



Deloitte Advisor Don Nguyen with accounting juniors Ann Tran, Drew Haney, Donald Diehl, Faculty Advisor Michael Newman, Jessica Fung and Emran Khan.

Bauer Accounting Team in Deloitte Competition

Bauer College accounting students **Don Diehl, Jessica Fung, Drew Haney, Emram Khan** and **Ann Tran**, led by faculty advisor **Michael Newman**, recently represented the Bauer College of Business in a nationwide competition.

The team of Bauer juniors was among students from six colleges and universities participating in the 12th annual Deloitte National Student Case Study Seminar in Scottsdale, Arizona on March 30–31, 2007. Teams of undergraduate accounting students

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PHOTO FINISH

Recent Happenings around the C. T. Bauer College of Business

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INTERVIEW CARNIVAL

‘Successful Interviews Lead to Job Offers’

Interview Carnival. As the event name implies, interviewing for a job can make your head spin. Interviews are highly competitive, involve different settings, can include



Fun and Games Interview Carnival came to Bauer.

a mix of individuals representing various levels of the employer, interview committees, dynamics and nuances, and phases from initial to finalist round.

Practice makes perfect, and the Rockwell Career Services Center’s Interview Carnival held on March 7-8, 2007 featured recruiters, games, and prizes that gave Bauer students the chance to hone interview skills.

“It’s a fun theme meant to get students’ attention and plant seeds for interview preparation and mastering the interview. After all, successful interviews lead to job offers,” said **Donna Grady**, Assistant Director of Career Counseling and Leadership, and newest staff member of the Rockwell Career Center.



Donna Grady

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OPPORTUNITY ALWAYS KNOCKING

Industry Specific Recruiting In Full Swing At Bauer

PPA Mixer

The Bauer Professional Program in Accounting (PPA) hosted a PPA Mixer on March 9, 2007. Renowned companies in the accounting profession came to Bauer and met hundreds of students in Melcher Hall.



Big crowds and big accounting firms in Melcher Hall.



Accounting senior **Eric Ortiz** meets **RoDona Oliver** ('82), a director with Deloitte. There are more than 200 Bauer alums who work at Deloitte.

From left: **Michelle Melnar** of UHY Advisors shows accounting senior **Becky Leong** company background.



Kenneth Guidry ('77), President, Pannell Kerr Forster of Texas and Chair of Bauer College's Accounting Advisory Board, meets with accounting and finance senior **Salma Charania** at the PPA Mixer.

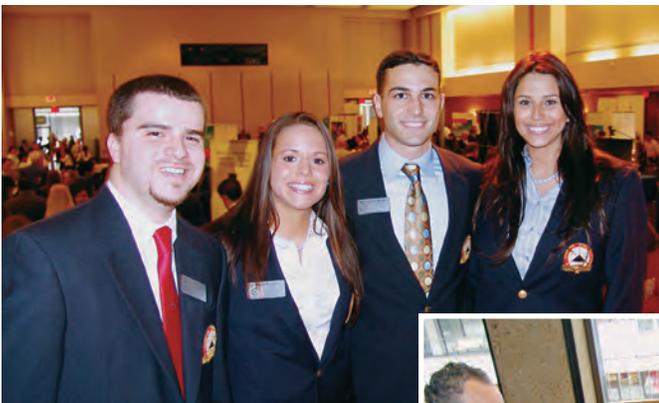
AT BAUER

PES Mixer

On March 22, 2007, the Program for Excellence in Selling (PES) held its Semi-Annual Sales Mixer in the University Center's Houston Room. Hundreds of students met with more than 90 companies in PES's recruiting and networking extravaganza.



The Houston Room was filled with companies and recruiters eager to meet PES students.



Marketing senior **Steve Massey**, marketing senior **Jennifer Welborn**, political science senior **Steven Chiara** and marketing senior **Sandra de la Camara**.

Richard Weidner, Vice President of Sales, Eagle Global Logistics (EGL), and PES partner, with **Eli Jones**, Executive Director of the Sales Excellence Institute.



Carl Herman, Executive Professor and Director of Partner Relations for Sales Excellence Institute, PES Customer Relationship Management students **Aditi Shah**, **Traci McLester** and **Eric Jacques** review EGL corporate CRM strategy with EGL Regional Manager **Rick Padilla**.

Deloitte *continued from page 1*



Jessica Fung practices Team Bauer's presentation.

competed to solve real-world case studies involving complex financial accounting issues. In addition to Florida A&M, Miami University, Michigan State University, University of Southern California and the University of Washington, Bauer was one of six schools selected from regional competitions. Members of the six teams all received scholarships from Deloitte.

Carnival *continued from page 1*

There are many elements to accomplishing a strong interview and mastering the technique. Grady offered lots of quick tips for gaining an edge:

- Maintain eye contact.
- Offer a firm hand shake.
- Dress for interview success.
- Do research on the company for background; read president's letter or annual reports.
- Include #, % and \$ in your answers.
- Convey a highly positive work attitude that also exhibits passion for working with other people and taking on assignments.
- Know yourself!
- Practice, practice and practice some more.
- Don't forget to close.

Finally, Grady says understanding these two areas are paramount prior to the interview:

1. Why you are the very best qualified for the position.
2. Who you will be meeting with.



EYE ON IMPRESSION. Interviewers look for strong eye contact. Rockwell Career Center work study student **Lisa Nguyen** practices with **Grady**.

WHAT'S BREWING AT BAUER?

If College Were A Coffee Bean, It Would be Starbucks

Starbucks Coffee is a cultural, consumer icon. **Latha Ramchand**, Associate Dean for Graduate and Professional Programs, believes that Bauer is embracing the super brand's best attributes.

"Where Starbucks offers a customer centric experience, so does Bauer," attested Ramchand, the featured speaker for the Bauer Alumni Breakfast on March 15, 2007 at the Briar Club.

Ramchand explained that hiring top notch faculty, attracting a quality student applicant pool, bringing in dynamic experts and customizing graduate curriculums that help students reach career goals are key differentiators in Bauer's brewing process. All of those qualities ensure a great customer experience.

Ramchand's primary goals include increasing enrollment

BAUER ALUMNI SPOTLIGHT

YOUNG ALUM INVOLVEMENT

Vivette Calvo ('06) recently joined the Bauer Alumni Association Board of Directors.



Vivette Calvo ('06)

When did you graduate and what was your major?

I graduated in May of 2006 and I majored in Finance.

Why are you involved with the Bauer Alumni Association?

I became part of the Bauer Alumni Association through a school project for a class I took with **Dr. Betsy Gelb** called "Honors Marketing for Non-Profit Organizations." My client was the Bauer Alumni Association, and along with a group of three students, we compiled a marketing plan for the organization. One of our

major goals was to derive more value for the organization and thus increase membership. Sounds simple, but the task of coming up with innovative ideas and interpreting raw data was both challenging and rewarding. I learned that marketing and finance went hand in hand, and further developed my analytical and critical thinking skills, which are a must in the real world. For the project, we conducted a focus group with a panel of volunteer students and some young alumni and realized that students and young alumni had no clue that there was a Bauer Alumni Association. We figured the best way to help the organization increase membership, and



Bauer's brew tailors courses to MBA and EMBA students' career paths.

in Bauer's Executive MBA (EMBA) program and showcasing EMBA alumni.

"There are excellent facilities and faculty in place," said Ramchand. As Bauer's EMBA approaches its 30th anniversary this fall, the College has produced more than 1,600 alumni.

"We have a great story to tell through our alumni," added Ramchand. Citing Associate Dean **Bob**

Casey's mantra, she noted that attaining success in business is "all about people and our ability to connect to people no matter what our business backgrounds are. We are getting a lot of people involved in what we do and that's part of the Bauer family experience."

more importantly derive value, was to capture the attention of students early on in their educational experience. Thus, it is important that we expose the Bauer Alumni Association brand and networking services early on and create a relationship with students who will then become active alums. In short, **Jay Drayer**, our primary contact in the Alumni Association, presented our plan to the board and they were very impressed with our findings; they asked me and my partner, Marissa Alvarado, to join the board and help bring about our plan.

What are your goals and why should other alumni join?

One of our goals is to provide students with channels to network in that can help further their career endeavors. Our other target goal is to market the Bauer Alumni Association to students and young alums and remind them that the Bauer experience is for a lifetime.

What are you doing now?

I was working for Ameriprise Financial as a Financial Planner, but I recently made a change to HR. Currently, I am working in the Human Resources department as HR support staff at the Museum of Fine Arts Houston. I look forward to learning more about the non-profit sector, which is somewhat of a passion for me.

What are your personal interests?

I am interested in many things. Personally, the economic development of third world countries is an issue I have always looked into and hope to help solve someday. I even hope to start my own non-profit in the future. I love art and music and enjoy spending time with my family and friends. I guess I'm no different from other young alums in that respect.

What is in your CD player?

Shakira is always in my CD player.



Ray Holtzapple, (MBA '81) and **Bob Casey**, Associate Dean, External Relations, plus Bauer graduate alums and alumni board members **Terri Fiandt** (EMBA '97), **Kim Urban** (EMBA '03) and **Maria Koegel** (EMBA '06) made the morning scene.



KUDOS! From left: **Santosh Varughese** ('84), Managing Director of Fortis TCS, receives the Blue Bowl signifying the Bauer Circle of Honor from **John O'Dell** ('70), Director of Alumni Development. Santosh pledged a \$1,000 scholarship to an officer of The Accounting Society every semester for five years.



Latha Ramchand, Associate Dean, Graduate and Professional Programs, receives commemorative UH book *Our Time* from **Oscar Gutierrez**, Bauer Alumni Association Board member ('79, EMBA '94). "Bauer is creating a customer centric experience for graduates," said Ramchand during her talk.

Lopez Negréte at AMA UH Central Chapter Meeting



From left: Director of Strategic Marketing and Client Services of Lopez Negréte **Simon El Hage** Lisha chats with pre-business senior **Christina Ngo**, Chapter President of the American Marketing Association (AMA) UH Central Chapter, prior to his presentation. One of the country's largest Hispanic-owned and operated ad agencies, Lopez Negréte was founded in Houston in 1985. The agency has partnered with AMA to present a series of workshops at Bauer College for marketing students.

Birthday Cheers From Bauer To Lou



From left: 2006 Distinguished Bauer Alumnus **Louis Perry** ('69), a Senior Vice President with Stanford Group Company, got a birthday cake surprise. **John Fry**, Vice President and Financial Advisor of Stanford Group Company, and **John O'Dell** ('70), Director of Alumni Development, joined Lou for the celebration in the Bauer suite (sponsored year-round by Stanford Group Company) in Hofheinz Pavilion at a recent basketball game.



CONGRATULATIONS to marketing senior **Tolu Kuteyi** and political science senior **Steven Chiara**. Tolu won 3rd place and Steven made the quarter-finals in the National Collegiate Selling Competition this past month in Atlanta. The competition featured more than 100 competitors from schools such as Harvard and Purdue.



W. Carl Glaw ('77), 2003 Distinguished Bauer Alumnus and Managing Partner of GLO CPAs, LLP, with **Frank Kelley**, Assistant Dean, Undergraduate Business Programs, at the GLO Luncheon at the Houston Club on March 21, 2007.

NBA Star Shane Battier Gives Assist to Bauer Students

ServiceMaster Clean Spokesperson Launches Diversity Initiative for Franchise Ownership

Houston Rockets forward **Shane Battier** encouraged Bauer students to explore the franchise business arena and become their own boss.

Representing ServiceMaster Clean as its national spokesperson, Battier came to Bauer College on March 21, 2007, to promote a diversity initiative by the company called the ServiceMaster Clean Battier Scholarship Program. The program provides a unique opportunity for U.S. residents interested in owning their own janitorial and commercial cleaning franchise.

Franchises usually require a major upfront investment by the new business owners. The scholarship program was created to draw more applicants into the pool who may have otherwise viewed this financial investment as a barrier. The event was made possible in part by the Center for Entrepreneurship & Innovation (CEI) at Bauer. Prior to the panel discussion, **Dan Steppe**, Director of CEI, encouraged ServiceMaster Clean to take a "hard look at our students. These are your future franchisees, and these are your customers."



Dan Steppe chats with basketball star **Shane Battier**. Pre-business junior **Andrew Lebig**, who came to hear about franchise scholarship opportunities, left the event as a winner of an autographed basketball from Battier.



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