they can."

That Bauer is no longer the only game in town is perhaps what inspires such passion and tenacity from its leaders.

Successes and challenges mark historic moment

EMBA at 35

By Wendell Brock

Certainly, for the Bauer family that came to the EMBA Program's Mardi Gras-themed birthday bash on Feb. 2, there was plenty to celebrate:

- In November, the program moved into handsome new digs in the University Classroom and Business Building (UCBB), the sleek, sunny, five-story building next to Melcher Hall that houses the college's Insperity Center.
- In recent years, Bauer has ramped up its global, energy and leadership concentrations. Now students in Houston, China, India and the United Arab Emirates can earn a Global Energy Executive MBA (GEMBA), studying with professors who often bring decades of real-world professional experience to the table.

knowledge and new thinking," says Daniel Currie, Bauer's assistant dean of Graduate and Professional Programs and director of the Global Executive MBA Program.

"You can do an MBA online somewhere. But the richness of the classroom experience — a well-run, well-led, exciting stimulating classroom — we haven't figured out how to deliver that over a wire yet. And we are not sure that others have either."

And yet for all its growth and vitality, the program is no longer the only player in the Houston marketplace.

"We are facing competition like we have never faced before, and we are facing good strong competition," Dean Latha Ramchand told visitors at the 35th anniversary gathering. Indeed, as the dean pointed out, a number

The college's EMBA program began as a spark in the eye of marketing professor Pete Lyon, the original director. The University of Chicago had implemented an MBA for executives who could not go to school full time or attend evening classes, and a handful of other universities followed the lead. "The dean at the time said, 'Look at this concept. We are in Houston, and we draw people together,'" says Bauer Professor Andrew "Skip" Szilagyi, who helped Lyon get the program up and running and even taught the first class.

Szilagyi remembers the heady early days in the mid-1980s when *BusinessWeek* ranked Bauer's program in the top 10, an accolade that made the program a national player. "This was good stuff," Szilagyi recalls.

Today, college administrators

say, the market is too crowded for Bauer to rest on its laurels. What it can and will do is emphasize the quality of its students and the depth of its faculty, particularly in energy studies.

"The willingness and ability to recruit executives with deep energy experience really changed the game for us," Currie says, "because it allowed us to distinguish ourselves from the run-of-the-mill MBA." Currie points out that Bauer offers EMBA students some 25 energy-related courses, adding: "I am not sure anybody else can make that claim."

"It's not just about finance and

accounting," the assistant dean says. "You can pick up the book and read it. But once you are immersed in those classes and you start to network with people in the field and you get involved in this kind of eco-system that we have created here, it's really rich. You can come here and be in a classroom with someone who spent 30 years at one of the major oil companies of the world. That guy's not reading from the textbook."

Currie believes that such engagement between students and teachers is nothing short of magic. In a world where technology

"We are really dedicated to the notion that the Executive MBA classroom is a catalyst for new knowledge and new thinking."

— Daniel Currie

Assistant Dean, Graduate & Professional Programs



Students gather for a discussin in the Insperity Center, located in the University Classroom and Business Building, the new home of the Bauer Executive MBA program.

continues to diminish social connections, that authentic human touch may be what ensures the program's future. ■

BAUER'S BRAGGING WALL

At the EMBA Program's 35th anniversary party, UH System Chancellor and UH President Renu Khator had glowing words for alumni. "I call this not *just* the Executive MBA program," Khator said. "This is the *celebrity* MBA program."

Here are some of the program's stellar graduates:

Carol Alvarado ('08)

Texas State Representative

Dr. David L. Callender ('95)

President, University of Texas Medical Branch

C. Gregory Harper ('97)

Senior Vice President and Group President, CenterPoint Energy Pipelines and Field Services

Aylwin B. Lewis ('90)

President and CEO, Potbelly Sandwich Works, former CEO and President, Sears Holdings Corp.

Marvin Odum ('95)

President, Shell Oil Company

Bruce Williamson ('95)

President and CEO, Cleco Corp.

Celebrate Good Times

On Feb. 2, the Executive MBA Program invited back alumni of the program to celebrate their 35 year anniversary at a Mardi Gras-themed birthday bash.

Alumni had the opportunity to tour the new EMBA facilities located in the Insperity Center within the University Classroom and Business Building. They also enjoyed a reception celebrating the program in true Mardi Gras fashion, including a palm reader, tarot cards and delicious food.



"I don't think any of my successes could have been possible if I hadn't gone back and earned my EMBA at Bauer."

S. Glynn Roberts (EMBA '91), Northstar Offshore Group president and the evening's keynote speaker



LET THE GOOD TIMES ROLL.
EMBA alumni
reconnect
at a Mardi
Gras-themed
anniversary party
in February.

THE EMBA TOUCH

By Wendell Brock

A look at how Bauer's Executive MBA program is making a

FACULTY

Background: Known to all as "Dr. Skip," the Professor of Management is celebrating his 40th year at the University of Houston. He has held high-level administrative jobs all around campus, including associate vice president for research; associate vice president for planning and budgets; and chief of staff to the UH president.

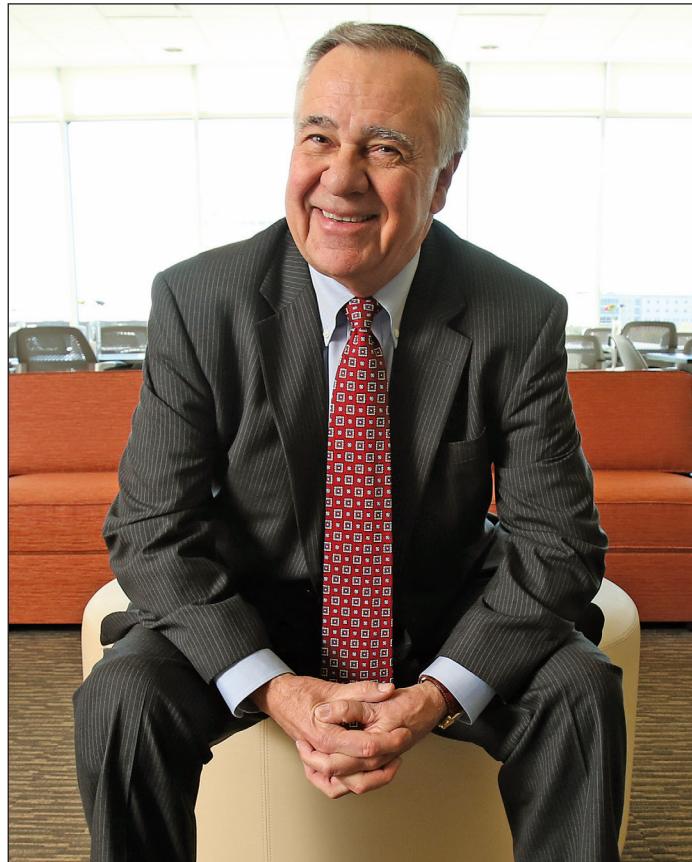
A living link: Dr. Skip helped create the Executive MBA program 35 years ago and taught the first class. Today, he represents the longevity of the Bauer brand. While many other regional universities offer an executive MBA, he believes Bauer's remains the best. "We have got a brand that's been there, done that, seen that."

Memory lane: Szilagyi jokes that the first class happened too long ago to remember. There were about 30 students, ranging from senior managers to entrepreneurs. "It was a really good cross-section, as it is today, of men and women. The average age — it hasn't changed much — was around 36." He said the weekend program was created for managers and executives who were too busy to attend evening classes. "They needed

an MBA, and they didn't want time to pass them by."

Full circle: After working in administration, Szilagyi is back on his home turf in graduate studies. It just feels right, he says. "In my department, I have taught at all levels and all courses. ... When I came back to the faculty, I decided I was just going to focus on graduate education and then mostly the EMBA. ... Mostly I teach the last class, the corporate strategy class."

Matters of pride: Szilagyi holds a BS in chemical engineering, an MBA and a Ph.D. in management (from Indiana University). He's worked in the chemical industry and is the author of four books and numerous articles on topics of strategy, leadership and organizational change. He is married to the former Sandra Darrow and has four children: Darin, Dana, Drew and Katie.



ANDREW "SKIP" SZILAGYI

So what next for EMBA? "I think we are on the right track. We need to recognize our uniqueness. We are doing that now with an energy twist to the program and that seems to be very popular. ... I don't know what's coming next. I strongly believe, however, that the longevity and success of the Bauer EMBA program has been due to a large part of the commitment and quality of our program faculty. ... They made it work at a consistently high level for 35 years as they will in the future... I am very proud of them."

difference in the lives of alumni, professors and students

ALUMNI

Who she is: A lifelong resident of Houston's East End, Alvarado is a member of the Texas House of Representatives.

Early leadership roles: She got hooked on politics at age 12, helping her godfather, Mario Quinones Sr., campaign for a Houston City Council seat, which he lost. (More on that in a minute.) As a UH undergrad majoring in political science, she was president of the Mexican-American Student Organization. After a group of students walked out of a Houston high school because of poor conditions, UH's Mexican-American group supported and mentored the students.

Alvarado's interest in education issues continues to this day.

A life in politics: After college, Alvarado went immediately to Washington to work with U.S. Rep. Gene Green (D-Texas), a Bauer grad. She later returned to Houston to support the historic campaign of Lee P. Brown, Houston's first African-American mayor. After the election, she became the highest-ranking Hispanic in Brown's administration. In 2002, she was elected to City Council, filling the seat that her godfather lost 20 years earlier. She was later appointed mayor *pro tem* by Mayor Bill White.

Thanks for not smoking: She was a proud supporter of the city's no-smoking ordinance. "That was probably the biggest thing I did on

City Council during those years. It took a lot of compromise and a lot of negotiation." Now, every time she walks into a bar or club, she thinks it was worth it.

The EMBA path: Her colleague Ronald C. Green, now the City Controller of Houston, was getting his MBA at Bauer, and he encouraged her to apply. She chose the EMBA program because it was conducive to her schedule. She could go on weekends. Plus, she was running for the state House and knew that if she were elected, her life would change. "I had enough time to go through 18 months. I finished in December. Then in January, I left for Austin to serve in the state Legislature."

How EMBA paid off: "It's given me a more balanced approach, I think, in dealing with our state budget and economic issues and education issues. ... It's gotten me more engaged with the business community in terms of sitting down and talking with them and discussing what challenges they face."

A business owner, too: As a consultant, Alvarado helps private-sector clients with their business development, community relations and human resources. She says her EMBA skills help her run her business.

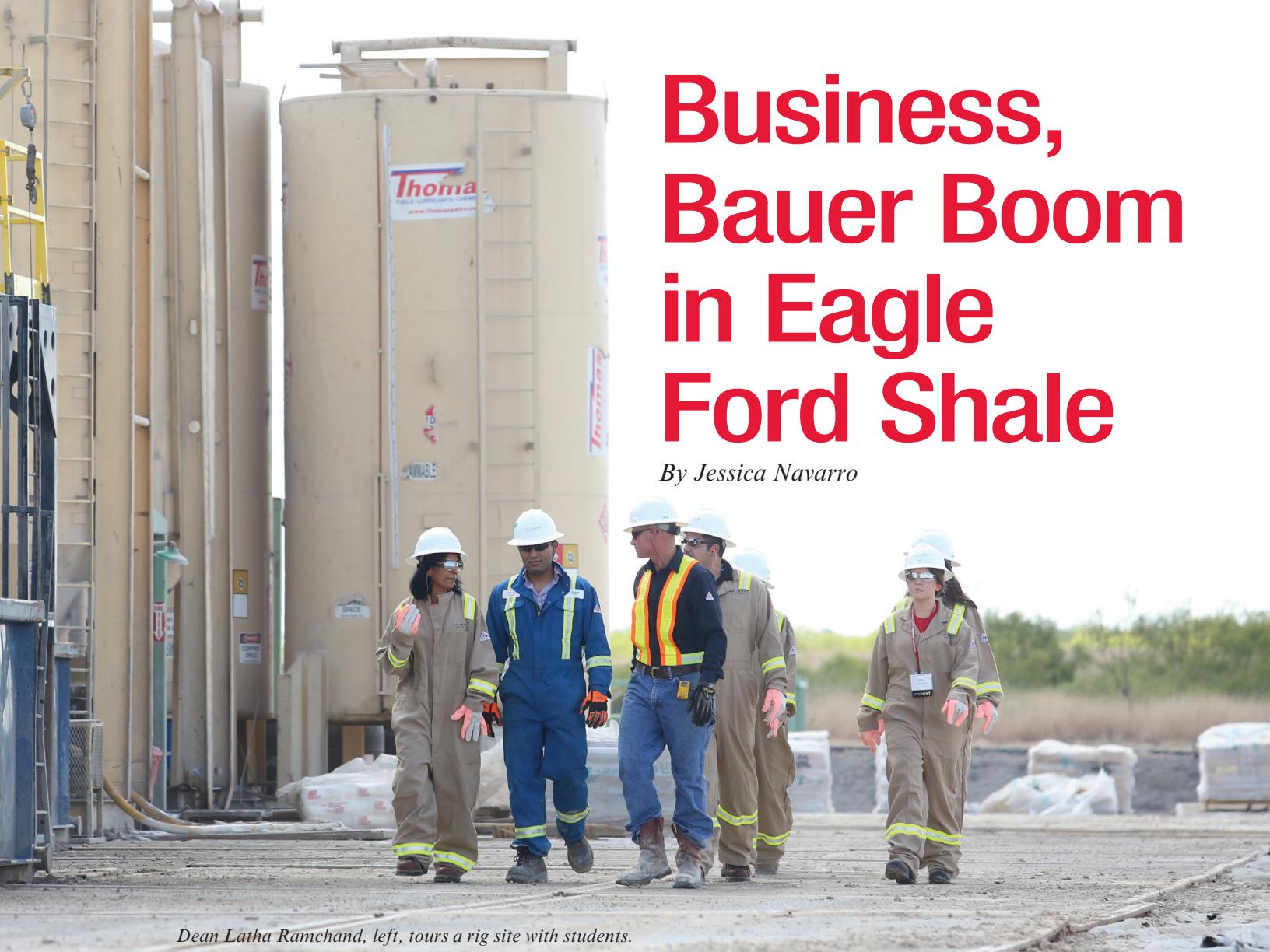
Final thoughts: "Going to get my EMBA at the Bauer College was the best thing that I've done for my career, both politically and in my private business."



CAROL ALVARADO, ('08)

Business, Bauer Boom in Eagle Ford Shale

By Jessica Navarro



Dean Latha Ramchand, left, tours a rig site with students.

Bauer College took learning on the road in early August 2012, as faculty, staff, administrators and students from the college went on a two-day tour of the Eagle Ford Shale in south-central Texas to learn about the technology that is driving the energy industry.

Dean Latha Ramchand conceptualized the trip in the spring semester and reached out to contacts, including Cameron Chairman, President and CEO Jack Moore (BBA '77), who helped to organize a site visit for the Bauer group on the second day of the trip. The group also met with Talisman Energy during the trip to observe and tour drilling sites.

"Hydraulic fracturing, or 'fracking,' to extract shale gas is being touted as a game changer for the energy industry," Ramchand said. "Because we live in Houston, the energy capital of the world, and are Houston's business school, it is critical that we do everything possible to arm our students with the knowledge, skills and experience to lead the next

generation of the industry. We wanted to give them the experience of actually seeing the work being done on the ground so that they understand and respect a business process that involves so many moving parts."

Nine students representing a variety of programs and majors within the college made the trip with Ramchand and other members of the college's administration, staff and faculty, including Joseph Pratt, the Cullen Professor of History and Business, and Radha Radhakrishnan, a clinical assistant professor in the college whose professional career spans decades in oil and gas leadership roles.

The group's first stop was in Kenedy County to meet with a crew from Talisman Energy and observe an operational fracking site. The team of engineers spent the afternoon with the Bauer group, explaining the technology behind the project and answering students' questions. Later in the day, the group had the opportunity to don full safety gear — including coveralls, glasses, steel-toe boots, hardhats and



A Talisman representative describes to the group a fracking operation happening just outside the bus.

gloves — and go onto a drilling rig to see the process up close and speak to the workers manning the machinery.

On the second day of the trip, the group drove to Pearsall and visited the Cameron facility that is one of the equipment hubs in the Eagle Ford Shale. Cameron's vice president for business development Brian Matusek gave a presentation that integrated business processes with the technology and engineering of fracking, focusing on how the company evaluates the investment of bringing new facilities and services online.

After the presentation, the group had the chance to walk the equipment yard as Matusek and members of Cameron's team explained different pieces of equipment and how they track and evaluate each project. Frank Kelley, associate dean for undergraduate business programs, underscored the value for students to see different angles of an industry they will likely find themselves connected to in some way if they stay in Houston after graduation.

"The oil and gas industry has been a major employer of Bauer students in the past, and with new finds in the Eagle Ford Shale and new drilling techniques, it will continue to be for at least the next generation of graduates," he said. "For that reason, an understanding of the upstream process would help anyone in the industry have a holistic perspective on their role in an energy company."

"That is what we learned as we climbed on an oil platform, heard from the operators about the fracking process, and toured the equipment yard full of separators, wellheads and other drilling equipment," Kelley added. "The smell of oil, the grit of southwest Texas dust and explanations from those

who are on the ground put new meaning into Bauer's commitment to prepare students for the real world of business."

The experience had a profound impact on the students who attended, including accounting senior Katherine Berry, a Bauer Honors student who will graduate in December 2013 with a bachelor's degree and certificates in internal audit and oil and gas.

"The opportunity to get a firsthand experience like this is priceless," said Berry, who plans to work for a mid-market firm in Houston auditing clients that include energy companies. "A trip like this helps me to learn more about what some of my clients will be doing so I can be a bigger asset to them and hopefully help them to continuously improve."

The chance to visit the field and see drilling as it happened was something not typical of a business school, she added. "As a business student, you are usually indoors, at a desk, and missing the 'action' of the industry. Events like this let you build a bigger picture, which makes you a better person and employee."

"I was so excited to actually be able to hold ground shale that came up from the earth within a short

period of me being on the rig extracting it. Knowing how long it took to develop and actually being there where it is coming up with the mud was just beyond words," Berry said.

Bauer Honors student Jason John, who is pursuing a degree in accounting and management information systems, agreed that although he likely won't be suiting up and drilling oil as a career, seeing the operations gives him a level of understanding of the business that his peers may not have.

Bauer students and faculty had the opportunity to get their hands dirty.





"It's not every day that an ordinary person is allowed to walk onto a rig," John said. "Getting the chance to put on coveralls and a hard hat, and to actually see the engineers and technicians at work is something I'll never forget. If I decide to work in the industry as an accountant, I'll have that much more knowledge about the field and be able to really understand what it is my company does."

Teri Elkins Longacre, the college's associate dean for academic affairs, saw a commonality among the students and the Talisman and Cameron employees — pride.

"In addition to providing Bauer faculty, staff and students with invaluable knowledge regarding the

technical and business aspects of shale drilling, the employees illustrated a critical component of success in any field: have pride in what you do," she said.

"This sentiment was evident throughout our Eagle Ford tours with everyone we encountered, conveying an infectious sense of pride and passion for a job well done," Longacre added. "The care and attention paid to every detail of their jobs, from the cleanliness and safety of the drilling rigs to the development of new technology, was inspiring and undoubtedly contributes significantly to the performance of their organizations. My hope is that our students will apply this facet of our incredible learning experience to their education, chosen career and other parts of their lives." ■

A highlight of the second day of the trip was a tour of Cameron's equipment yard.





FOCUS ON:



BAUER Honors

The Bauer Business Honors Program launched in 2002 with 75 students and has grown to more than 250 students today. Honors education has become a competitive strength of Bauer College. Like the UH Honors College, the Bauer Honors mission is to provide a small-college experience without sacrificing the wealth of resources and rich diversity of the larger university setting.

Bauer Honors offers students a sense of community, a truly distinctive degree and the opportunity to do independent research. Every year, all core courses in business administration are taught in Honors sections of no more than 24 students. Additionally, a number of advanced business electives are taught in Honors sections.

This fall, the burgeoning program plans to open the Bauer Honors Commons, a dedicated



home for Honors students in Melcher Hall. The new home for Bauer Honors will be the centerpiece of Melcher Hall, and it will be the first tour stop for prospective Honors students and their parents. The Commons will be built with the help of the Hamill Foundation of Houston.

"The Bauer Honors Commons will provide a much-needed home for our Bauer Honors students, who will be able to use the space to relax between classes, study together, collaborate on group projects and presentations, and network with alumni and recruiters," said Sarah Gnospelius, the program's administrative director.

In addition to a commons room,

the new Bauer Honors facility will provide state-of-the-art classrooms that will be wired for laptops and equipped with voice, video and data technology, according to Gnospelius. The new area will also give Bauer Honors a venue to hold events such as their fall mixer, freshman fete and alumni meetings.

"Bauer Honors is growing as a program and needs designated classrooms and space for our students," said Colleen Davies, Bauer Honors academic advisor. "In order to stay competitive as a program, we need to offer first-rate facilities for our students in addition to our first-rate curriculum." ■

Lending a (Financial) Helping Hand



*Accountancy & Taxation
Professor Saleha Khumawala,
third from left, works with
microfinance students to help the
community at Mision Milby.*

When it comes to handling personal finances, many lack the knowledge on how to do so. While the Bauer College is working to position itself as a leader in financial literacy, students in the Microfinance Program and Accountancy & Taxation Professor Saleha Khumawala, are at the forefront of the issue, by helping the Houston community through the Misión Milby Project.

Khumawala reflected on the program's success and shares what is on the horizon for the program.

Q: How are Bauer microfinance students helping others through the Misión Milby Project?

A: The Misión Milby Project is a collaborative effort aimed at improving the economic wellbeing of some of Houston's most impoverished residents. The project seeks to both provide residents with financial literacy education as well as offer participants of this course the chance to see their entrepreneurial ideas come to life. With assistance from the Bauer College microfinance program students, the participants received business education/entrepreneurial training that hopefully will result in getting access to low-interest loans to jumpstart their commercial aspirations.

Q: Why is financial literacy an important area of focus in higher education?

A: Recession, unemployment and poverty are part of the difficulties that people in these, and other underserved communities, have to face in life almost on a daily basis. It is necessary to empower these individuals by giving them the appropriate skills to manage their personal finances in order to achieve a better quality of life. This helps them gain independence when they learn how to

establish financial goals and develop realistic plans to achieve them. Once they understand how to interact effectively with the (financial) system, they develop self-esteem and build confidence, and it helps to reverse the impact of old, bad financial decisions. They can start rebuilding their lives by embarking on opportunities.

The participants in the Milby Project first learned about basic personal finance — from how to manage a bank account, to how to reduce debt and restructure loans. They developed the skills to become financially secure and gained self-confidence that helped not only in reducing stress, but also in preventing financial and other losses that result from scarcity of resources. The participants realized that it is important to first manage their personal finances before taking on additional financial responsibility with a new business venture.

Q: What is on the horizon for the Microfinance Program?

A: We intend to partner with the tribal council of the Alabama-Coushatta Tribe of Texas, located near Livingston, TX, in the coming semester to provide financial literacy and entrepreneurship training to tribe members living on and around the reservation. Like many rural communities, the reservation has been hard hit by the economic uncertainty of our times. It is our hope that, through pairing tribal entrepreneurs with our professional knowledge and capital from micro-lenders, we will encourage a revitalization of the Alabama-Coushatta community.

Additionally we will also be launching two more projects like the Milby Project in the Southwest part of Houston in the spring 2013 semester. ■

Bauer Shines in Leadership

By Wendell Brock

Getting a Ph.D. is a formidable experience that tests the students' passion and love for academia with a staggering amount of research. Often, they are required to teach at the same time. "Sometimes, you can just get so bogged down," says Rachel Sturm, who entered the Bauer College doctoral program in management immediately after completing her undergraduate degree. "You literally read hundreds and hundreds of articles, and you get stuck sometimes."

Luckily for the Ph.D. candidate and other attendees, the 1st Annual University of Houston Doctoral Symposium in Leadership provided an intellectually stimulating and refreshing moment for all. Organized by the Department of Management and the scholarly journal *The Leadership Quarterly*, the Oct. 26-27 event was purposefully designed so that a new generation of leadership scholars could mingle with some of the gurus of the field and get one-on-one mentoring. It was also a chance for the college to showcase Bauer Leadership Initiatives, which includes a Leadership minor for business and non-business majors, an MBA Leadership Certificate and mentoring initiative and other programs.

"We wanted to create an event that would help

promote the expertise our department has in leadership topics," said Bauer Associate Professor of Strategy Dusya Vera, who planned the symposium with Bauer Management Professor Leanne Atwater, the current editor of *The Leadership Quarterly*. "We also wanted to create a developmental experience for our doctoral students that would be rewarding and meaningful," Vera said. Instead of a conference-like event with thousands of participants, the symposium would be an intimate gathering where students could get real-time feedback and build a supportive network of lasting relationships. Future collaborations might be born here — and were.

At an opening-night dinner at Hilton University of Houston, leadership scholars from the United States and Europe listened to a thoughtful and provocative speech by SUNY Binghamton Professor Francis Yammarino. The next day at Cemo Hall, six junior faculty (including Bauer's Vicky Liu) delivered presentations, while past and present Leadership Quarterly editors held a panel discussion on "Getting Hired and Getting Tenure." But the heart of the symposium was the mentoring segment in which 20 doctoral students shared their research ideas at



roundtable sessions with venerated senior scholars.

Working as a team, Sturm and fellow UH student Codou Samba hashed out their research idea — “Moral personal transgressions in the c-suite: An investigation of observer reactions” — with Yammarino as mentor. Bill McKnight, another UH doctoral student, explored “The role of managerial age upon employees’ perceptions of leadership” with SUNY Binghamton’s Shelley Dionne. And UH’s Salar Mesdaghinia posed the question —“When do followers support leaders, and what difference does it make?” — and received feedback from the University of Oklahoma’s Michael Mumford.

By all accounts, the symposium was one big networking opportunity. Even before the event, the Department of Management’s 19 doctoral students were talking to visiting scholars, fostering friendships that are likely to survive long after the actual symposium. The student liaisons sent out invitations, gathered documents and coordinated logistics and transportation.

For Sturm, the symposium was both a homecoming — and a rejuvenation. It gave her a chance to reconnect with two professors from her undergraduate days at SUNY Binghamton and hobnob with leading researchers in the leadership field. After picking up University of Lausanne Professor John Antonakis at the airport, she introduced him to Tex-Mex food

(and a little Houston traffic), and the Swiss visitor’s first fajita turned into an impromptu brainstorming session.

“He helped me with a research idea,” Sturm said of their meeting. “I mean, that was the whole goal of it, to bounce our ideas off journal editors and get valuable feedback about our ideas. So that was a total success.”

Yammarino’s keynote, which included a history of leadership studies and a list of research dos and don’ts, was also popular with symposium-goers.

Yammarino, Vera said, invited attendees to move beyond “Bright Side” views of leadership (focusing on positive, charismatic, transformational qualities) to so-called “Dark Side” studies (on topics like bullying and narcissism). “Yammarino said that demographics are changing,” Vera said, “so that we do not need more research on white men at the top of organizations.”

Sturm said she has already incorporated some of Yammarino’s material into her own teaching. And she left the symposium feeling inspired and recharged.

“I just left feeling really, really good,” said Sturm, who is in her fourth year in the Ph.D. program and is now working on her dissertation on ethical decision-making. “It reminded me how much I really do love what I do. I am ready to tackle it... I’m ready for my dissertation.” ■



Building Opportunity

By Jessica Navarro

The University of Houston continued to bolster the professional corridor of its main campus on Nov. 28 with the grand opening and dedication of University Classroom and Business Building, home of the Insperity Center, a facility that will in part provide expanded classroom and student meeting space for the Bauer College.

The building is part of a \$1 billion construction program on campus, which includes a new football stadium, basketball arena and other facilities to transform student life and learning. Student success

ultimately leads to economic growth and community connectivity, said University of Houston System Chancellor and UH President Renu Khator.

Enrollment at Bauer has increased in lock step with its recent national rankings and accomplishments, creating a need for additional academic and meeting space. About 5,600 students enrolled at Bauer in Fall 2008. The Fall 2011 total jumped to 6,278.

"Anywhere you go, UH graduates are fueling the economy and making this a better place. Our student body has grown in every way — quantity, quality, dreams, passion and pride."

— UH System Chancellor Renu Khator



“Everything we do at the Bauer College starts and ends with student success,” said Latha Ramchand, dean of the college. “Our students define us, they validate our efforts, and they help us create the roadmap for the future. Our graduates empower the city of Houston, and I am excited that the student learning experience will be enhanced both inside the classroom and outside, through meeting rooms for

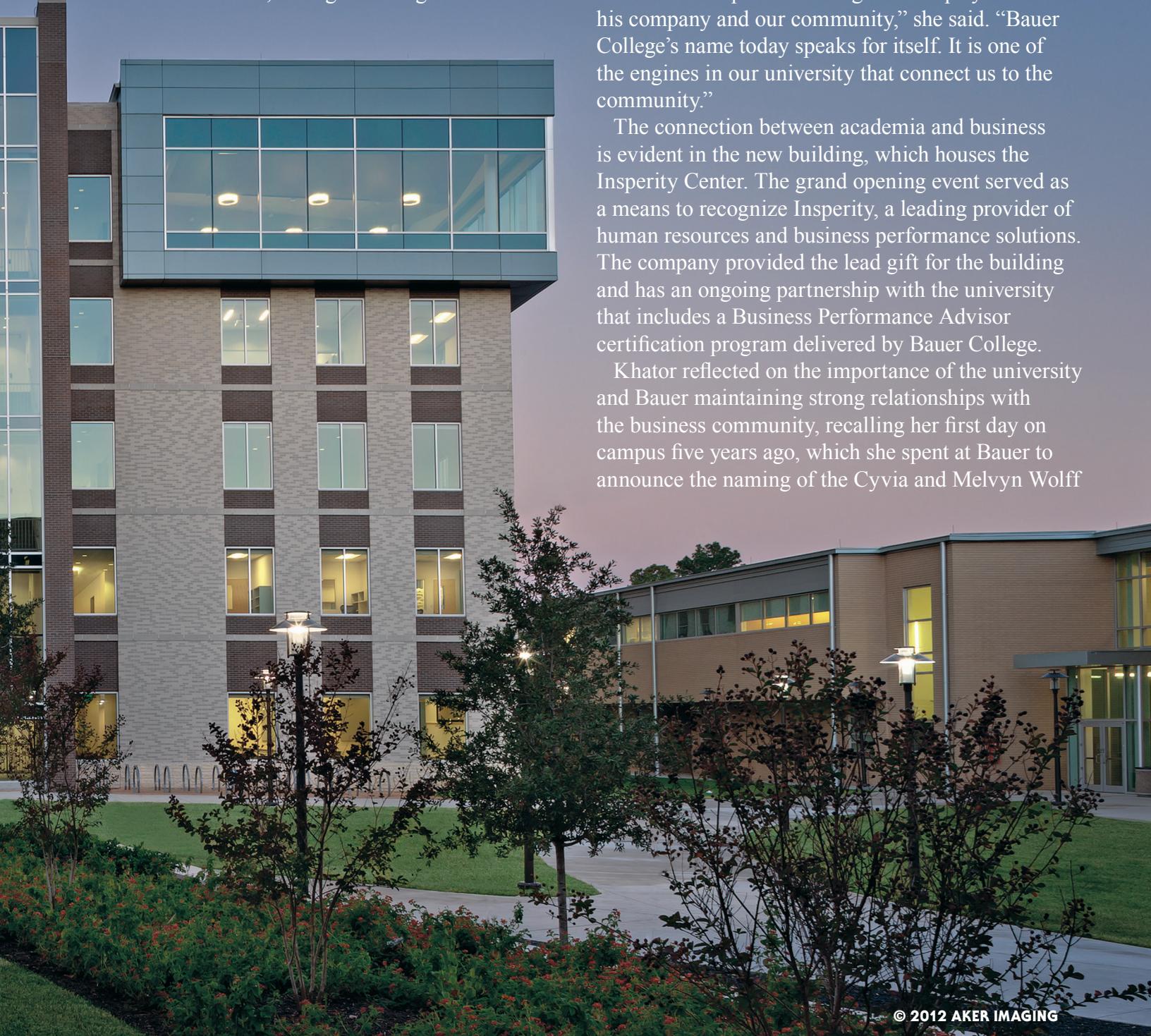
student organizations and activities.”

As she addressed the crowd gathered for the building dedication, Khator also lauded the growth of the college over the past decade, jumpstarted in 2000 with a \$40 million gift to name the college from Charles T. “Ted” Bauer.

“He was not a graduate of the university but realized the importance our graduates played in his company and our community,” she said. “Bauer College’s name today speaks for itself. It is one of the engines in our university that connect us to the community.”

The connection between academia and business is evident in the new building, which houses the Insperity Center. The grand opening event served as a means to recognize Insperity, a leading provider of human resources and business performance solutions. The company provided the lead gift for the building and has an ongoing partnership with the university that includes a Business Performance Advisor certification program delivered by Bauer College.

Khator reflected on the importance of the university and Bauer maintaining strong relationships with the business community, recalling her first day on campus five years ago, which she spent at Bauer to announce the naming of the Cyvia and Melvyn Wolff



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"Anywhere you go, UH graduates are fueling the economy and making this a better place," said UH System Chancellor and UH President Renu Khator at the Grand Opening event.



Insperity President Richard Rawson (center left) and Khator prepare to cut the ribbon to dedicate the University Classroom & Business Building, home to the Insperity Center.

Center for Entrepreneurship, a program that will now be housed in the new building. Donors and partners like the Wolffs and Insperity President Richard Rawson are integral to sustaining the success of the university, she said.

"I am so happy that we are branded with the Insperity Center in this building," Khator said. "Richard (Rawson) worked so incredibly hard to make the case that we are worthy of this, we deserve this, and we could make a transformative impact through this building."

Rawson is a 1972 Bauer graduate and serves as chair of the Dean's Executive Board for the college.

"Things have changed a lot since I took classes, but one thing that hasn't changed is the commitment of this university to the city of Houston," Rawson said.

"At Insperity, we help businesses prosper so the community can prosper," he added. "We can't do that without exemplary employees. That's where the university comes in. You teach invaluable qualities like character, responsibility, humility, service, good citizenship and the dignity of hard work. That's what the University of Houston means to me. We feel an obligation to be a donor and contribute to this community."

The five-story building is located in the heart of the UH campus near Melcher Hall, Calhoun Lofts

and Cemo Hall, forming a courtyard that provides higher visibility for Bauer College. It houses graduate and undergraduate teaching spaces, clinical faculty offices and student meeting areas for Bauer, and will also be used for other general academic purposes, including the UH Writing Center. Construction on the five-story building began in 2009, with some services offered this fall. The full building opened in time for the Spring 2013 semester.

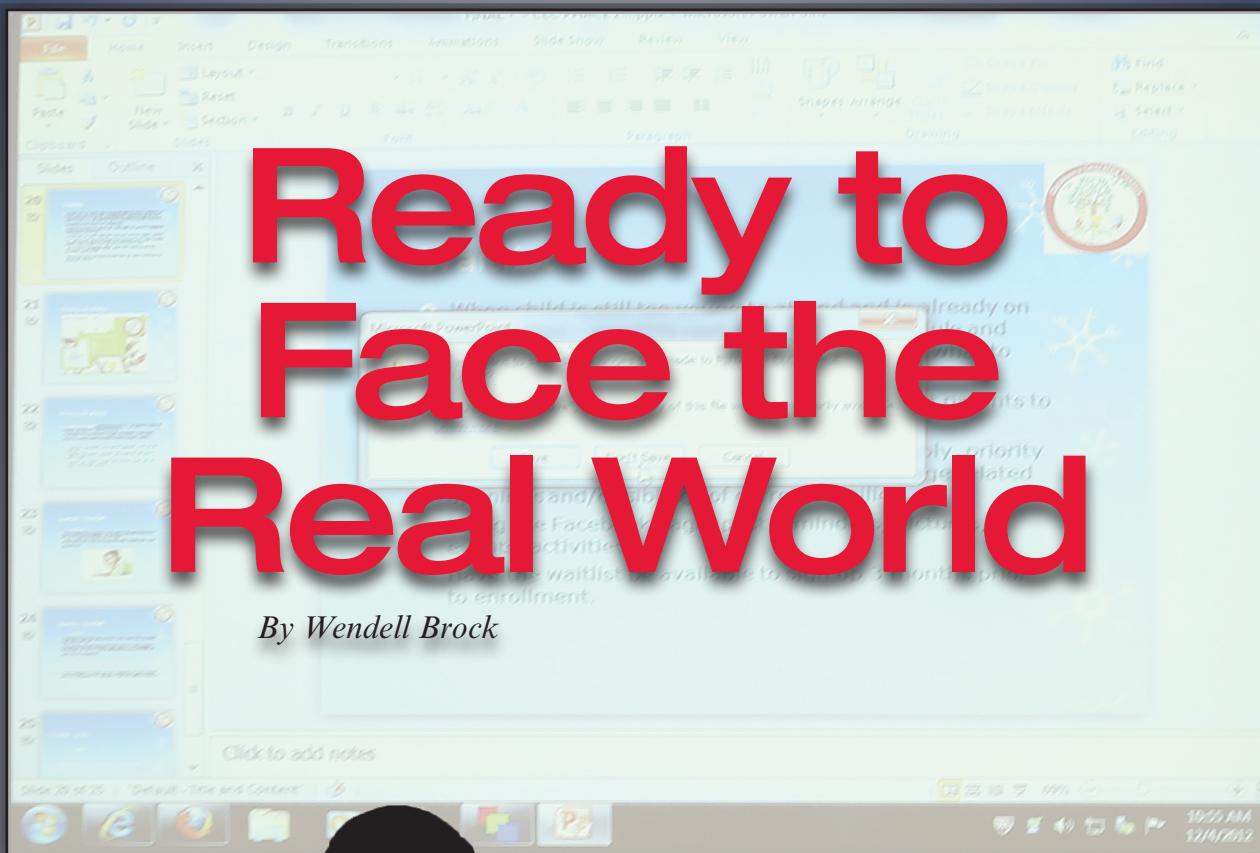
The building not only provides expanded services for students and the community, but it also serves as a tribute to former Bauer Dean Arthur Warga, who led the college from 2001 until early 2011 before passing away, said John Antel, UH provost and executive vice president for academic affairs.

"Arthur had an incredible vision of excellence and an unrelenting commitment to that vision," Antel said. "This will be a great student success building and a great community success building, but it is also a great legacy to Arthur."

The building was designed by Gensler, a global architecture, planning and strategic consulting firm. Their vision included state-of-the-art classrooms and a mixture of formal and informal learning and collaboration spaces, as well as a learning center on the fifth floor inspired by the Rose Reading Room at the New York Public Library. ■

Ready to Face the Real World

By Wendell Brock



Marketing Students Captivate Industry Clients

Lectures and note taking may be standard classroom procedure. But not for Bauer Professor Vanessa Patrick. She contends that students learn marketing best from first-hand interaction with real clients with real problems.

"I believe that marketing is one of those subjects where you really need to get your hands dirty so that you really understand it by doing it," says Patrick, an associate professor of marketing who has consulted for such high-profile brands as The Coca-Cola Company, CNN and Hallmark.

For the two Marketing Strategy and Planning courses she taught over the Fall 2012 semester, Patrick hooked her students up with a pair of on-campus clients who needed marketing help. The UH Children's Learning Centers (CLC) wanted to dispel negative perceptions about its waiting list while increasing enrollment and visibility. Bauer's MBA Program wanted to see a jump in applications and student enrollment.

By the end of the semester, students had gained invaluable real-life experience to put on their résumés, and the clients were captivated by the students' "fresh ideas" and innovative thinking.

"It was kind of a boost of confidence," said Bauer undergrad Sarah Smith, who had never worked with a client before enrolling in Patrick's course. Smith said she found the experience "intimidating" at first. But ultimately, it awakened her interest in behind-the-scenes analysis and messaging.

The students were charged with conducting research, analyzing their client's strengths and weaknesses, investigating the competition and presenting a marketing plan.



PITCH IT TO ME. Bauer undergrad Sarah Smith presents her marketing strategy to clients during Vanessa Patrick's Marketing Strategy and Planning Course.

"As an everyday person, you don't typically think of those sort of things," said Smith, who is scheduled to graduate in May 2013 with a management major and a marketing minor. "You don't think of who they are trying to target with this ad or what are they trying to prove. But being in the middle of it, you have to think that way. I think it's actually really interesting. I hope one day to maybe be in the marketing field doing something like that."

The clients were equally enthusiastic. "Just the exposure to fresh and new ideas with a vision for what we wanted was an awesome experience," said CLC director Sherry L. Howard. She said the next step is to develop and implement some of the plans.

As Bauer College's director of marketing, Anne Ness has spent years in the profession and was very impressed by the students' recommendations for the MBA Program. "The student teams did a very good job professionally preparing their reports and also presenting their findings and recommendations, which were insightful and provided fresh ideas and thinking," Ness said.

Though Patrick teaches the Marketing Strategy and Planning course regularly, this was the first time she integrated clients into the experience. She is inspired by the notion of "educating by doing," a concept typically restricted to science and technology programs and touted by books like "Creating Innovators: The Making of Young People Who Will Change the World" by author and educator Tony Wagner. Patrick sees no reason why her undergraduate marketing students cannot be trained using similar methods. "What I am excited about is that it's hands-on learning," the professor said. "You can actually see the students learning throughout the semester. There is no substitute for taking concepts one learns in class and applying it to a real business." ■



DISTINGUISHED *Leaders* Series

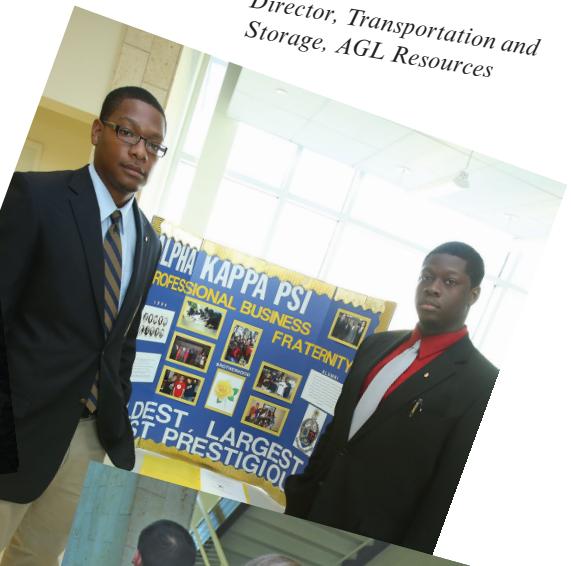
During the Fall 2012 semester, the Bauer College hosted a successful slate of its Distinguished Leaders series, presented by AGL Resources and their Houston-based companies. Held in the fall and spring, the DLS serves as an opportunity for exploring topical issues in business, with an emphasis on the energy industry.

Both Bauer students and others from across the university attended, along with alumni and community members. The fall series also featured a “reverse career fair,” allowing Bauer student groups the opportunity to showcase their initiatives to attendees.

This season, topics included an inside look at the day in the life of an energy trader and a discussion on how liquefied natural gas is changing the face of the energy industry. ■



Matt Lorenz
Director, Transportation and
Storage, AGL Resources



For information about upcoming DLS events, visit
www.bauer.uh.edu/DLS

*"Houston has been on
a sensational winning
streak since 2003..."*



Robert W. "Bill" Gilmer
Executive Director
Institute for Regional Forecasting

Q&A on Houston's Economic Growth

Bauer Adds Institute for Regional Forecasting to Range of Centers

In October, the Institute for Regional Forecasting made the move to the Bauer College from the Hobby Center for Public Policy and named Robert W. "Bill" Gilmer its new executive director. Gilmer most recently served as senior economist and vice president in charge for the Federal Reserve Bank of Dallas.

Since the mid-1980s, the Institute for Regional Forecasting has produced forecasts for the local economy and holds biannual symposia to give a real estate and economic outlook for the area.

Gilmer recently sat down with us to discuss what is on the horizon for the Institute for Regional Forecasting and how its partnership with Bauer will benefit one another.

Q: What is the Institute for Regional Forecasting?

A: The IRF is the legacy of Dr. Barton Smith, retired professor of Economics, former Chair of the Economics Department, and former Director of the Hobby Center for Public Policy. In 1999, the IRF became an independent unit within the HCCP, housed in Economics Department offices, with Dr. Smith as the director. Barton had already established himself as a recognized expert on the Houston economy, with his twice-a-year symposia on the Houston economy and local real estate markets being a community fixture since 1984. Houston's business cycle is unique, and Barton's reputation grew as he interpreted how the local economy coped — in its own way — with the 1982-86 energy bust, the 1997 Asian financial crisis and mini-collapse of energy markets, the 2001 tech bust, and most recently the Great Recession and its aftermath.

Q: How did the IRF make its way to Bauer?

A: Having recently retired from the Federal Reserve Bank of Dallas, I met with Dean Latha Ramchand regarding a possible role at Bauer. My interests overlapped strongly with Barton, and we knew and trusted each other. I had spent 23 years following the Houston and Gulf Coast economy for the Federal Reserve Bank of Dallas, with a special interest in energy markets. I have written extensively about

the city's business cycle, and regularly spoke to the Houston community about the local economic outlook. While there will never be another Barton Smith, I agreed to try to revive the services he and the IRF provided to the community for many years. Dean Ramchand and Bauer provided the financial seed money and the necessary institutional support. Along with me, Patsy Woods joined Bauer and continued as the IRF program manager, and Evert Crawford brought from the IRF his many years of experience in local real estate markets. Barton continues to work with the Institute on several projects.

Q: How will the IRF and Bauer partnership benefit the Houston business community?

A: The immediate answer is that Bauer has been a lifeline to an institution that for many years has played an important role in the Houston economy. The immediate plan is to continue the past role of providing essential economic information to the local community. Just as it has been in the past, the centerpiece should be the economic outlook for Houston. Oil, natural gas, pipelines, petrochemicals, and refining are all at the heart of Houston's business cycle, and they can combine in unexpected ways to give Houston job and income growth that is very different from that of the rest of the country.

Part of the University of Houston's mission statement is to "... build partnerships with other educational institutions, community organizations, government agencies, and the private sector to serve the region and the world." I think the comments above make it clear how the IRF can help Bauer provide important services to the Houston community.

Q: What can we expect for Houston's economy?

A: If we put the 2008-09 financial crisis aside, Houston has been on a sensational winning streak since 2003, largely driven by powerful growth in emerging markets and rising oil prices. ■

BAUER GIVES BACK

During the Fall 2012 semester, we featured stories on our website highlighting volunteer activities and charitable efforts of students, staff, faculty and alumni of the college.

Seeing a Need, Meeting a Need



Joyce Williams and Jonathan Hill (pictured above), who work in the college's Undergraduate Business Programs office, partnered with UH Mobile Eye Institute director D. G. Gavin Gerondale, Graduate School of Social Work Research Professor Larry Hill, Epiphany Community Health Outreach Services (ECHOS) executive director Jean Kegler and "Be a Champion" CEO Jaron Barganier to deliver eyeglasses to Cullen students.

"I give back because growing up, I didn't really have anyone besides my mother who looked out for me," said Hill, a program coordinator in the office. "I was always fending for myself. I give back for that reason. I know what it's like to be that age, with the insecurities, so I try to be a helping hand where I can."

A Reason to Give Thanks

Rani Ramchandani, a supply chain management sophomore at the Bauer College, volunteers her time each year during the Thanksgiving Superfeast at the George R. Brown Convention Center, serving up



turkey and sides to families. She also helps children at the event pen letters to Santa Claus, in preparation for the upcoming holiday season.

"I know I'm impacting the community I live in," Ramchandani said. "When I see the same people every year, I'm building a relationship with the community and I love it."



Paying it Forward

Giving back can come in many forms, and for Bauer entrepreneurship junior Chris Wick (left), the best way to make a difference can be paying it forward.

Wick dedicates his time to organizations like the Star of Hope – Houston and also gives back to those in need

with the intention that they pay it forward, using their resources to help others when they are in the position to do so.

"Volunteering and giving back have always been priorities of mine," Wick said. "Since a very young age, I had always promised myself that when I became successful, I would make sure to give back generously."

Serving Your Community

Whether it's through time or donations, the Bauer College Alumni Association (BCAA) Community Service Committee strives to help those in need all year long. This year, the BCAA committee served countless Houstonians with a record number of

volunteer opportunities. The group planted 275 trees at MacGregor Park, donated holiday gifts for children at Navidad en el Barrio, and brought more than 160 Bauer students and alumni to the Houston Food Bank to work on the 9/11 National Day of Service.

"Volunteerism and serving others in need is something that our BCAA Community Service

Committee truly believes in and is extremely passionate about," BCAA Community Service committee co-chair Richard Orellana said. "By working with the BCAA and the Bauer community to organize these opportunities, we hope to grow our volunteer base each year so that we can better serve our community." ■



To see all "Bauer Gives Back" stories, visit bauerticker.uh.edu/category/bauer-gives-back/

BATTER UP FOR BUSINESS AND BASEBALL LEGENDS



Bauer MBA alumni William Heath ('81), a former Major League Baseball catcher, attended the Milo Hamilton Retirement Gala and had the opportunity to meet many of the greats, including Hank Aaron (above), Nolan Ryan and Jim Crane.

Looking Forward, Glancing Back



Ouida Jo Hembree ('49) visited with Dean Ramchand in October to talk about her experience as a business student just after World War II ended. She was one of only two female students in what was then known as the College of Business Administration and benefited from a scholarship. After graduating she began to work for Humble Oil Co., now known as ExxonMobil. In 2011, she established the Ouida Jo Hembree UH Tier One Scholarship Endowment, matched 3-to-1 by ExxonMobil. She and ExxonMobil repeated these gifts in 2012 and have made a pledge for 2013. Recently, she also established a charitable gift annuity with additional ExxonMobil stock.

Serving Entrepreneurship Tex-Orleans Style

By Wendell Brock

Brooks Bassler's father attended the University of Houston on a football scholarship and later started successful businesses in the housing, motel and energy industries. His mother grew up in Morgan City, La., in a family that knew how to stir up a good pot of gumbo. With his Maw Maw's recipes, his Daddy's business savvy and his degree from the Wolff Center for Entrepreneurship, Bassler has built a bustling restaurant chain with three Houston locations.

"I just kind of grew up around really good cooks," says Bassler, explaining the Tex-Orleans concept behind BB's Café, which is known for its overstuffed po'boys, red beans and rice and Maw Maw's Bread Pudding. "The recipes are my family's, and I've got a really good knack for just kind of putting stuff together that people like."



After finishing Bauer's entrepreneurship program in 2002, Bassler worked as a server and learned the ropes of sales and corporate catering before creating his own Cajun brand in 2007. We recently checked in with the brains behind BB's Café, who gave us the skinny on his family's UH connections and how he used his Bauer education to carve his niche in the food world.

Where are you and your family from exactly?

I'm from a little town in central Texas, Rockdale, with about 4,000 people. I was born and raised there. Most of my family is from Louisiana. My mom was born and raised in Morgan City, and all her brothers are there, and my grandma. ... Every time we'd go there, the whole trip was kind of centered around food, what we were cooking next for breakfast, lunch or dinner.

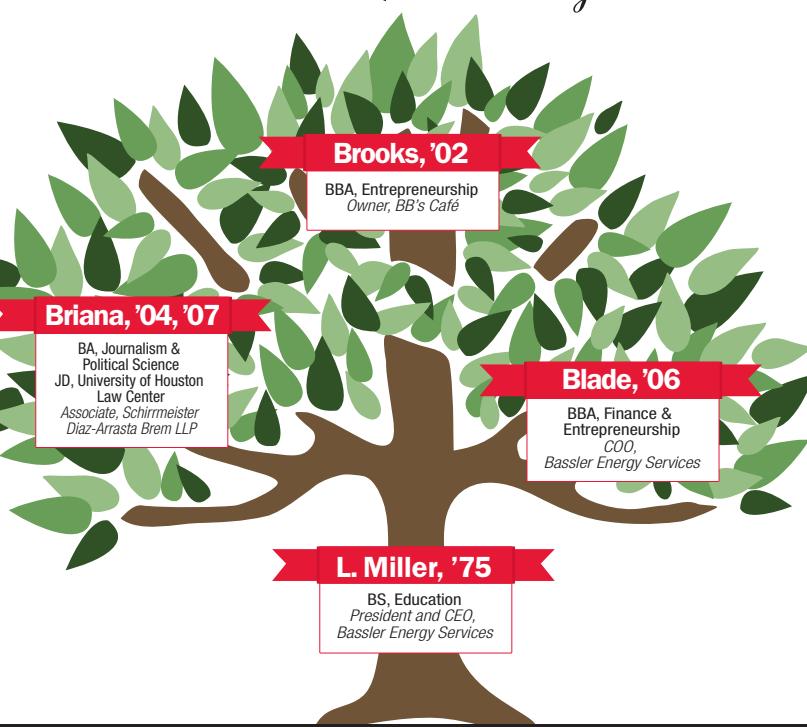
How did you get to UH?

My father was recruited there to play football. This would have been I believe in 1970, so he went there on a football scholarship and just really fell in love with the school and with the city of Houston. As a kid growing up, my mother and father were always taking me and my two siblings to football and basketball games, all kinds of UH events. So I just kind of grew up around the university.

What about your siblings?

I have a sister who is two years younger than me, who went to UH for undergrad and law school. She's an attorney here in town. And then my younger brother went to UH and played football there. ... We are

The Basslers' UH Family Tree



THE HEAT IS ON. Bassler fires up his entrepreneurship skills in the kitchen.

pretty big supporters of the program. All of us went on scholarships. I was a high jumper on the track and field team, and my sister did the heptathlon.

What did you get out of Bauer?

I really loved the entrepreneurship classes because a big part of it was verbal. How well you can give a presentation and kind of do mock trials of raising money. They teach you the ins and outs of the financial aspects of running a business, as well as the real-world entrepreneurial truth of it. So it was a good mix. The classes are taught half by academicians, and the other half of the professors are real-world entrepreneurs. It was just an incredible program, and it really kind of got me motivated. I still have a really close mentor from that program, Ken Jones, who I talk to almost daily. ... A lot of the students are now some of my best customers. We kind of had this hometown thing going on. It's a really supportive group of people — let's put it that way. Everybody that was involved in the program, they just go out of their way to support me.

Did you participate in BurgerFest (now Wolffest, part of the WCE capstone course and the final step in completing a BBA in Entrepreneurship at Bauer)?

Absolutely. That was a lot of fun. Oh, man, we were horrible. We were horrible! ... We made the program some money. We should have taken it a little more seriously than we did, though. But I tell you what, we had a lot of fun with it.

What does MawMaw think of BB's?

She's a very proud grandmother. Every time she comes into town, she's quick to come in and taste the gumbo. That's the first thing she normally does. She'll let me know if it's not right, that's for sure. ■

Being All You Can Be

By Wendell Brock

Employer seeks warrior types. Must be aggressive, disciplined and competitive. Must have high tolerance for risk and adapt quickly to new environments.

So, is this theoretical ad recruiting military officers — or Wall Street investors?

Based on a series of interviews with Cougar Fund alumni from the people who serve in the armed forces have much in common with financial types. Few and proud are the MBA and MS Finance candidates picked to work on the college's Cougar Fund, a multimillion-dollar private-investment portfolio that started on Feb. 6, 2002. Like enlisting for duty, the Cougar Fund is a responsibility that is not to be taken lightly. For in the market as on the battlefield, some days you win, and some days you lose.

Here, then, are our stories of four Cougar Fund veterans who once were on the Pentagon payroll.

Joe Ceasar, '10

At West Point, Ceasar was told that conflict is cyclic, that every few years "you have a class that's sure to go to war." The lifelong Houstonian started his tenure as an active-duty officer just three months before 9/11. By February 2003, he had been deployed as an Air Defense officer on the ground in Iraq. But even before seeing battle, Ceasar — a football and rugby player who studied political science at West Point — had started to dream of a career in finance. After leaving the military, he worked briefly in financial sales roles and quickly discovered that wasn't for him. "I figured out that what I really wanted to do was be an analyst and a portfolio manager," Ceasar says. "I was more geared for the research side." When he heard about the Cougar Fund, "it was exactly what I wanted." Ceasar earned his MBA in Finance in 2010 and was recently named COO of Houston-based CAZ Investments L.P., where he is also a senior investment analyst and junior portfolio manager. "The Cougar Fund gave me the tools to succeed in a career in investment management, and the overall Bauer experience prepared me to lead within my industry," Ceasar says. "There's no way I would be where I am without that experience."



James Englebrecht, '07

As an Army captain, this West Point grad had plenty of experience giving orders. At 25, he was "managing" some 60 military men — a leadership experience that is rare for someone that age in the business world. Englebrecht, who was recruited by West Point to play football, found that investments appealed to his naturally competitive nature. Yet his undergraduate degree in the American Legal System and Systems Engineering had not equipped him for a role in finance. He needed an MBA, and Bauer College's Cougar Fund was "right in line" with what he wanted to do. Today, he believes his Bauer College experience gives him an edge. "It provided with me this background that most guys I have run across don't have, even guys who come from well-respected schools that even have investment programs that are similar to the Cougar Fund." He also enjoyed the camaraderie and the Cougar Fund's small class size, which made the transition from West Point easier. "The Cougar Fund had this really great collaborative environment," said the senior analyst at Paul Comstock Partners who still keeps up with many of his old Cougar Fund buddies. "I'm pretty biased," he said. "But it's probably the best thing I have seen at the University of Houston."



Jason C. Gay, '12

After four years of ROTC at the University of Texas at Arlington and seven years of active duty in the Army, Gay "hadn't even considered the possibility of having a civilian career." Until sidelined by a disability, he was happy flying Apache Longbow helicopters in Korea. Though he had to retire sooner than expected, he hasn't slowed down. "I've been pretty busy," the South Florida native says wryly. Indeed, he recently earned an MS Finance from Bauer College and a JD degree from the University of Houston Law Center. Though he already had an MBA from UT-Arlington when he arrived at UH, he said he lacked an understanding of finance and investments. The Cougar Fund changed that. "I gained a much stronger foundation for what to expect in the real world than I would have originally expected from an academic environment," Gay says. "In addition to the academic aspects, I got real-world experience where I was working for a real investment fund and learning how people actually make investment decisions." While at Bauer, he also helped create the BMBA Society's mentorship program. Currently, the self-described "jack-of-all-trades" is self-employed as a consultant with a tech start-up. He is also CEO of The FYX Inc., a new company that plans to distribute independent films and shorts on the Internet. "There's really not a good outlet for independent filmmakers to reach the general public," he said. A free service, The FYX would pay for itself with ads.



Jason Mejia, '11

"I always wanted to serve," says the Los Angeles native, who earned a BS degree in chemical engineering while in the Marines Corps Reserve. As Mejia's engineering career started to click, he got called up for active duty as an infantryman at Camp Pendleton in San Diego. "My unit eventually ended up going [to Iraq], but I never had to go overseas," he says. Mejia began thinking about getting his MBA while an undergrad at California Polytechnic University-Pomona. "I just felt like I had an opportunity to really showcase my talent in the sense of being able to speak in front of people and communicate," says the sales supervisor at Puffer-Sweiven. "I thought I had more to offer." After leaving the Marines, he started the MBA program at the University of Las Vegas but found it too heavily concentrated on the entertainment and gambling industries. Moving to Houston in 2008 to take a job at Puffer-Sweiven, a supplier of services and products for process and flow control, he looked into the city's MBA programs. He found Bauer College to be an affordable choice with excellent networking potential and a proven track record for cultivating successful CEOs. Getting into the Cougar Fund just sweetened the package. "It's not just the stocks but trying to evaluate why decisions are being made by companies," says Mejia. "And then you are responsible for money that private investors are actually putting into the fund. You get that real-world experience. You are applying theory into practice."

\$20K IN 20 MINUTES



By Jessica Navarro

Bauer students Katherine Berry, third from left, and Christine Nguyen chat with Dean Latha Ramchand, FHPW President Vie Mixon ('94), right, and FHPW Vice President Nancy Williams before the meeting.

In less than 20 minutes, members of the Federation of Houston Professional Women raised \$20,000 to support student scholarships at the Bauer College.

The fundraising came after Dean Latha Ramchand gave a presentation in October about the college's goals for the coming five years to the group at their quarterly meeting. One by one, women from the organization raised their hands or stood to pledge varying levels of support, which collectively will bolster the existing scholarship endowment started by FHPW a decade ago.

"I don't know if there are words that can sufficiently express how we feel," Ramchand said to the group after they committed \$20,000 of support. "We leave here richer, not only in donations, but perhaps more importantly in the relationships we have developed and strengthened."

FHPW president Vie Mixon ('94) led the charge, reflecting on the scholarship support she received as a single parent pursuing her bachelor of business administration degree at the University of Houston. After graduating, Mixon was licensed as a CPA and established her own firm.

"Changing women's lives and their family legacies is a real thing," Mixon said. "When you have people who are passionate about something, and you put forth the time and effort, that passion comes through."

Mixon has served as president of FHPW for the last year and said that she was committed to ending her term by encouraging members to add to their endowment. In addition to student scholarship support, FHPW has ties to Bauer College that go back to the late 1970s, when a group of three women began to discuss forming a collective group to bring together all of the women's organizations in Houston. One of those women was Bette Stead, now a professor emerita at Bauer College, who was at the time teaching a course on women in business administration.

Formed in 1981 with 10 member organizations, the FHPW now includes more than 45 professional women's groups in its membership roster. The organization serves as a way to connect women in Houston and the surrounding areas, with an emphasis on advancing educational and professional development opportunities.

"We have a passion for education," Mixon said. "Our mission statement is wrapped around education."

In 1993, the FHPW formed a sister organization devoted to awarding scholarships and educational grants to women and young girls in the greater Houston area, the Federation of Houston Professional Women Educational Foundation. ■

Empowerment: Dean Ramchand's Talk to FHPW

Dean Latha Ramchand was the featured speaker at the October quarterly meeting of the Federation of Houston Professional Women. Her talk focused on empowerment, education and the importance of scholarship support.

"To us at the Bauer College, it all starts and ends with two words — student success," Ramchand said. "And, success, to me, is all about having goals and empowering yourself and those around you to reach the goal. You can't do it alone."

"People think we are a degree-granting institution, which we absolutely are, but when I think about what we do, we are really in the business of changing lives. Life-transforming events happen at the college, and that's what our core business is — making a difference in the lives of our students and the business community," she added.

Ramchand also addressed her vision for the next several years at the college, emphasizing Bauer's connection to Houston.

"What is Bauer going to look like in 2015? In many ways, in 2015, the story of the Bauer College is going to be the story of Houston," she said.

The city, much like the college, is experiencing unprecedented momentum, Ramchand added. "Houston is the city where things are happening. Our unemployment rate is one of the lowest in the country. More people are coming to the city than are leaving. Our average compensation is 5 percent higher than the national average. If you look at Fortune 500 companies and where they are likely to be headquartered, No. 2 is Houston. Any metric



Dean Latha Ramchand talks about empowerment and the future of Bauer College.

you use, we are a city where you're rewarded based on merit. It's that 'can do' spirit."

More than 90 percent of graduates from the Bauer College go on to live and work in the Houston area, Ramchand said.

"Our graduates, like many of you here, empower this city," she told the group. "The fortunes of the city of Houston and the Bauer College are intertwined. We grow when you grow."

Ramchand told the story of Charles T. "Ted" Bauer's gift of \$40 million to the college in 2000, not as an alumnus, but as a business leader who recognized the value that graduates of the business college at UH brought to his organization.

"There are clearly challenges that we face," she said. "One of our biggest challenges is, how do we keep the best talent in the

city here in Houston? To build a business school in Houston that will groom the talent that makes it possible for companies here to fill their pipeline, that's our responsibility. That's what we have to do if we want Houston to succeed."

Ramchand spoke about her goal to build The Bauer Excellence Initiative, a recruiting scholarship campaign aimed at attracting high quality applicants to the college's programs. Too often, she said, top students want to attend the college but choose other schools because of attractive scholarship packages offered to them.

"It is completely driven toward student success. In doing so, we can make the Bauer College a destination of first choice." ■



Making a Statement

By Jessica Navarro

MAKING A STATEMENT. Dawn and Richard Rawson (BBA '72) are contributing \$1 million to bolster the recruiting scholarship initiative at Bauer College.

In December, Bauer College announced a \$1 million gift to establish an endowment that will allow the college to recruit prospective students competitively at both the undergraduate and graduate levels.

The gift comes from Dawn and Richard Rawson, longtime supporters of the college and the university and respected members of the Houston community. Richard Rawson is a 1972 graduate of Bauer College's undergraduate program and now serves as president of Insperity, a leading provider of human resources and business performance solutions for America's best businesses.

"We wanted to make a statement and say that we are very committed to where we see the University of Houston and the Bauer College going forward," Rawson said. "The more that we became involved and got connected with what was happening at the Bauer College, the more we could see the impact that it was having on this community, and we could see the effects of what a real intense recruiting scholarship program could be for the Bauer College and UH."

Dean Latha Ramchand launched The Bauer Excellence Initiative campaign in 2012 in an effort to bolster the funds available to extend the college's recruiting efforts to high achieving applicants in the undergraduate and graduate programs.

"Our goal is to make the Bauer College the destination of first choice for the brightest talent seeking to enhance their business leadership skills and to help

provide the resources our students need to accomplish their dreams," Ramchand said.

The support from the Rawsons is the first step in building the endowment that will sustain The Bauer Excellence Initiative, she added.

"Richard and Dawn's gift is truly a reason to celebrate," Ramchand said. "Their generosity and commitment to student success at the Bauer College is unquestioned, and this is an exciting first step in spreading the message of The Bauer Excellence Initiative."

Thanks to the Rawsons and other donors contributing to the initiative, the college has already awarded 10 graduate and 34 undergraduate recruiting scholarships to a crop of students including high school students in the top five of their respective graduating classes and MBA candidates recognized for academic excellence in their undergraduate tenure and now pursuing professional careers.

"We're hopeful that our contribution will produce great alumni who will produce great donors, and it becomes this ecosystem, returning back into the university," Dawn Rawson said.

The Rawsons became involved with the university in the early 1990s through the community volunteerism program at Insperity, created by Dawn Rawson. They first contributed to the College of Education with an endowment scholarship and then became involved with the Bauer College as one of 50 entities that funded what was known then as the Center for Entrepreneurship &

Innovation, now the Wolff Center for Entrepreneurship. That led to Richard Rawson becoming part of the college's Dean's Advisory Board in 2008. In November, Rawson helped the college and university to celebrate the grand opening and dedication of University Classroom and Business Building, home to the Insperity Center.

In recognition of the Rawsons' contribution to the recruiting scholarship campaign, Bauer College has named one of the auditorium classrooms in Melcher Hall, its first building, as the Dawn and Richard Rawson Auditorium. The naming and dedication was unveiled during a special celebration event in February.

"For Dawn and I, giving back is where our hearts are," Rawson said. "This university and Bauer College put me in a position to be able to help Insperity reach the level of success that it has had. When you have an organization like that and you know the catalyst has been my beginnings at the university, it's just the right thing to do to give something back."

"You live in this community, you work in this community, and you've prospered from being in this community," he added. "It's only right to share what you've earned and to give others the opportunity to have that same kind of success."

"Our mission statement at Insperity is to help businesses succeed so that communities prosper, and in order to have your business succeed, you've got to have quality, educated people," Rawson added. ■



DONOR PERSPECTIVE:

Why I Give Back

Giving back. Those were the two words that inspired Bauer alumnus Minh Vo ('08) to create a scholarship for Bauer students.

Vo, one of the youngest scholarship donors at Bauer College, was motivated to give back after seeing a quick return on his Bauer education.

"I was inspired by the opportunity that Bauer had given me to start and pursue a career," said Vo, who received a business minor. "To be able to give back to the school that helped me find a career of passion in the financial services industry is why I chose to create this scholarship."

The scholarship that Vo created over four years aims to help full-time students whose ultimate career goal is to be in sales or an entrepreneur. To qualify, students must be members of the American Marketing Association (AMA) or Collegiate Entrepreneurs Organization (CEO).

"If it weren't for the Business Career Fairs and the relationships I built in the American Marketing Association (AMA), as a member and officer, I would have never had the opportunity to be where I am now."

As a manager at MassMutual-Greater Houston, Vo continues to give back to Bauer, hoping that the scholarship he created will have big returns.

"I think it's important to give back to your community, help others move forward. If you lend a helping hand, at the end of the day, it will all come back to you." ■



A large group of women attended the Invesco Financial Boot Camp for Women in October to gain the tools for financial independence. Invesco Divisional Sales Director Janice Cellier, left, and Bauer Dean Latha Ramchand, right, emphasized the importance of being financially independent.



Money Matters: Gaining Financial Independence

Across nearly all segments of the population, lack of financial literacy is a critical challenge to the success of the nation's economy. For women, in particular, the need for knowledge and opportunity to understand personal finances and financial management for family members is essential.

Partnering with Invesco, Bauer College sought to tackle the issue with the second annual Invesco Financial Boot Camp for Women, a one-day event to promote financial literacy for women in Houston. Sponsored by Invesco and hosted by Bauer, participants got the opportunity to gain information on investing, budgeting, planning for retirement and college planning.

"We see ourselves as Houston's business school, and anything we need to do — anything we can do — to sustain that role and be here when the business community needs us, we absolutely need to be doing

that," said Dean Latha Ramchand.

"The Financial Boot Camp falls exactly in that space," she added. "We have the expertise at the college to deliver financial knowledge, and when we partner with an organization like Invesco, you have the best of both worlds. I see this as a win-win, not just for the college and Invesco, but for the business community in Houston."

For Invesco, events like the Financial Boot Camp are the opportunity to serve the community and spread financial literacy. Partnering with Bauer College to deliver programming, said Invesco Divisional Sales Director Janice Cellier, is a natural fit.

"At Invesco, we have so much respect for the University of Houston and the Bauer College of Business," she added. "There's a tie that if we want to do anything to help the Houston community, we want to do it in conjunction with Bauer." ■

THE CREATIVE CLASS

By Wendell Brock

When Tina and Josh Zulu ('00 and '02) finished the entrepreneurship program at Bauer College, they didn't just earn a degree. They left with a foundation for a business and a network to support it. "We really learned what it took," says Tina, who with her husband, Josh, founded Houston's culturally savvy niche-marketing firm Zulu Creative in 2006.

Apparently, this successful husband-and-wife team has done something right.

Zulu Creative was in the news recently when the Houston Arts Alliance cited Tina as one of the city's brightest creative talents. At a press conference with Mayor Annise Parker, Tina and 10 other members of Houston's creative elite were chosen as the faces of a new HAA-commissioned report analyzing Houston's creative economy.

Tina, a sparky fashionista and self-described "people-and-idea connector," decided to study entrepreneurship and marketing at Bauer after co-owning a vintage-clothing boutique and staging parties and events that helped transform downtown in the late '90s. While at Bauer, she worked in reservations at Continental Airlines, but knew she wanted to be her own boss someday—in a way that melded her talents and passions.

Josh, an articulate Zambia native with a degree in mechanical engineering and a side gig as a DJ, met Tina while she was at Bauer. "I found out about the entrepreneurship program through her, and it looked really interesting," he says. "I thought: 'This is definitely something I think fits the direction I want to go.' I didn't see myself as an engineer forever and felt that this was a good opportunity to pursue a more entrepreneurial path."

The couple's complementary personalities are apparent at Zulu Creative, a boutique firm specializing in branding, buzz marketing and web development for clients in the fashion, hospitality and arts industries. Tina calls herself the "creative chieftess." Josh is the chief of operations.

"I think Josh and I make a great team because our interests and skill sets balance and enhance each other like yin and yang," Tina says. "Josh is more of a behind-the-scenes kind of guy focusing on operations and growing our business, while I work more directly with clients on the creative side of things."

After graduating UH, Tina moved to Continental's interactive and marketing department. Realizing the potential of the Internet as a marketing tool, she saw how she could combine her entrepreneurial expertise and newly minted web skills to start a business. When the airline offered early retirement to employees with 10 or more years of service, she seized the moment and Zulu Creative was ready for takeoff.

Working out of a playfully appointed studio in Midtown, this stylish pair maintains that the relationships they formed at Bauer's nationally ranked Cyvia and Melvyn Wolff Center for Entrepreneurship helped get their business up and running.

Two of the first clients to come on board were Page Parkes Corporation and BB's Café. Parkes, a Houston icon and co-owner of the largest modeling agency in the Southwest, was Tina's mentor at Bauer. Brooks Bassler, the entrepreneur behind the three-restaurant BB's chain, was a classmate of Josh's.

"It's fun to be around other entrepreneurs who are growing and developing their businesses at the same time," Josh says of his time at Bauer. While attending UH, he worked at a Houston CPA firm and still pursues his love of music and DJing. Now he brings his diversity of experiences to the table as a Bauer student mentor.

"They've really developed the entrepreneurship program," he says, "and it's really cool to see people coming up with ideas and going through some of the same things I was going through — writing a business plan, working on financial statements."

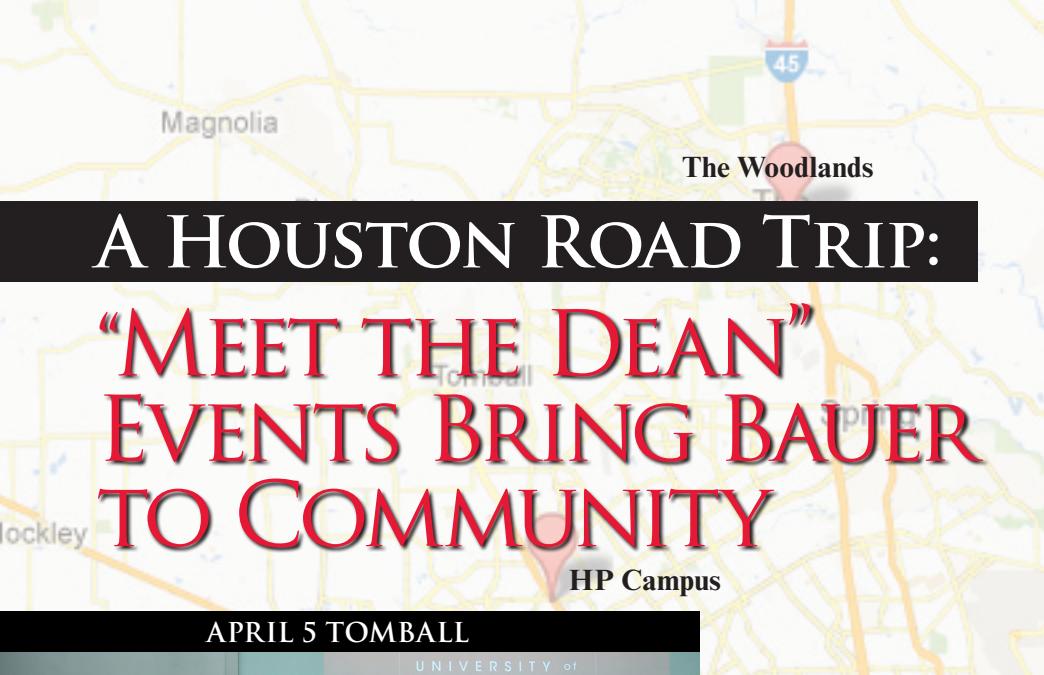
Tina gives Bauer high marks, too. "I felt the curriculum was really comprehensive. You cover marketing. You talk about sales, accounting, all aspects of the business."

Six years later, these culturepreneurs have created a lifestyle in which work and play seem to dovetail almost seamlessly. As leaders in the creative community, they are ardent "cultural connectors." They don't just provide services to clients; they introduce people and ideas to form synergy.

"We love growing what's good and helping others experience something bigger and beyond," says Tina. "By identifying mutually beneficial opportunities, we help create truly meaningful connections." ■

To find more information about Zulu Creative, visit www.zulucreative.com





A HOUSTON ROAD TRIP:

“MEET THE DEAN” EVENTS BRING BAUER TO COMMUNITY

APRIL 5 TOMBALL



SPONSORED BY HP

APRIL 24 WILLIAMS TOWER



SPONSORED BY CADENCE BANK

NOV. 12 THE WOODLANDS



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JUNE 26 GREENWAY PLAZA



SPONSORED BY UHY, BBVA COMPASS
AND INVESCO

In 2012, Bauer Dean Latha Ramchand toured the Houston area for a series of events aimed at connecting Bauer with the business community.

On her tour, Ramchand spoke to the Bauer students, alumni and employees of HP, Cadence Bank, UHY LLP, BBVA Compass, Invesco, Hughes Corp. and the Willis Group in The Woodlands, Tomball, Greenway Plaza and Williams Tower.

“The goal for us is to meet the business community and understand what they need,” Ramchand said. “Then, we can put it into the curriculum and graduate students who are ready for them to recruit and hire.”

In talking to the business community, college leaders have learned that employers are finding it difficult to fill certain positions with qualified candidates. “Wouldn’t it be great if we could solve this problem in Houston?” Ramchand said. “Whenever a company needs specialized talent, Bauer is there to supply that talent.” ■

A PICTURE IS WORTH...

RÉSUMÉ ROUNDUP

Yee Haw! Students met with Rockwell Career Center staff and partners in February 2012 during Résumé Roundup for the opportunity to bring in their résumé to be fine-tuned before participating in the Spring Business Career Fair.



In April 2012, students from the Wolff Center for Entrepreneurship turned up the heat during Wolffest, a three-day business plan competition. Entrepreneurship student teams launched pop-up restaurant stands and competed to see who could earn the most revenue and execute the best plans for marketing, sales, logistics and customer service!

BAUER IN BRENTWOOD

Blue Bell, bluebonnets, Bauer and business were the important B's on a trip in August 2012 to visit the UH-Brentwood Area Club, where Dean Latha Ramchand discussed the recent success of the university and Bauer College.



ALL ABOARD THE S.S. BAUER



In October 2012, UH students and their families were invited to tour Bauer during UH Family Weekend, where they got a glimpse of the college's home on campus and all the programs offered.

IT ONLY TAKES TWO MINUTES

In November 2012, the Wolff Center for Entrepreneurship hosted the second annual CougarPitch, a competition where UH students pitch their business ideas to entrepreneurs and investors for the chance to win \$1,000.



Rush Week

Bauer student organizations kicked off the Spring 2013 semester with Rush Week, where they met with prospective members.



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334 Melcher Hall
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