

**BAUER STUDENTS:
REMARKABLE SUCCESS
IN CHALLENGING TIMES**



Six Students Among 5,200 Who Embody Our Success.

1. Lauren Valinoti 2. Ifeoma Harper 3. John Keeton 4. Danny Klam 5. Stephani Rivera 6. Jonathon Hoang

EVEN IN CHALLENGING TIMES, IT'S NOT HARD TO FIND STUDENT SUCCESS

Our cover features students and alumni who embody University of Houston Bauer College success. Despite the unforeseen challenges of the past year that created one of the nation's worst economic crises, our students succeeded. Gathered near Melcher Hall's student hub are Lauren Valinoti ('09) and Danny Klam ('09), who represent the Cyvia and Melvyn Wolff Center for Entrepreneurship, ranked as one of the top two undergraduate programs of its kind in the country for the past three years. John Keeton ('08) led a group of four Cougar Fund students to a first place victory in the CFA Global Investment Research Challenge. Stephani Rivera is one of many students who help make Bauer's Hispanic Business Student Association the top group of its kind in the U.S. Jonathon Hoang is one of several Finance Association students who traveled to New York City for an Open Outcry event, where he and others took first, second and fifth places, beating schools like MIT, Penn State, Columbia University and other top-ranked universities. Ifeoma Harper is among the MBA students who helped put Bauer in the top 15 for student opinion honors, General Management category, as cited by *The Princeton Review* and *Entrepreneur*.

Produced by the Office of Communications in the Office of the Dean

Dean Arthur D. Warga | Robert Casey, Associate Dean of External Relations | Chester Jacinto, Executive Director of Communications and Marketing | Managing Editor: Jessica Robertson ('06), Communications Manager | Writers: Julie Bonnin, Jessica Robertson, and Hannah Eastham ('09) | Contributing Editors: John O'Dell ('70), Director of Alumni Development and Lori Reichardt | Art Direction and Design: Marsha Van Horn, Senior Graphic Designer | Photographers: Kim Christensen, Hannah Eastham and Chase Pedigo ('08)

This report captures contributions, events and news at Bauer College from June 2008 to August 31, 2009.

Globally Minded. Global Education in One of the Nation's Leading Cities for Business and

Culture. **Global Reach.** Home to the Global Energy Executive MBA Program in Beijing.

Diverse. Students from 130 Countries. **Top Ranked.** #1 Undergraduate

Entrepreneurship Program. #8 and #9 Marketing and Finance Faculty. #1 Evening MBA Program in Houston. Top 15

MBA Program in General Management. **Recognized.** #1 HBSA Student Chapter in The Nation.

#1 CFA Stock Analysis Team in U.S. **Innovative.** Home to Executive MBA. Home to First Ever

Carbon Trading Course. **Research Driven.** Home to Centers of Excellence.

Community-Minded. Involved Students Who Give Back. **Growing.**

Expanded Learning Centers and Facilities on the Horizon. **Thought Leadership.**

Graduates Prepared to Lead in the Community and Workplace. Alumni and Corporate Partners Raise Our Profile.

Thought Leadership for Today and the Future. **Thought Provoking.** Our Faculty Are

Highly Sought Experts. **Highly Recruited.** Big Four Accounting Firms Hire Bauer

Graduates. **Career Driven.** Dedicated Career Center Prepares Students for Real World.

Innovative Learning Environment. World-Class Facilities.

Conveniently Located Starbucks Coffee in Student Hub. **Thriving Students.** More Than

20 Student Organizations Build Year-Round Involvement.



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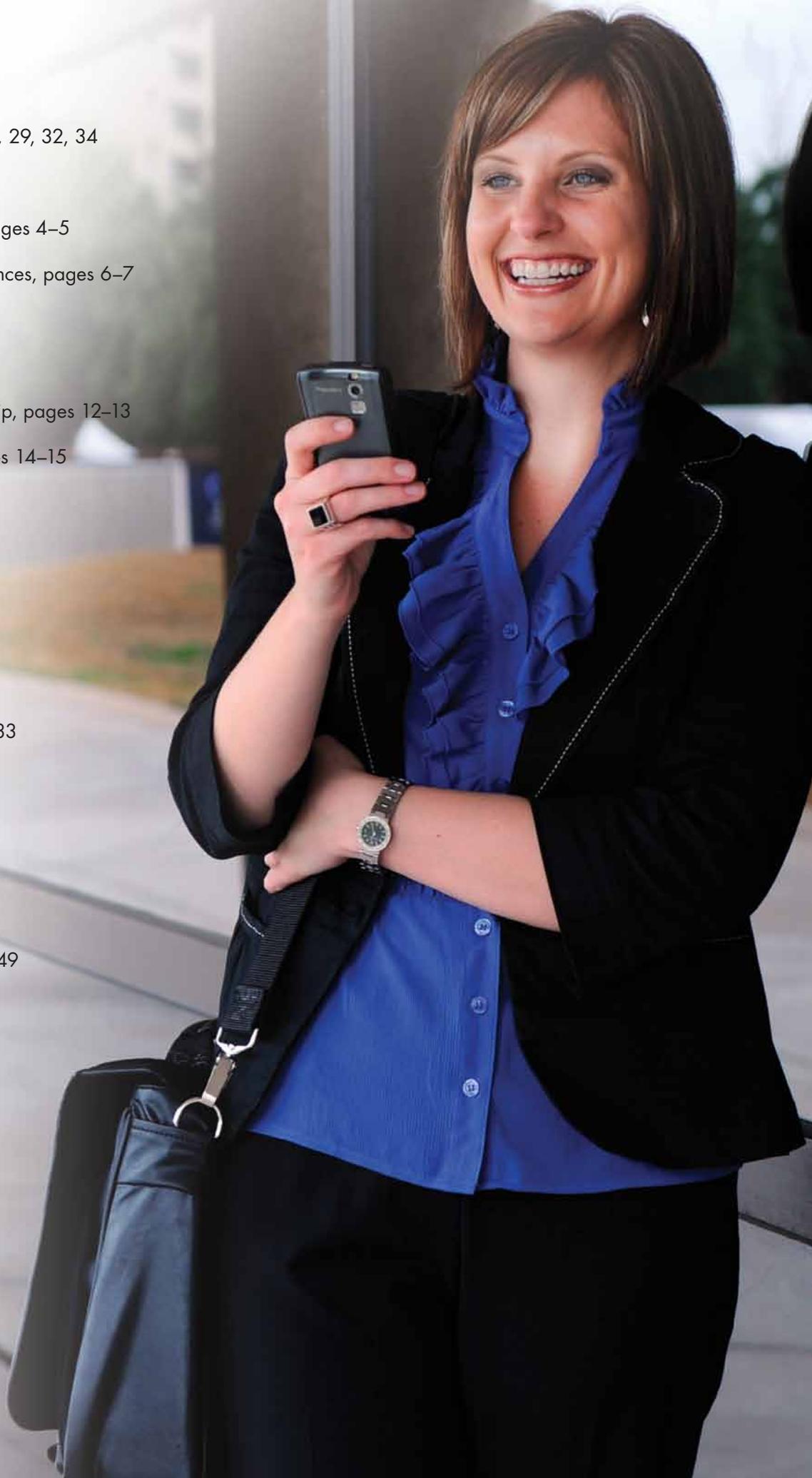
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DEAR FRIENDS,

In the midst of a year that underscores how challenging business can be, there is very good news to report from UH Bauer.

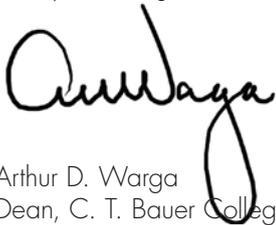
We've again hit benchmarks that secure our place as a significant educational institution for those who want to thrive in the field of business. Our students and faculty continue to exceed expectations, and their enthusiasm drives our determination to reach for even more.

Among some of the most notable successes of the past 12 months:

- Selection as one of the top 15 MBA business schools for Student Opinion Honors, General Management category, by *The Princeton Review*.
- Inclusion in an elite group of 19 schools worldwide that offer superior Internal Auditing programs to accounting students;
- Selection of the Cyvia and Melvyn Wolff Center for Entrepreneurship as the best undergraduate program of its kind in the country;
- Introduction of the nation's first comprehensive carbon trading program;
- Finance students named the best student stock analysis team in the United States. Another group garnered top spots in Open Outcry events held in Houston and New York City;
- Bauer's Hispanic Business Student Association chapter named the best in the country — ahead of student chapters from Yale, Harvard and other top schools.

This is the short list of our accomplishments, and yet Bauer continues to take on exciting new ventures to extend our reach even more. Bauer has been a leader in academic research related to the energy sector, and next year will see the creation of a partnership designed to solidify our role in energy education. In addition to the innovative carbon trading course offered this year, we've educated 177 senior executives from China's top three energy companies. Now we will extend the same opportunity to MBA candidates from India's leading energy firms.

As I spoke with the Dean's Executive Board about this latest global outreach, I explained that my actions over the past year have been driven by a promise made to Ted Bauer to do what I can to help us become a top-tier, premier business school in the great city of Houston. The achievements of the last year, and those to come, are a very humbling indication of the long-term impact of his gift.



Arthur D. Warga
Dean, C. T. Bauer College of Business
Judge James A. Elkins Professor of Banking and Finance





Looking Back: The Year in Review

How did the college respond to global events that are shaping business?

What are the achievements that we are most proud of?

And what can UH Bauer students, faculty, alumni and community members expect as we look to the future?

A portrait of Gerald J. Lobo, a middle-aged man with short grey hair and glasses, smiling. He is wearing a grey suit jacket, a white shirt, and a striped tie. He is standing in an office environment with a computer keyboard visible in the background. A red rectangular box is overlaid in the top right corner containing his name and titles.

Gerald J. Lobo,
Arthur Andersen Chair,
Professor of Accounting,
Accountancy & Taxation
Department Chair

ACCOUNTANCY & TAXATION

Accounting is one of the fastest growing professions in the U.S., and has undergone numerous changes in the past few years. Bauer College has met the challenge of preparing students for an evolving workplace with flexibility and innovation, says Dr. Gerald J. Lobo, Chairman of the Department of Accountancy & Taxation.

The last year has been tumultuous for business; in what ways has that presented unique teaching opportunities or impacted your department's curriculum or approach?

There was evidence over three years ago that there would be a need to diversify our program. While none of us foresaw the credit meltdown, we did see changes that led us to believe that the demand for CPAs by the larger CPA firms would be shifting to mid-market firms and companies, especially in the areas of internal controls and internal audit. We also knew that we would have to strengthen our program to maintain the number of MS Accountancy students who received offers by adding cutting-edge courses and additional skill sets as demand for accountants shifted from the larger CPA firms to companies in the areas of internal audit and oil and gas accounting. As a result, we have created an accounting program that places more Bauer graduates in the Big Four Houston and large mid-market CPA firms than any other school, and are now recognized as one of the top 19 schools worldwide that offers an Internal Audit Program.

What do you consider to be the highlights of the past year for your department?

Our faculty have distinguished themselves with scholarly work that has been published in the top academic journals. We had over 20 research papers published in the last year, and our faculty published three leading textbooks. They have been invited to present their research at national and international conferences and at universities in the U.S. and other countries.

What kind of vision is taking you forward as you approach the '09-'10 school year and beyond? What does the future look like for Bauer accounting students?

The future for our Bauer accounting majors could not be brighter. We anticipate that our Internal Audit Program will be recognized as one of the top five in the world over the next few years; plans are in place to create new certificates for our BBA students that will prepare them for non-CPA careers in the oil and gas industry and as Certified Internal Auditors, to name two; and, we are continuing to strengthen our programs and faculty in the hopes that the Bauer College Department of Accountancy & Taxation will one day be recognized as one of the top accounting programs not just in Texas, but in the U.S. Fortunately, we have a great faculty and staff, a very active Advisory Board of Directors and strong support from Dean Warga and his office, all of which help us achieve these goals and create a large demand for our students.

“The future for our Bauer accounting majors could not be brighter.”



Basheer Khumawala,
John & Rebecca Moores Professor,
Decision & Information Sciences
Department Chair

DECISION & INFORMATION SCIENCES

The Department of Decision & Information Sciences (DISC) is home to some of the fastest growing professions in the U.S., and its Supply Chain Management (SCM) and Management Information Systems (MIS) graduates, for the most part, experienced little difficulty finding jobs this past year, says Basheer Khumawala, Chairman of DISC. Buoyed by an increased emphasis on those positions by Houston area employers, the number of students in both programs has increased dramatically as the department responded quickly to industry demands by planning new classes and strengthening relationships with professional organizations and the corporate community.

In what ways has the world's economic crisis presented teaching opportunities or impacted your department's curriculum or approach?

In spite of a decline in the overall job market, our enrollments have grown. We've gone from 154 to 213 MIS majors over a year's time, and from 47 to 130 SCM majors during the same period. We are confident we will continue to see a similar growth in enrollment, in part because of the ways we are connecting with companies for jobs, for internships and for projects. Demand for our SCM students is strong, despite a weak economy, because our graduates are tasked with helping their companies reduce costs and improve operating efficiency—high priorities in a hyper-competitive, global marketplace. MIS is known as a recession-proof career, and our students have the highest starting salary (20 percent higher than the average) of any undergraduates in the college.

What do you consider to be the highlights of the past year for your department?

In addition to the significant increase in our classes and the placement of our students, we are very proud that Bauer's Outstanding Undergraduate for Fall 2008 was Christopher Stamp, an MIS student. Another of our MIS students, Blake Gilson, was part of a two-person team that placed first in a national forensics competition at Vanderbilt University. Our SCM students won awards at case study competitions organized and sponsored by Halliburton and Target. Clinical Assistant Professor Staci Smith won this year's Bauer Faculty Teaching award, a testimony to her excellence in teaching the undergraduate core statistics course in mass sections. The research of our faculty continues to be well recognized; our recently tenured associate professors, Jaana Porra and Leiser Silva, have been appointed to the editorial boards of prestigious academic journals. Since being cited #1 for research productivity in the Gulf Coast, our MIS area has been ranked among the top 30 internationally, resulting in a higher ranking than MIS programs at SMU, Boston, Purdue, Michigan, Penn State, Ohio State, Baylor and Case Western Reserve. We are also pleased that we were successful in getting some very well-known experts from highly

ranked universities to give seminars — on research topics and pedagogy — that were well received by both the academic and professional communities.

What kind of vision is taking you forward as you approach the '09-'10 school year and beyond? What does the future look like for DISC students?

One direction we are moving in is continuing to increase the integration of our curriculum with other disciplines in Bauer College, and within the university at large. For instance, next year we will have a spreadsheet modeling class for undergraduate and graduate students. This class will draw students not only from the MIS and SCM areas, but also from finance and accounting, and is being developed in direct response to requests from employers. Another example is a new course in Enterprise Resource Planning (ERP), which combines SCM with MIS, while integrating finance and human resources aspects. We have already had a fairly large number of accounting students sign up for the course. Since we introduced a minor in supply chain we've seen an increase in double majors, with students from engineering and technology taking our DISC classes, and we hope to see more of that. We're adding graduate electives in SCM that will allow for a supply chain concentration for MBAs, and we have developed a two-course sequence in SCM as a prelude to an eventual certificate program. MIS is in the development phase of a course that will integrate MIS with Bauer's energy trading curriculum.

“In spite of a decline in the overall job market, our enrollments have grown.”



Praveen Kumar

Texas Bank of Commerce/
Tenneco Professor,
Finance Department Chair,
Executive Director, UH-Global
Energy Management Institute

The Department of Finance has had an exceptional year, despite and in some ways because of the economic meltdown that impacted the field of finance so dramatically, says Praveen Kumar, Chairman of Finance. Members of the department have experienced high visibility as the media, industry and government leaders have sought their analysis and explanation of current events.

In what ways has the world's economic crisis presented teaching opportunities or impacted your curriculum or approach?

We have spent a lot of time educating students, industry leaders and the media about the genesis of the financial crisis. It's almost like this crisis has created a new appreciation and new demand for our expertise. We have also been in the forefront of addressing the equally important issue of climate change, especially after the election of a new president and Congress who are moving very quickly in that area. The carbon trading course, the first of its kind anywhere to our knowledge, has brought amazing visibility because the word got out about our expertise. We have interacted with congressional research staff and prominent public policy research institutes because of it.

What do you consider to be some of the highlights of the past year for your department?

Numerous faculty were published in the very top echelon of finance, economic and management journals. These achievements are very gratifying, and ultimately they are what earns the department and the college international respect. What's remarkable is that it's not just a few here and there, but we have both the breadth and depth that is putting us in this elite group. We have also had tremendous success in recruiting outstanding faculty. We have been able to attract tenured faculty from McGill University and the University of Minnesota, along with other leading scholars. Our student achievements have also been amazing. We've seen that with the Cougar Fund (a team of students who took first place in the Chartered Financial Analyst Institute's Global Investment Research Challenge for universities in the U.S. and third in the world), and for the past three years we've placed in the top spots at the Open Outcry trading competitions. Even in a recession, many of our Global Energy Management graduates are getting very high-quality job offers from energy firms that in the past have gone mostly to the Ivy League. And we have been penetrating those kinds of elite circles on a regular basis.

What kind of vision is taking you forward as you approach the '09-'10 school year and beyond? What does the future look like for Bauer finance students?

We are increasingly considered a major player on the educational and research fronts nationally and internationally, and we want to continue using our creativity to broaden and build upon that success. We also want to continue to be a place where people from all kinds of backgrounds are availing themselves of these incredible opportunities, showing and proving their mettle, and embarking on high quality careers. In some ways this is the most gratifying thing, making a quality difference in our students' lives.

“We are increasingly considered a major player on the educational and research fronts nationally and internationally...”

A portrait of Leanne Atwater, a woman with short, styled grey hair and glasses, wearing a purple blazer over a black and purple striped top. She is holding a book titled 'The 360 Feedback' by Marshall Goldsmith. The background shows a bookshelf filled with books, including titles like 'The Leadership Edge' and 'The Leadership Experience'. A red banner in the top right corner contains her name and title. The bottom left corner has a page number and website URL.

Leanne Atwater
Management Department Chair,
Professor of Management

MANAGEMENT

The impact of a new department chair has been both energizing and transformative for Bauer's Department of Management. Leanne Atwater, who led the Management Department at Arizona State University School of Global Management and Leadership prior to coming to UH, is the incoming editor of *The Leadership Quarterly*, the most prestigious journal in the leadership field. She has also been instrumental in establishing a new certificate for MBA students and a leadership minor for undergrads, putting the department on track to become a global center for leadership development and research.

In what ways has the world's economic crisis presented teaching opportunities or impacted your department's curriculum or approach?

We have placed increased emphasis on the importance of ethics, integrity and authenticity in leadership with many examples drawn from the events of the last year.

What do you consider to be some of the highlights of the past year for your department?

We have hired two outstanding new assistant professors, Vicki Liu and Carla Jones. We have launched a leadership certificate program for MBAs as well as a leadership minor for all UH undergraduate students. We are continuing to strengthen our doctoral program and our collaborations with industrial/organizational psychology at UH. Our doctoral students had a record number of presentations in national and regional conferences and won multiple national awards, and we have hosted many highly recognized scholars from across the country to share research and expertise with our faculty and students. We will continue to pursue outstanding faculty who will bring increased recognition to the college and department.

“We have placed increased emphasis on the importance of ethics, integrity and authenticity in leadership...”

What kind of vision is taking you forward as you approach the '09-'10 school year and beyond? What does the future look like for Bauer management students?

The management department wants to be known nationally and worldwide for its expertise, research and education in management and values-based leadership. I believe we are preparing students well to enter the job market with transferable knowledge, attitudes and skills that the business community will welcome. We strongly support the vision to bring UH to top-tier status and to be recognized for the outstanding institution that it is.

Here's how other management faculty responded:

“Our capstone MBA strategy course, which integrates the functional knowledge of our MBA students and provides a big picture perspective of a company's strategy, provided many opportunities for students to learn from the business environment of the last year. A key message for students was the need to complement their traditional planning skills with skills such as flexibility, improvisation, experimentation and continuous learning, which are critical when strategy is no longer about maintaining lasting sustainable advantages but rather aiming for a series of temporary advantages that will erode rapidly.”

Associate Professor Dusya Vera and
Professor Steve Werner

“Under new leadership, the Department of Management has been reinvigorated. We have hired two promising new faculty, instituted a colloquium series, and placed new resources and emphasis on the Ph.D. program. In addition, our new chair has been very effective in working with the college administration.”

Associate Professor Dale Rude

“One of the things that I find attractive about teaching management is that it constantly involves bringing into the classroom a wide range of ongoing societal issues that relate to the course. In the last year, this has meant for me more focus on ethical concerns and failures in leadership; the implications of economic conditions for strategic decisions, HR concerns, organizational culture, stress, etc., and technological change issues for communication, HR and innovation.”

Associate Professor Richard S. DeFrank

Edward Blair

Marketing & Entrepreneurship
Department Chair,
Professor of Marketing



MARKETING & ENTREPRENEURSHIP

Bauer's Department of Marketing & Entrepreneurship continues to excel, says Department Chairman and Professor Edward Blair. In addition to its renowned sales program and a record number of honors for doctoral scholars this year, the Wolff Center for Entrepreneurship was named the best program of its kind in the nation, and its students were invited for a once-in-a-lifetime daylong meeting with famed investor Warren Buffett.

In what ways has the world's economic crisis presented teaching opportunities or impacted your department's curriculum or approach?

Marketing & Entrepreneurship are all about anticipating change, adapting to change, and seizing opportunities in changing markets, so the business conditions of the past year have been like a big laboratory for our courses.

What do you consider to be the highlights of the past year for your department?

The Princeton Review and *Entrepreneur* magazine named our Wolff Center for Entrepreneurship program the #1 undergraduate program in the nation, and our Program for Excellence in Selling continues to be the top selling program in the world. These honors reflect on all of the outstanding students, faculty and staff who make the programs great. We also had a slew of individual honors. The Marketing Science Institute (MSI) Young Scholars program, which honors the top young scholars in the field, looked like a Bauer reunion with (associate professor) Noah Lim, who is on our faculty, Vanessa Patrick and Rex Du, associate professors who recently joined us, and our doctoral alum Raj Venkatesan (Ph.D. '02). Doctoral alum Werner Reinartz (Ph.D. '99) received the American Marketing Association (AMA) Varadarajan Award for early career contributions in the area of marketing strategy (Werner is a former MSI Young Scholar and won the AMA Howard Award for best dissertation in marketing).

Doctoral alum Doug Hughes (Ph.D. '08) received the 2009 AMA award for best dissertation in selling and sales management, the fourth consecutive year that one of our students has won this award and a reflection of our dominance in the area of selling and sales management. Doctoral student Son Lam finished first or second in four different dissertation proposal competitions, including competitions sponsored by the Association for Consumer Research and the Society for Consumer Psychology, and doctoral student Demetra Andrews won the National Black MBA Association Ph.D. Fellowship Competition. When you add in all of our publications in top journals, invitations to serve on editorial boards, etc., it was a banner year.

What kind of vision is taking you forward as you approach the '09-'10 school year and beyond? What does the future look like for Bauer marketing and entrepreneurship students?

The future looks bright. Our basic mission remains unchanged: to make a difference in the world of ideas, to make a difference in the lives of our students, and to make a difference in our community. We are currently fulfilling this mission at a very high level, and every year we seem to get better. It is a wonderful time to be at Bauer.

“Our basic mission remains unchanged: to make a difference in the world of ideas, to make a difference in the lives of our students, and to make a difference in our community.”

A portrait of Latha Ramchand, a woman with long dark hair, wearing a red blazer and gold jewelry. She is smiling and holding an open book. The background shows a bookshelf with various books.

Latha Ramchand
Associate Dean,
Programs and Administration,
Professor of Finance

GRADUATE & PROFESSIONAL PROGRAMS

This was the year Bauer's Graduate & Professional students voted the school into the top 15 for General Management in a survey from *The Princeton Review*. And the year in which Bauer embarked on a plan to expand its overseas Global Energy Executive MBA offering — from Beijing to Chennai. Another successful year, says Associate Dean Latha Ramchand, and yet the biggest successes are the individual lives consistently changed through involvement with the program.

In what ways has the world's economic crisis presented teaching opportunities or impacted your department's curriculum or approach?

What happened on Wall Street with the financial crisis was brought into the classroom as a learning point by several faculty in various course offerings. We continually try to send the message to our students that there is no skill set that can substitute for good judgement, for ethical judgement. The long-term viability of any business has a direct link to the quality of the decisions they make everyday. The roots of bad judgement don't appear overnight. We should all be asking ourselves, is there something around you that doesn't feel right, and are you doing anything about it?

What do you consider to be some of the highlights of the past year for your department?

I recently spoke with an alumna in China who is running her own business and doing very well. She said the whole MBA experience changed her life, how she deals with issues in so many ways, and that she wants to give back to the college, which is something we hear quite a bit. Another former student shared with us that he had lost his position, but within three months had found a better paying one, in large part due to his relationship with an MBA colleague. I also spoke with a recent graduate who has not yet been able to find a job. I found it interesting that she was spending most of her time with a volunteer organization and did not have the time to do a job search — she was in fact not thinking about herself but rather focusing on the lives of others around her! This is the caliber of student we have, and stories like these are definitely the high point of any year.

What kind of vision is taking you forward as you approach the '09-'10 school year and beyond? What does the future look like for Bauer graduate and professional students?

It was immensely gratifying to get *The Princeton Review* ranking from students. They are the ultimate customer here, and while we make a concerted effort to listen to their comments and ask for feedback, we are also constrained by our resources. We feel truly honored that our students think well of everything we are trying to do both inside and outside the classroom. As we move forward, we will continue to try and provide that level of service to our students so that they feel like "all I have to do is go to Bauer and focus on getting my MBA." We want it to not just be a place where they come to take a few classes, but a place where they spend one of the most important years of their lives.

"We continually try to send the message to our students that there is no skill set that can substitute for good judgement..."

REMARKABLE ACHIEVEMENT

Carbon trading

In response to international climate change negotiations, Bauer College and the UH Law Center teamed up to offer the country's first comprehensive carbon trading course. The class has positioned Bauer as a leader in this emerging field as energy firms gear up for a need for traders, lawyers and business people connected with projected emission reduction regulations. "This is the only university course I'm aware of that is looking at the trading, legal, market design and policy aspects of carbon trading," said Praveen Kumar, Executive Director of the UH-Global Energy Management Institute (UH-GEMI).



From left: UH-GEMI Distinguished Fellow Victor Flatt, UH-GEMI Executive Director Praveen Kumar and Director of Energy Markets for UH-GEMI Craig Pirrong led a Cap and Trade conference in July.



NEW FACULTY

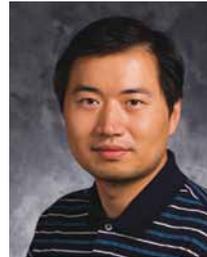


Leanne Atwater

Department Chair and Professor, Management

Leanne Atwater is the chair of the Department of Management and a professor of management. Her research interests include leadership, feedback, self-other agreement and discipline processes in organizations.

She received her Ph.D. in social/organizational psychology from Claremont Graduate School.



Rex Yuxing Du

Associate Professor, Marketing

Rex Yuxing Du is an associate professor in the Department of Marketing. His research interests are customer relationship management, retail category management, marketing metrics and performance evaluation, household consumption and financial portfolio, database marketing and new product diffusion and sales forecasting. Du received his Ph.D. in marketing from the Fuqua School of Business at Duke University.



Kris Jacobs

Professor, Finance

Kris Jacobs is a professor in the Department of Finance. His research interests include investments, derivatives, credit risk, volatility and asset pricing. Jacobs received his Ph.D. in finance from the University of Pittsburgh.



Carla Jones

Assistant Professor, Management

Carla Jones is an assistant professor in the Department of Management. Her research interests focus on how the dynamics or relationships among top executives may serve as a resource to the firm. Jones received her Ph.D. in strategic management from the W. P. Carey School of Business at Arizona State University.



Haijin Lin

Assistant Professor, Accountancy & Taxation

Haijin Lin is an assistant professor in the Department of Accountancy & Taxation. Her research interests include accounting theory, information economics, management control and financial measurement. Lin received her

Ph.D. in accounting from Carnegie Mellon University.



Yi Liu

Visiting Assistant Professor, Management

Yi Liu is a visiting assistant professor in the Department of Management. Her research interests include organizational change, leadership, creativity and multilevel research methods. She was a Ph.D. student at Georgia Institute of Technology before coming to Bauer.



Federico Nardari

Assistant Professor, Finance

Federico Nardari is an assistant professor in the Department of Finance. His research interests are empirical asset pricing and financial econometrics, with a particular focus on return predictability, stochastic volatility,

risk-return tradeoffs, the relations between financial markets and the macro-economy, the determinants of trading activity, and the measurement of mutual funds performance. Nardari received his Ph.D. in finance from the Olin School of Business at Washington University.



Vanessa Patrick

Associate Professor, Marketing

Vanessa Patrick is an associate professor of marketing. Her research interests include affect (mood and emotions), art and aesthetics, hedonics and luxury branding, and intertemporal issues in choice and consumption. Patrick received her Ph.D. from the Marshall School of Business at USC.



Paul Povel

Professor, Finance

Paul Povel is a professor in the Department of Finance. His research interests include corporate finance, in particular financial contracting theory and corporate restructuring (bankruptcy, mergers and

acquisitions, etc.). Povel received his Ph.D. in economics from the London School of Economics.



Jinyoung Park Wynn

Assistant Professor, Accountancy & Taxation

Jinyoung Park Wynn is an assistant professor in the Department of Accountancy & Taxation. Her research interests include financial reporting, corporate governance and capital market. Wynn received her Ph.D. from Purdue University.

REMARKABLE ACHIEVEMENT



John Keeton ('08)

CFA Student Stock Analysis Team

A team of Cougar Investment Fund students bested teams from powerhouse schools like MIT and Carnegie Mellon University to take first in the U.S. in the 2008 Chartered Financial Analyst (CFA) Institute Global Investment Research Challenge. The students, the first from Bauer to compete in the CFA Challenge, took third in the world. Members of the winning team included Joe Corkin ('08), Mauricio Franco ('09), John Keeton ('08) and Quyen Nguyen, who expects to graduate in late 2009. All were part of an elite group of students who manage the Cougar Investment Fund, a multi-million dollar private fund. "We wanted to show everyone that the University of Houston can represent itself well, not only among the top schools in the state, but in the nation and in the world," Keeton said.



THE RIGHT SIZE. John Keeton, Quyen Nguyen, and Mauricio Franco offer formal wear accessory ideas to teammate Joe Corkin (center) as he is measured by Men's Wearhouse wardrobe consultant Debbie Zak. The team did a valuation of Men's Wearhouse and based its winning findings on the retailer's customer service approach.

BAUER EXCELLENCE

This section celebrates Bauer faculty, students, alumni, and corporate partner success.



George Gamble



Vanessa Patrick

ACCOLADES AND MORE

ACCOUNTANCY & TAXATION

The Institute of Internal Auditors named Bauer as one of 19 universities worldwide to be accepted in the Internal Auditing Education Partnership Program. The IAEP recognizes the quality of the Department of Accountancy & Taxation's growing Internal Auditing Program. The college held a celebration for the honor in April 2009, with remarks from Department Chair **Gerald Lobo**, Professor **George Gamble**, Director of Accounting Programs **Michael Newman**, Associate Dean **Bob Casey**, IIA Houston Chapter President **Santos Monroy**, **Ron Rand** of The Rand Group, and **John King** ('92), Ernst and Young Partner and past chair of the Accountancy & Taxation Advisory Board.

Paul Peacock ('81), a partner of PricewaterhouseCoopers, received the 2009 Distinguished Alumnus Award from Bauer. Peacock is chairman of the Accountancy & Taxation Advisory Board's Curriculum Committee and has been instrumental in assisting faculty in updating coursework to reflect recent regulatory changes.

George Gamble, director of the Institute for Diversity and Cross-Cultural Management and Robert Grinaker Professor, celebrated 30 years of teaching at Bauer and was selected as a finalist for the UH Teaching Excellence Award and the UH Career Teaching Excellence Award. Gamble joined the Bauer faculty in 1978 and has received more than 20 major teaching awards in the past three decades. Gamble also led Bauer's chapter of the National Association of Black Accountants to a first place finish in National Case Study Competition sponsored by KPMG in 2007.



Ron Lazer



PricewaterhouseCoopers Professor **James Pratt** ('60, MBA '68) was recognized at the Spring 2008 Accountancy Advisory Board Banquet with the Outstanding Achievement Award for more than 30 years of service to Bauer.

In Spring 2008, Assistant Professor **Ron Lazer** was recognized as Bauer College Outstanding Faculty of the Year. He also received a teaching award from the Accountancy & Taxation Advisory Board and was one of four recipients to receive a UH Teaching Excellence Award.

Department Chair **Gerald Lobo** authored several papers that appeared in leading journals in 2008. They included "Determinants and Consequences of Large CEO Pay," co-authored with Giri Kanagaretnam and Emad Mohammad, published in the *International Journal of Accounting and Finance*; "Does Good Corporate Governance Reduce Information Asymmetry Around Quarterly Earnings Announcements?" co-authored with Kiridaran Kanagaretnam and Dennis Whalen and published in the *Journal of Accounting and Public Policy*; and "Institutional Monitoring through Shareholder Litigation," forthcoming in the *Journal of Financial Economics*.

Director of Accounting Programs and Clinical Professor **Michael Newman** (BBA '77, MBA '00, MS Accy '01, Ph.D. '09) was recognized with several honors for his work with students, including the Bauer College 2009 Wayne and Kathryn Payne Teaching Excellence Award, the University of Houston 2009 Provost Faculty Advising Award for Excellence in Undergraduate Academic Advising and the Bauer College 2008 Student Organization Advisor of the Year.

Professor **Thomas Hemmer** published several papers in 2008, including "Analytical Modeling of Cost in Management Accounting Research," co-authored with John Christensen and published in the *Handbook of Management Accounting Research*. A paper co-authored with Qi Chen and Yun Zhang, "Optimal Conservative Accounting," his discussion of "Marking-to-Market: Panacea or Pandora's Box?" and a paper co-authored with Eva Labro were published in the *Journal of Accounting Research*.

Professor **K. Sivaramakrishnan**'s book, *Managerial Accounting*, was published in January. The book, published by John Wiley, was co-authored with Professor Ramji Balakrishnan of the University of Iowa and Professor Geoff Sprinkle of Indiana University.

Michael Newman
(BBA '77, MBA '00, MS Accy '01, Ph.D. '09)

DECISION & INFORMATION SCIENCES

Associate Professor **Jaana Porra** was associate editor of the Special Issue on Ethics of the *Journal of the Association for Information Systems* and has served as associate editor for JAIS since July 2008. She is also the 2010 co-chair of the IS Philosophy track for the International Conference on Information Systems, the main international conference for the MIS field, and associate editor of *Information Systems and e-Business Management*.

Clinical Assistant Professor **Phil Rogers** and the managerial decision making course he teaches in Houston and Beijing were featured as a case study on the Web site of Palisade Corporation (www.palisade.com/cases/houston.asp), maker of the world's leading risk and decision analysis software.

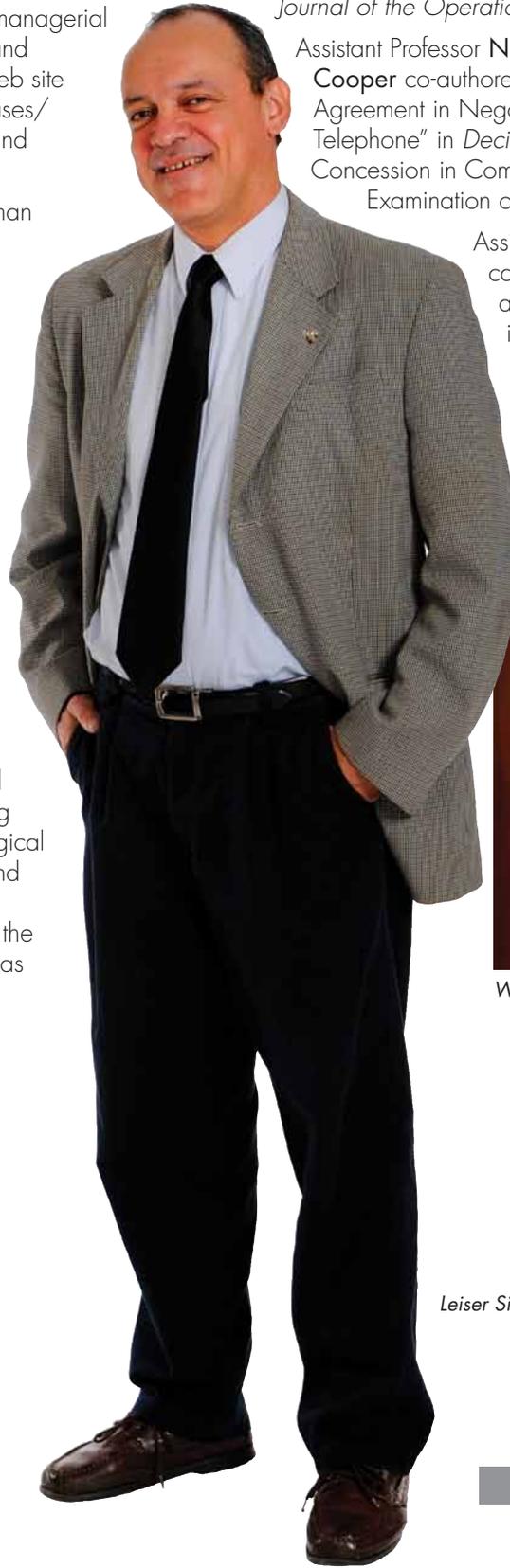
Professor **Wynne Chin** is one of the top five human computer interaction researchers and one of the top 10 researchers in technology acceptance, according to the *Journal of the Association for Information Systems* and the *Communications of the Association for Information Systems*. In addition, Chin was recognized by the Ph.D. Project, an organization that focuses on developing minority business doctoral students, and was inducted into the Circle of Compadres for his contributions to the organization.

The MIS area in **DISC** ranked #1 in research productivity among IS departments in the Gulf Coast, according to a study by Alan R. Dennis published in the *Academy of Management Journal*.

Associate Professor **Leiser Silva** was appointed as senior editor of the *Journal of Information Technology for Development*, the leading journal on research of the application of IT in developing countries. In addition, Silva's paper, "Epistemological and theoretical challenges for studying power and politics in information systems," was one of two papers published in 2007 that was selected by the editorial team of the *Information Systems Journal* as highly commended.



Jaana Porra



Wynne Chin

Leiser Silva

Associate Professor **Robert L. Bregman** wrote "Dynamically Allocating Expediting Funds in Projects with Schedule Uncertainty," which is forthcoming in the *European Journal of Industrial Engineering*.

Bregman also authored "A Heuristic Procedure for Solving the Dynamic Probabilistic Project Expediting Problem" in the *European Journal of Operational Research* and "Preemptive Expediting to Improve Project Due Date Performance" in the *Journal of the Operational Research Society*.

Assistant Professor **Norman Johnson** and Professor **Randolph Cooper** co-authored "Media, Affect, Concession and Agreement in Negotiation among Strangers: IM Versus Telephone" in *Decision Support Systems* and "Power and Concession in Computer-Mediated Negotiations: An Examination of First Offers" in *MIS Quarterly*.

Assistant Professor **Iris Junglas** and Ph.D. candidate **Vlad Krotov** co-authored "RFID as a Disruptive Innovation," published in the August 2008 issue of the *Journal of Theoretical and Applied Electronic Commerce Research*.

FINANCE

Bauer partnered with Cornell University's Johnson Graduate School of Management and the Federal Deposit Insurance Corporation's Center for Financial Research in April to present the 19th Annual Derivatives Securities and Risk Management



Stuart M. Turnbull

Conference in Arlington, Virginia. C. T. Bauer Chair of Business Leadership and Professor of Finance **Stuart M. Turnbull** served on the organizing committee for the conference.

Turnbull also presented "Insights and Analysis of Current Events: The Subprime Credit Crisis of 2007" at the Federal Deposit Insurance Corporation 8th Annual Research Conference.

Executive Professor **Dan Jones** was a featured speaker at *Energy Risk* magazine's 13th annual Energy Risk USA conference, held May 18-21 in Houston. His presentation, "Risk management — can we?" focused on risk management dimension-needs, qualifications and education, risks, identification and measurement, financing the losses that have not been managed, the future and changes needed, and whether more regulation of financial firms is required.

Bauer MBA students and faculty spearheaded a research project in partnership with MassMutual Life Insurance Company and Houston Hispanic Chamber of Commerce to assess local Hispanic business owners' knowledge of the range of financial products and services available to them. The study's findings are a guidepost to MassMutual's Fiscal Fitness Initiative, which was created to arm Latino business owners with the information and tools needed to improve fiscal health.

Students who conducted the research include **Naisargi Atre**, **Devyani Surir**, **Olumide (Eddie) Adigun** and **Christian Ndomba**.

A team from the Cougar Investment Fund was named the best student stock analysis team in the country during a 2008 competition held by the Chartered Financial Analyst (CFA) Institute. The team included **Joe Corkin**, **Mauricio Franco**, **John Keeton** and **Quyên Nguyen**, all graduate students in the Department of Finance, and outperformed MIT and Carnegie Mellon University.

UH Bauer finance students excelled in both 2008 and 2009 at the Open Outcry Competition. **Ana Lucia Chaverria** and **Rieza Marukot** took first and second place, respectively, at the 2008 event, which was sponsored by NYMEX. In 2009, at the CME Open Outcry competition in Houston, **Jonathon Hoang** placed third, and **William Cashmerek** placed second.

In addition, eight students from the college's chapter of the Finance Association competed in the Open Outcry Competition in New York City in 2009, with each making it to the second round of competition. Four students placed in the top 15, including Hoang, who won first; Cashmerek, who placed second; **Juan Tejada**, who was fifth, and **Kathie Nguyen**, who placed 15th.

Professor **Craig Pirrong**, Director of Energy Markets for UH-GEMI, was named to the Energy Markets Advisory Committee, a group that provides a public forum to examine emerging issues related to energy markets and the role of the Commodity Futures Trading Commission under the Commodity Exchange Act. UH-GEMI also presented an executive session in July entitled "Cutting Through Cap and Trade" at the UH Hilton Hotel.

Houston PBS producers interviewed Department Chair **Praveen Kumar** and Executive Professor **Stephen Arbogast** in June 2008 for a documentary about oil and the environment. In addition, Arbogast and **Don Bellman**, a faculty member in the UH Cullen College of Engineering, led a UH-GEMI research project funded by the National Renewable Energy Laboratory (NREL) on "Alternate Models for Commercializing Pyrolysis Oil for Biomass," an economic study of the entire value chain for converting forest biomass material into conventional motor gasoline and diesel.

Assistant Professor **Alex Boulatov** and Professor **Tom George** presented the paper "Securities Trading when Liquidity Providers are Informed," at the National Bureau of Economic Research (NBER) Conference on Market Microstructure in 2008.

Craig Pirrong



MANAGEMENT

Department Chair **Leanne Atwater's** paper, "Are cultural characteristics associated with the relationship between self and others' ratings of leadership?" authored with M. Wang, James Smither and John Fleenor, is forthcoming in the *Journal of Applied Psychology*.

Baker Hughes Professor of Business Administration **Robert T. Keller** was a distinguished speaker in January at the Leeds School of Business at the University of Colorado at Boulder, where he presented a paper titled "Longitudinal Predictors of RandD Performance for Scientists and Engineers."

Management and history professor **Joseph Pratt** was named interim dean of the College of Liberal Arts and Social Sciences at UH. Pratt has been a faculty member since 1986 and teaches courses at Bauer on globalization and the international business environment.

Ph.D. student **Je'anna Abbott**, who is also a professor in the UH Conrad N. Hilton College of Hotel and Restaurant Management, and HRM Assistant Professor **Mary Dawson** presented "Hospitality Culture and Climate: Keys to Retaining Hospitality Employees and Creating Competitive Advantage" at International CHRIE, the conference of the Council on Hotel, Restaurant, and Institutional Education. The paper was recommended for a best paper award.

Doctoral students **Marina Sebastijanovic** and **David Epstein** were the recipients of the Management Department Doctoral Student Award for Excellence in Teaching. **Susana Velez-Castrillon** was the recipient of the Management Department Doctoral Student Award for Excellence in Research.

Doctoral student **Kenneth Sweet** and Professor **Alan Witt** wrote and presented "Managing adaptive performers: The interactive effects of perceived organizational support and leader-member exchange," at the 2008 Southern Management Association Annual Conference in St. Petersburg, FL.

The Associate Editors of the *Decision Sciences Journal of Innovative Education* chose "Enhancing Knowledge Transfer in Classroom versus On-line Settings: The Interplay among Instructor, Student, Content and Context," co-authored by department graduate **Louise Nemanich**, doctoral candidate **Michael Banks** and Associate Professor **Dusya Vera** as one

of the best empirical papers published in DSJIE during 2008-2009.

In addition, Banks received the award for the Best Reviewer of the Business Policy track for the 2009 Southwest Academy of Management.

Vera was invited to join the editorial board of *Management Learning: The Journal for Managerial and Organizational Learning* and was appointed to the editorial board of the *Academy of Management Review*, the leading theoretical/conceptual journal in management.

Vera was also one of three guest co-editors of the *Special Issue of Management Learning* on "Learning Fusion."

Professor **Steve Werner** joined renowned authors Susana Jackson and Randell Shuller to develop the new edition of the longstanding human resource management textbook, *Managing Human Resources* (10th Edition.)

The student chapter of the Society of Human Resource Management (SHRM), led by Associate Professor **Teri Elkins** and Werner, was the recipient of the Bauer's Rising Star Award for 2009. The chapter gained 61 members in its first year.

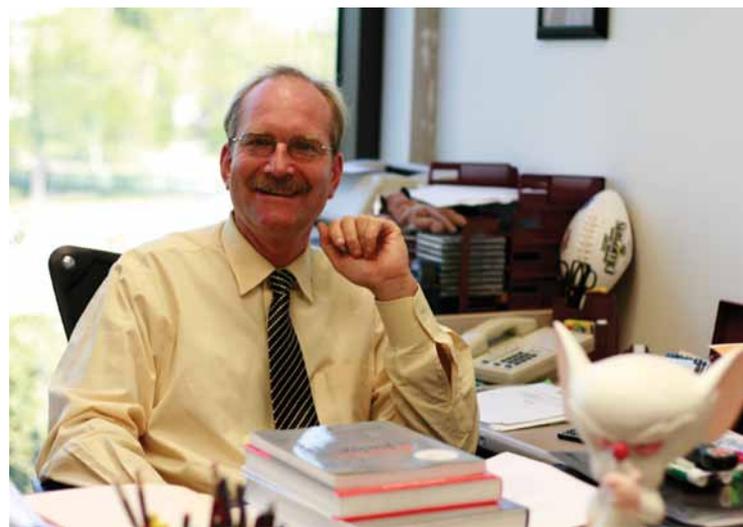
Werner was asked to be on the editorial boards of the *Journal of Management* and the *Journal of Business Research*.

Werner is already a member of the boards of Human Resource Management and *Human Resource Management Review*.

He was also elected to the executive committee of the HR Division of the Academy of Management. In addition, he was the guest editor of the *International Journal of Human Resource Management's* Special Issue on Managing Human Resources in North America.



Dusya Vera



Steve Werner

ACCOLADES

MARKETING & ENTREPRENEURSHIP

Ashley Hurst, an entrepreneurship/nutrition student, was awarded a Summer Undergraduate Research Fellowship (SURF) to complete a research project with **James Hess**, C. T. Bauer Professor of Marketing Science and Marketing Ph.D. Coordinator, and Clinical Professor **Jacqueline Kacen** about impulse purchases. Hurst is the only Bauer recipient of the UH SURF award, which seeks to provide funding for rising UH sophomores, juniors and seniors to participate in a focused, full-time 10-week research experience under the direction of UH faculty.

Twenty-seven undergraduate students from the Cyvia and Melvyn Wolff Center for Entrepreneurship traveled to Omaha, Neb., to tour Berkshire Hathaway headquarters and to spend nearly a full day with **Warren Buffett**, one of the world's most respected and successful investors. The students were the only undergraduates to be a part of the select group that included Harvard, MIT, Columbia and other graduate business schools. The trip made the front page of the *Houston Chronicle's* Business Section.

Doctoral candidate **Son Lam** received the 2008 Emory Marketing Institute Doctoral Dissertation Competition for his dissertation, "Customer-Brand Identification as a Sustainable Competitive Advantage: A Multinational and Longitudinal Examination." Lam was also named runner-up in the 2008 Association for Consumer Research/Sheth Dissertation Award Competition and runner-up in the Society for Consumer Psychology Dissertation Proposal Competition. His dissertation also won first place in the AMA Relationship Marketing SIG 2008 Dissertation Competition.

Werner Reinartz (Ph.D. '99) won the American Marketing Association's Varadarajan Award for Early Career Contributions. For the last two years, Reinartz has been Professor of Marketing at the University of Cologne, where he is director of the Department of Retailing and Customer Management. He will host the Marketing Science Conference 2010 at Cologne next year.

A paper by Associate Professor **Partha Krishnamurthy** and marketing alumnus **Anish Nagpal** was featured in a *New York Times* article in January 2008 and in the February 2008 issue of the *Journal of Consumer Research*. The paper, "Attribute Conflict in Consumer Decision Making: the Role of Task Compatibility," is based on a dissertation written by Nagpal and chaired by Krishnamurthy.

Clinical professor **Jacqueline Kacen** was one of two professors to be named the *Journal of Advertising's* Outstanding Ad Hoc Reviewer in 2007, from a field of 300. She was also asked to join the editorial review board of the *Journal of Advertising*.

Jacqueline Kacen

An article by **Betsy D. Gelb**, Larry J. Sachnowitz Professor, and **Gabriel M. Gelb**, titled "When Appearances are Deceiving," was featured in the *Wall Street Journal*. The article focuses on how companies can protect themselves against "trade dress," or imitation of the look and feel of a product or package.

Daniel Steppe, director of the Cyvia and Melvyn Wolff Center for Entrepreneurship, was interviewed and quoted in an article in the May 2008 issue of the *New York Times*, titled "A Classroom Path to Entrepreneurship."

Assistant Professor **Ye Hu's** paper, "A Meta-Analysis of Real World TV Advertising Tests: A 15-Year Update," co-authored with Abba Krieger, a professor at the Wharton School, was named the Best Paper of the Year by the *Journal of Advertising Research*.

Ph.D. candidate **Demetra Andrews** was honored at the National Black MBA Association annual conference in 2008 as one of two winners of the organization's prestigious fellowship competition. She was awarded \$12,500 for her plan to encourage more collaboration between minority scholars and corporate business leaders via an online portal.

Shannon Miller ('03), who earned a bachelor's degree in Marketing & Entrepreneurship from Bauer, was inducted into the International Women's Sports Hall of Fame in 2008. Miller is the most decorated gymnast in U.S. history, with seven Olympic medals and nine World Championship medals to her name since her Elite International debut in 1991. She is now retired from competitive gymnastics and runs her own business and non-profit organization.

Department Chair **Edward Blair** was named 2009 Chair of the American Statistical Association Committee on Energy Statistics. The committee advises the U.S. Department of Energy's Energy Information Administration, which is charged with providing unbiased information to guide U.S. energy policy.

Babu John Mariadoss received the 2008 Doctoral Dissertation Award from the American Marketing Association Selling and Sales Management Special Interest Group for best dissertation in the field of selling and sales management.

Professor **Michael Ahearne** was named the associate editor of the *Journal of Personal Selling and Sales Management*.



Betsy D. Gelb



REMARKABLE ACHIEVEMENT

OPEN OUTCRY

Bauer students earned the top two spots in the CME Open Outcry in New York City. A total of eight students, all Finance Association (FA) officers, spent their own funds in order to compete against students from dozens of well-known schools, including Columbia, MIT, Penn State, New York University, Hofstra University and others.

Jonathon Hoang took first place, and William Cashmareck took second. Additionally, each of the eight students made it to the second round of trading. And of the five Bauer students who made it to the third and final round, four placed in the top 15 for the competition. Juan Tejada placed fifth; Kathie Nguyen placed 15th. Other students who represented UH included Matthew Frank, Manila Thai, Jenna Hovendick and Kenny Tiong. The wins extended a four-year winning streak for FA students.

Jonathon Hoang



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- Fischer, Mary, Teresa Gordan and Saleha Khumawala. "Tax-exempt Organizations and Nonarticulation: Estimates Are No Substitute for Disclosure of Cash Provided by Operations." *Accounting Horizons* [2008]
- Gopal, Anand and K. Sivaramakrishnan. "On Selecting Appropriate Contract Types for Offshore Software Projects: The Case of Fixed Price versus Time and Materials Contracts." *Information Systems Journal* [2008]
- Gordon, Teresa and Saleha Khumawala. "Theories of Not-for-Profit Accounting: Comparison and Application of Current and Proposed Reporting Frameworks." *Research in Governmental and Non-Profit Accounting* [2008]
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- Hemmer, Thomas. "Discussion of Marking-to-Market: Panacea or Pandora's Box?" *Journal of Accounting Research* [2008]
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- Lee, Byunghwan, John O' Brien, and K. Sivaramakrishnan. "An Analysis of Financial Analysts' Optimism in Long-term Growth Forecasts." *The Journal of Behavioral Finance* [2008]
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- Noland, Thomas and George Summers. "An Introduction to the U.S. Municipal Bond Market." *International Journal On Government Financial Management* [2008]
- Park, Jinyoung Wynn. "Legal Liability Coverage and Voluntary Disclosures." *The Accounting Review* [November 2008]
- Park, Jinyoung Wynn with Hyeesoo Chung. "Managerial Legal Liability Coverage and Earnings Conservatism," in the *Journal of Accounting and Economics* [September 2008]
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REMARKABLE ACHIEVEMENT

HISPANIC BUSINESS STUDENT ASSOCIATION

Students from Bauer's Hispanic Business Student Association (HBSA) chapter traveled to Las Vegas in November for the annual National Hispanic Business Association Leadership Conference, where the group was named the best in the nation for the first time since 2002. Bauer's HBSA organization topped chapters from 45 other colleges, including the University of Texas at Austin and Texas A&M University. "HBSA's success is the result of a culture in which each year's leaders support members to develop their knowledge and skills to become the next generation of leaders of the organization and in their careers," said John O'Dell ('70), the chapter's adviser and Director for Alumni Relations at Bauer. "HBSA's culture also includes a significant commitment to serve others in the community, including inspiring young people to attend college."



Stephani Rivera

UNIVERSITY of HOUSTON

Rockwell Career Center

C.T. BAUER COLLEGE of BUSINESS

In a year when the job market became more competitive than ever, the Rockwell Career Center at Bauer has worked even harder to make sure students continue to exceed regional employment trends.

Although Rockwell saw a slight decline in campus recruiting activity in 2008-2009, through aggressive marketing and outreach, the career center is still offering the same number of jobs and companies on campus as it did in the better economy of 2006.

Rockwell plans all its services based on market input. Not only does the office heavily survey both employers and students, but staff also meet twice each year with an employer advisory board to get input and guidance for all the office's activities. It is the partnership with the advisory board that has helped the office remain successful in a down economy and to provide the types of skills training needed by today's employers.

The advisory board partnership model is so innovative that Rockwell representatives were asked to present national webinars by both the National Association of Colleges and Employers and Academic Impressions to provide guidance to other universities on how to implement this approach.

In the last year, Rockwell has received recognition by the National Association of Colleges and Employers for its unique events, such as Résumé ER and Interview Skills Carnival, which are designed to provide résumé assistance and interview training to hundreds of students who otherwise would not have

participated in traditional career counseling appointments, in particular, non-traditional and underrepresented student populations. As a result, the college has seen a tremendous increase in the percentage of students actively participating in career center resources and programs.

Rockwell has also added staff to expand the college's writing evaluation and tutorial program to directly address the marketplace's concerns about college students' writing skills. In addition, Rockwell has responded to employers' requests for more leadership skills in job candidates by adding staff to expand and systematize the college's Ted Bauer Leadership



Rockwell's career fairs draw recruiters from some of the nation's leading employers.



Rockwell Career Center's Advisory Board with Bauer College leadership and staff.

Certificate Program, which provides resources and programs to develop students' leadership skills while they are still at Bauer.

Rockwell has also received international acknowledgement from the MBA Career Services Council for its large-scale use of web-based mock interviewing tools in the "Connecting Bauer to Business" general business course. Through this course the college conducted nearly 1,500 videotaped mock interviews with undergraduate students in the past year. This is the largest mock interview program of its kind in the world right now, and feedback from both students and employers has been extremely positive.

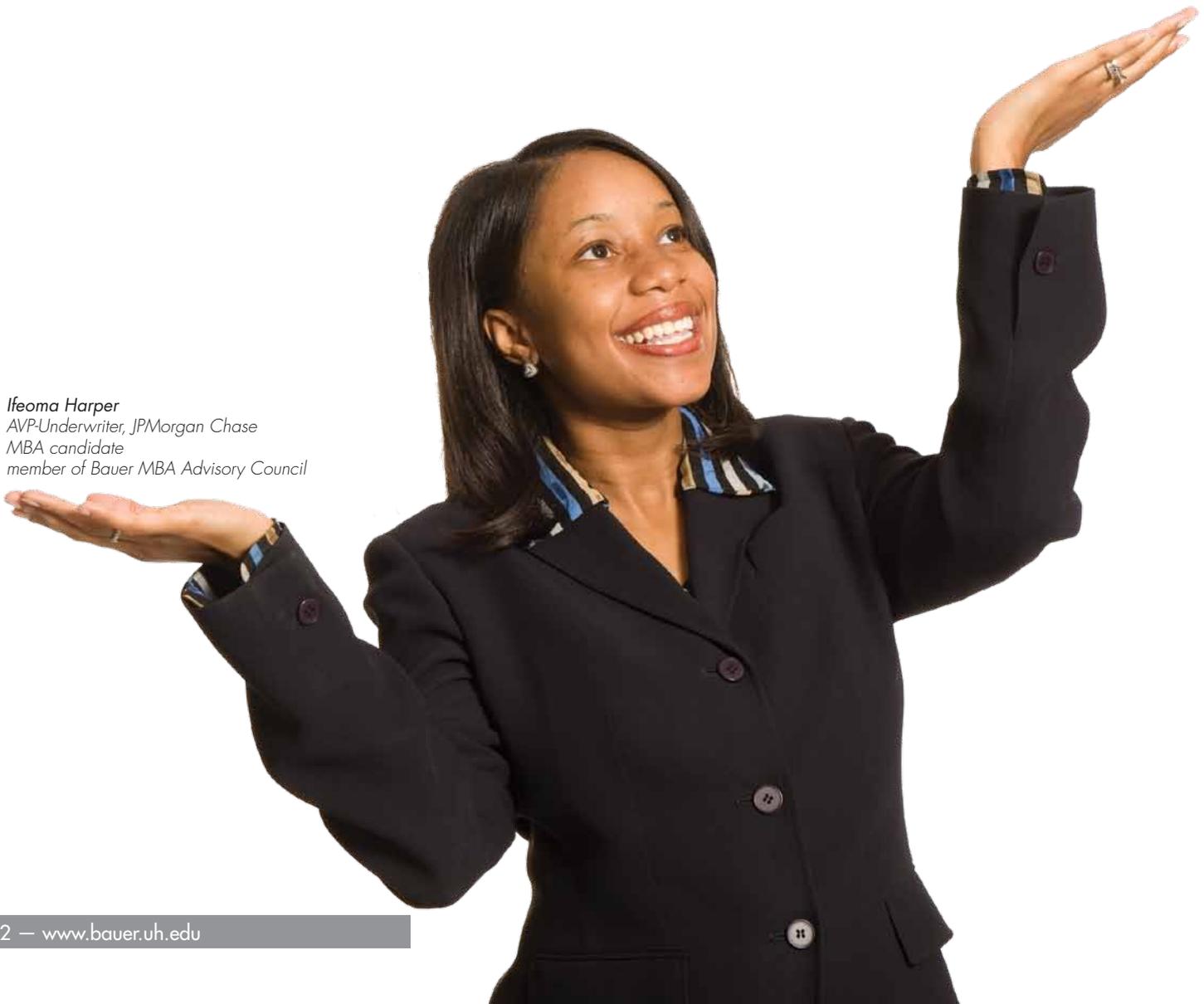


REMARKABLE ACHIEVEMENT

MASTER OF BUSINESS ADMINISTRATION

The April 2009 issue of *Entrepreneur* listed Bauer's MBA program as one of 15 graduate business schools named to *The Princeton Review's* "Student Opinion Honors for Business Schools" in the General Management category. The ranking reflects ratings from students, who evaluated their MBA programs in several categories. "One of the most important components of our MBA program is to ensure the best educational experience possible for our students," said Latha Ramchand, Bauer's Associate Dean for Programs and Administration. "The Princeton Review survey is driven by MBA student feedback, and we are honored that our students rated us high. This ranking is a testament to the strength of our faculty and program. We are proud of both."

Ifeoma Harper
AVP-Underwriter, JPMorgan Chase
MBA candidate
member of Bauer MBA Advisory Council



SMALL BUSINESS DEVELOPMENT CENTER

THE SBDC KNOWS BUSINESS

The University of Houston Small Business Development Center (SBDC) Network is Bauer College's key economic development program and gateway to the small and emerging business community. Founded in 1984 by the college, the network now extends throughout 32 counties in and around Houston and the lower Gulf Coast. The program is anchored by a vibrant office facility in midtown Houston and supported by 14 centers located with or sponsored by colleges and universities and economic development organizations throughout southeast Texas.

The UH SBDC Network focuses on providing business training and consulting to startup entrepreneurs, emerging businesses and firms needing strategies for high growth. Professional business consultants work with client companies to assess feasibility of ideas and business models, develop business plans, identify funding opportunities, prepare loan and financing packages and analyze financial results. Business consulting is supplemented by a wide range of training classes and seminars concentrating on growing a successful business. Workshops are taught by experienced businessmen and women who blend formal learning and real-world experiences into practical curriculum.



The UH SBDC has a long history of helping students prepare for their professional careers after graduation. Students from Bauer's Department of Decision & Information Sciences work regularly with SBDC clients to identify and deploy new uses of technology and develop Web sites. At the UH Law Center, students help SBDC customers with legal challenges ranging from choosing a legal entity to drafting contracts.

In the fall of 2009, the SBDC Network initiates a new program focusing on disaster assistance for small companies and entrepreneurs affected by Hurricane Ike. Business experts and specialists will work with lower Gulf Coast businesses to improve their operations, help them secure financing, create effective marketing strategies, grow their revenue stream, and develop disaster plans for future contingencies.

The UH SBDC Network measures success in terms of economic impact of client companies. In 2008, an independent impact study on SBDC Network clients reported that SBDC assistance to clients helped create over 2,500 new jobs and save 4,500 jobs. In addition, clients reported that SBDC assistance helped them generate an estimated \$159 million in financing.



SBDC clients have onsite library resources complete with business periodicals and startup manuals.



One-on-one counseling.

WWW.SBDC.UH.EDU

Contact numbers: UH SBDC General: 713.752.8444
Consulting: 713.752.8400
Business Training: 713.752.8484



Training rooms for small to midsize groups.



REMARKABLE ACHIEVEMENT

CYVIA AND MELVYN WOLFF CENTER FOR ENTREPRENEURSHIP

The year marked several achievements for the college's Cyvia and Melvyn Wolff Center for Entrepreneurship — a pledge of support from Cyvia and Melvyn Wolff ('53), two of Houston's most respected citizens and important members of the UH family; a #1 national ranking; and a visit with Warren Buffett, one of the world's most successful investors. In September, the college announced its spot on top of the list of the best undergraduate entrepreneurship programs in the United States, according to *The Princeton Review* and *Entrepreneur* magazine. Houston Mayor Bill White lauded the achievement, saying, "Houston is a great city of opportunity in large part because we're not satisfied to rest on our laurels. Bauer's No. 1 ranking is an example of that kind of energy and commitment to excellence. Houston is fortunate to have such an asset." In April 2009, 27 students and one faculty member from the program traveled to Omaha, Neb., to tour Berkshire Hathaway headquarters and to meet Buffett, who answered questions about entrepreneurial opportunities during rough times, how to maintain business integrity, and his view of the current economy. The invitation was extended to a select group of universities that included Harvard, MIT, Columbia and others.

Danny Klam ('09) and
Lauren Valinoti ('09)



ALUMNI PROFILES

Billy Tilotta ('96)

Partner, HEIN & ASSOCIATES

Bauer alumnus Billy Tilotta was named Audit Partner of HEIN & ASSOCIATES' Houston office after 12 years as a public accountant. Tilotta has been with HEIN & ASSOCIATES, members of the Partnership in Growth Plan at Bauer, since 2002 and provides audit and consulting services for both public and private companies. He also specializes in SEC services.

"It's a great accomplishment, a great accounting firm," Tilotta says. "We have a family type atmosphere."

Edgardo Colón

('80, MBA '84, J.D.'84, MS '00, Ph.D. '03)

Chairman, Harris County Sports and Convention Corporation

As chairman of the Harris County Sports and Convention Corporation, Edgardo Colón is heading up the group charged with deciding the future of Houston's iconic Astrodome and the rest of Reliant Park.

Colón's expertise in complex global contracts and financial instruments makes him an ideal candidate for the job. He says many of the ideas submitted since 2003, when the process began, haven't included feasibility studies. "It's not just having a great idea but having the financials in order," he says. Dean Arthur Warga has extended faculty expertise and resources as Colón continues to make his assessments. "A lot of people have stepped up and offered to help," he says.

Jake Ebner ('08)

C-USA All-Academic Team

ESPN's Academic All-District VI First Team

Former Cougar lineman and recent graduate Jake Ebner celebrated his graduation from UH and his part in the first UH Cougar bowl victory in more than 20 years in the fall of 2008.

Ebner was also named to the C-USA All-Academic Team, *ESPN the Magazine's* Academic All-District VI First Team and was one of 12 C-USA student athletes to receive the 2008 C-USA Spirit of Service Award.

"When you need to take care of business, you do it," he says. "I put all of my effort into school and football. I want to succeed in everything that I do. (December) was like a grand finale. I ended on a great note with graduation and a bowl game win."

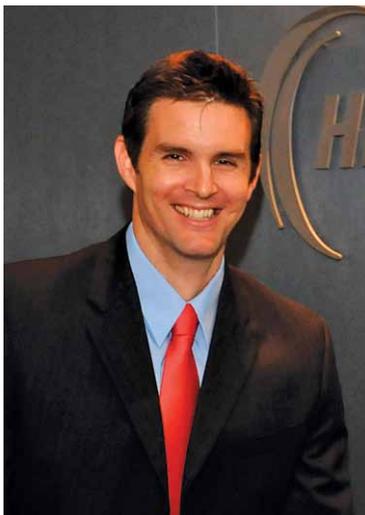
Rod Canion (MEng '68)

Former CEO and co-founder of Compaq

The Cyvia and Melvyn Wolff Center for Entrepreneurship presented former CEO and co-founder of Compaq Computers Rod Canion as the special guest of the Distinguished Entrepreneur Speaker Series.

"A DESS speaker is an individual who can significantly contribute to the education of the audience in the field of entrepreneurship," says WCE Director Daniel Steppe.

Canion helped set the record for the largest first-year sales in the history of American business and reached the Fortune 500 as well as the \$1 billion revenue mark faster than any other company in history.



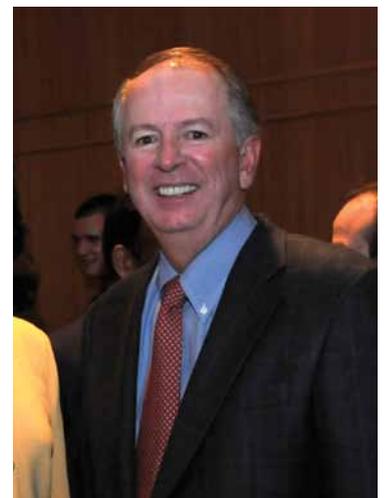
Billy Tilotta ('96)



Edgardo Colón
('80, MBA '84, J.D. '84,
MS '00, Ph.D. '03)



Jake Ebner ('08)



Rod Canion (MEng '68)

BAUER CHAMPIONS

Many alumni and corporations answered the call to support scholarships in the inaugural year of the Bauer Champions Scholarship Campaign, which allowed participants to compete as teams to raise the highest dollar amount and to recruit the most members. All individuals who support scholarships are Bauer Champions.



◀ *“I chose to give back to the Bauer Champions Scholarship Campaign because I value the time and experience I had as a graduate student pursuing my MBA.”*

Andrew Wittich (MBA '03)
Wittich Financial Group
Director, Bauer College Alumni Association

▶ *“Think about how you can give back. It will have a profound impact on your life to give back to the ones that are coming behind you.”*

Col. Barrye Price, Ph.D. ('85)
United States Army – Iraq



◀ *“When I look at charitable giving, I view it as an investment, and I want to see strong returns. I do not think you can find a better return on your investment than the students and graduates of Bauer College!”*

Matthew Houston ('02)
Vice President/Financial Officer, The Houston Group
Past President, Bauer College Alumni Association

▶ *“Bauer College gave me a superior educational and practical foundation to launch my career in accounting and finance. When you receive something this valuable, the only way to show your appreciation is to give back to that organization.”*

Richard G. Rawson ('72)
President, Administaff, Inc.
Chairman, Dean's Executive Board





“We feel it a responsibility as alumni to support the university when possible for the betterment of opportunities for future generations. The university has given us great opportunities and experiences, and we want to do our part in giving back. Go Coogs!”

Tommy Ebner ('80), Elaine Ebner ('82), Clay Ebner ('10), and Jake Ebner ('09)



Established in 1961 by UH professors in honor of Department of Accountancy & Taxation Chair Howard M. Daniels and expanded in 1981 by brothers Lawrence D. Daniels ('62) and James H. Daniels (MA '72), the Daniels Family Memorial Scholarship Endowment has grown through steady, annual contributions by many Daniels family members. It is now one of the largest scholarship endowments at Bauer, granting four scholarships annually of \$4,000 each.

Don Daniels, Debbie Hubbard, Darby George, Dee Simper, Nan Daniels (BA '62), L.D. Daniels ('62)

Matt (MBA '95) and Chelsea (MBA '94) Hendrickson



BAUER CHAMPIONS TED BAUER GOLF CLASSIC

The Bauer Champions Scholarship Campaign was created by Bauer and the Bauer College Alumni Association (BCAA) to focus on raising scholarship dollars for Bauer students. Throughout the academic year of 2008-09 the Bauer College Scholarship Committee awarded a total of \$837,690 in scholarship dollars via a total of 319 scholarships. The BCAA contributed over \$30,000 to that effort with fundraising activities such as the Ted Bauer Golf Classic and an online auction. This year the Bauer Champions Scholarship Campaign goal is to raise \$100,000 or more for scholarships that will help Bauer students with their education goals.

The 2008 Ted Bauer Golf Classic, presented by Select Asset Management LLC, generated over \$35,000 to go towards student scholarships. A field of 21 foursomes contributed to the success.

"The most important thing is that this tournament gets alumni involved with the college for something meaningful," says Andrew Wittich (MBA '03), BCAA board member and chair of the golf classic. "Alumni involvement is key to success for Bauer. With more participation, we can grow this event and create even more student scholarships to help recruit and retain the best of the best."



John O'Dell ('70) and Oscar Gutierrez (MBA '94) celebrate another successful golf tourney at Champions Golf Club.



UH alumni and corporate partners formed teams for scholarships.



BAUER ALUMNI ASSOCIATION



UH Head Football Coach Kevin Sumlin got Bauer alumni excited about Cougar Football with a pre-season preview at February's Bauer Alumni Association Breakfast. From left: Craig Rickard ('00), Assistant Athletics Director – Football Operations Justin Moore, Coach Sumlin and Trey Wilkinson ('92, MBA '02).



Bayou Bend on March 8 was a big draw.

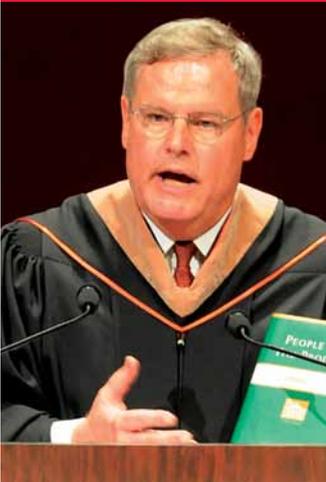
Bauer Alumni Association held its Annual Meeting at Bauer on Aug. 20 and drew record attendance.



BAUER CHAMPIONS COMMENCEMENT SPEAKERS

GRADUATE COMMENCEMENTS

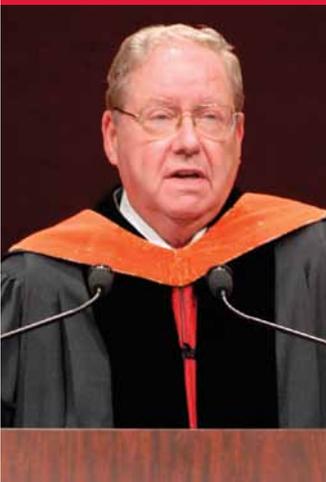
SPRING 2009



BOB CASEY
Associate Dean for External Relations,
Bauer College

"It's all about people and your service to others. A lot of people measure success by material and monetary wealth, but the real winner in life is the one who helps others develop and reach their maximum potential."

FALL 2008



RICHARD WAINERDI
CEO and COO,
Texas Medical Center President

"The most important thing is to change the paradigm. How can you use the skills you learned in your MBA program to provide to those in the future?"

SPRING 2008



FRAN KEETH ('77, MS ACCY '80, JD '88)
Retired CEO,
Shell Chemicals, Inc.

"You can be a leader. A leader is not just a CEO or head of a company. It can be anyone at any level. Let your love of your work and what you do in life define your success and nobody else. It's the positive difference that you make in the lives of others that is the most important part of leadership."

UNDERGRADUATE COMMENCEMENTS

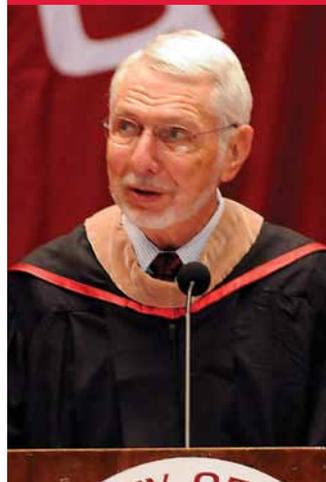
SPRING 2009



JOHN KING ('92)
Partner,
Ernst and Young, LLP

"Learn how other societies work and how others live. Our economy is in every sense global. To do well, it's important to understand how the world works and functions outside our borders."

FALL 2008



MELVYN WOLFF ('53)
Chairman of the Board,
Star Furniture, a Berkshire Hathaway
Company

"In each challenge, there will be a hidden opportunity for those clever enough to find it. When the world looks easy, and everything is on an upswing, it is much harder to unseat the protectors of the status quo. Fresh, innovative ideas carefully implemented will carry the day."

SPRING 2008

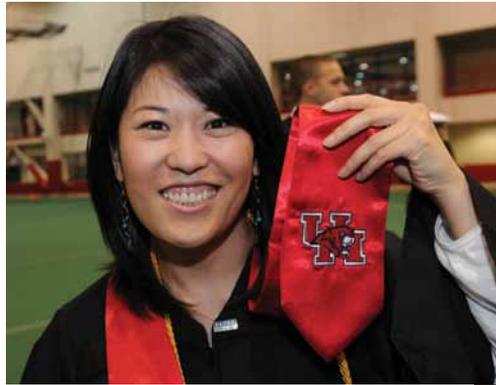


JACK MOORE ('77)
CEO,
Cameron

"It's OK to take risks. One thing all leaders have in common is the lack of fear of failure. If you pursue your dreams, they will become your passions. Great leaders realize that while failure can be contagious, success can be infectious."

BAUER COMMENCEMENT

These smiling students are what it's all about:
Bauer graduates celebrate 2008-2009 commencement.





FACULTY SYMPOSIA

Bauer Hosts Accounting Research Symposium

Academicians from business schools around the nation converged in Melcher Hall in April 2009 for the fourth annual Bauer Accounting Research Symposium. Faculty from the Department of Accountancy & Taxation joined experts from across the country to discuss equity volatility, securities regulation, syndicated loans, corporate accounting management and other topics related to the field.

Presenters included Mary E. Barth from Stanford University Graduate School of Business, Robert Bushman from University of North Carolina Kenan-Flager Business School, Chandra Kanodia from University of Minnesota Carlson School of Management, Paul Zarowin from New York University Leonard N. Stern School of Business and Jerold L. Zimmerman from University of Rochester Simon Graduate School of Business.



Department Chair Gerald Lobo, Bushman, Zimmerman, Kanodia, Barth, Zarowin, and Bauer Endowed Chair of Accounting K. (Shiva) Sivaramakrishnan.

Recruiters Discuss Importance of Supply Chain Management

The Supply Chain Management Career Panel in 2009 brought accomplished speakers from leading companies in Houston to answer questions and discuss prominent topics in the world of supply chain management.

The panel included Mary Atkinson ('66), Supply Manager for Schlumberger; Carmina Del Fonso, General Manager for Excel; and Judy Vicknair, Global Procurement Manager for the International Production Operations of Marathon Oil Company.



Leading Economic Experts Discuss Financial Crisis

As worldwide markets fell and consumer spending faltered in fall of '08, Bauer College convened a panel of academic and industry experts to analyze and dissect the government bailout and related issues. Latha Ramchand, Associate Dean of Graduate and Professional programs, moderated a discussion that included (pictured at right) Stuart Turnbull, Chair of Business Leadership and finance professor; Shannon Buggs, Houston Chronicle financial columnist; Richard "Rick" Morales, senior vice president of Woodway Financial Advisors; Arthur D. Warga, Dean, Bauer College; David Stevenson, senior vice president and regional lending manager for Amegy Bank N.A.; Craig Pirrong, Director of Energy Markets for the Global Energy Management Institute and finance professor; and Jeff Ehling, consumer reporter for ABC 13 KTRK.



27th Annual Marketing Doctoral Symposium

Bauer College welcomed doctoral students from leading schools across the country as the host of the 27th Annual Marketing Doctoral Symposium in March 2009.

Doctoral students from schools including Texas A&M University, University of Arizona, University of California Berkley, University of California Los Angeles, Arizona State University, University of Colorado, University of Texas, UT Dallas, University of Southern California and the University of Florida came together at Bauer College to share research ideas and to connect with fellow doctoral students and faculty. The keynote speaker was the Kutz Chair of Marketing at Ohio State University, Greg Allenby.

Ye Hu



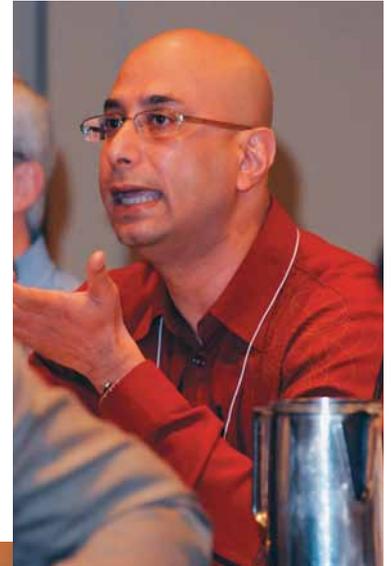
FACULTY SYMPOSIA

Sales Excellence Institute and the Marketing Science Institute Co-sponsor “Selling and Sales Management in Turbulent Times”

“Selling and Sales Management in Turbulent Times,” co-sponsored by Bauer’s Sales Excellence Institute (SEI) and the Marketing Science Institute, brought high-powered sales leaders from business and academia together for dynamic discussion in 2009.

Academic presenters included researchers from Harvard Business School, Pennsylvania State University, Northwestern University and Bauer College. They were joined by a host of well-known business authorities, including renowned researcher and author Robert Cialdini and Martha Rogers of Peppers and Rogers Group. The art of persuasion, customer trust, changing compensation models, and moral hazards were among the topics presented.

Niladri Syam



GREAT SALES KNOWLEDGE (From the left) *Chris Monica, CEVA Logistics; Randy Webb, UH Bauer; Gareth Lewis, Hilti; Eli Jones, Dean of Ourso College of Business, LSU; Bill Smith, 3M; and Ralph Oliva, Institute for the Study of Business Markets, Penn State University.*





UH-Global Energy Management Institute Presents “Energy Trading and Financial Crisis”

“Energy Trading and Financial Crisis,” presented by the UH-Global Energy Management Institute (UH-GEMI), brought energy professionals together for discussions on everything from the changing political landscape to the structuring of emerging markets. Opening speaker Sam Henry, President and CEO of Suez Energy Marketing North America, Inc., was joined by other high-profile energy sector representatives from CME Group, Inc.; NA Gas and Power, BP; and Intercontinental Exchange Holdings Inc. The crowd of more than 150 included bankers, traders, accountants and others who work in the energy sector.

*UH-GEMI Director of Energy Markets
Craig Pirrong*

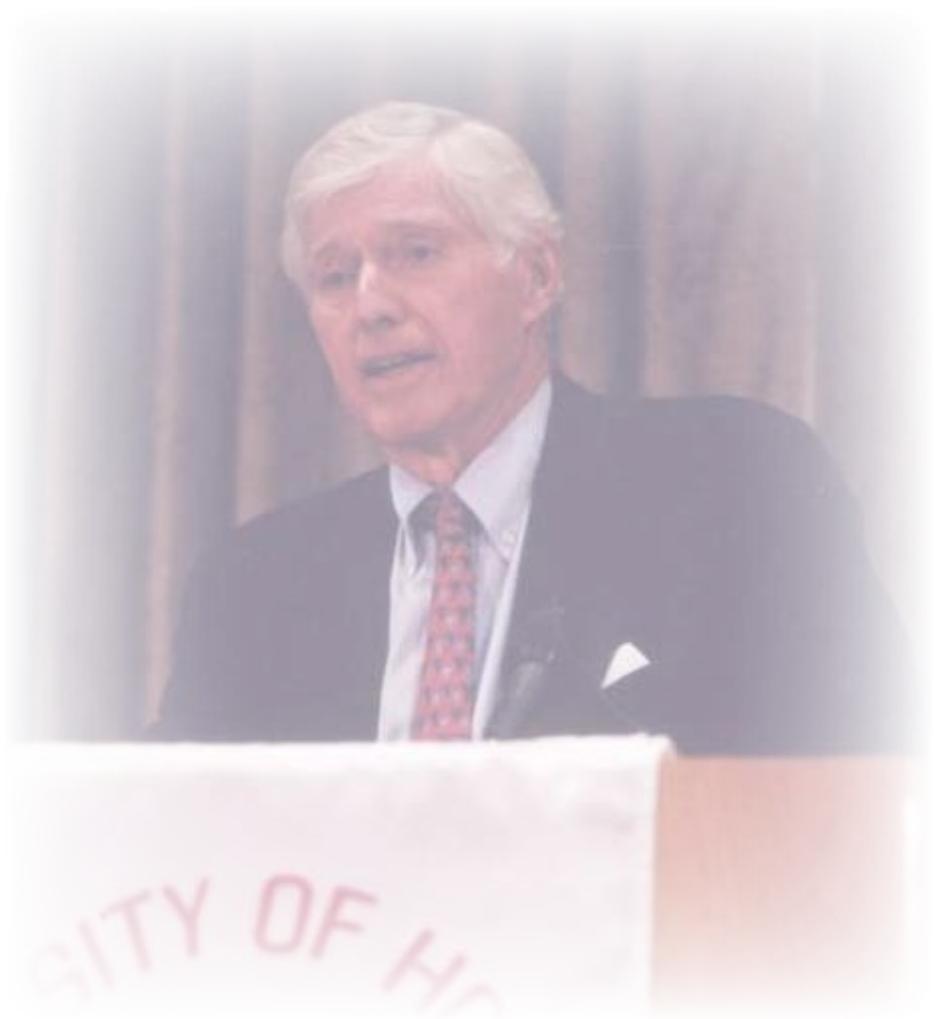


BAUER LEADERSHIP

“If you are bold and eschew the mundane, you can become leaders. So far as I know, we only come this way one time. Give yourself a chance. Meet the challenges. Enjoy the excitement that comes with accomplishment. Pay the price. Allow yourself to dream. Give your dreams a chance to come true.

And when you are firm in your convictions, don't let others tell you it can't be done.”

— Charles T. “Ted” Bauer



When C. T. “Ted” Bauer passed away in 2004, his many friends at UH grieved the loss of a truly great leader. But the amazing gift he was moved to give the College of Business has lived on, continuing to change lives and inspire others.

Just as Bauer College of Business graduates move from one realm to the next when they leave school, the business school at the University of Houston has evolved due to Bauer’s transformational gift.

Bauer faculty endowments led to the recruitment of dozens of new faculty members from some of the nation’s best schools. Scholarship endowments helped to support exceptional undergraduate and graduate students. Bauer’s gift inspired others to support major renovations to Melcher Hall, giving it a striking new corporate ambience. Success at Bauer College has multiplied and is reflected in top rankings and student achievements.

The Ted Bauer Leadership Certificate Program, made possible by generous funding from the Charles T. Bauer Foundation, was begun as a way to guide strong students who understand that a commitment to leadership is central to achieving their dreams. The rigorous program consists of four levels:

- LEVEL ONE** Students are encouraged to develop the foundations for effective leadership by studying ethical business conduct, decision making and communications, and personal strengths.
- LEVEL TWO** Students develop a personal leadership vision statement with the help of executive coaches.
- LEVEL THREE** Students apply their strengths in a group setting of an organization and attend workshops designed to enhance cross-cultural communication.
- LEVEL FOUR** Students give back to the community by being an officer, heading a project or engaging with new Leadership Certificate Program students.

"Without my degree from this university and employing these leadership skills, I would not be speaking to you all today as the president of Administaff...You can go from being a leader in the classroom to being a leader in the boardroom. If I can do it, anyone can."

RICHARD G. RAWSON ('72), Administaff president, Dean's Executive Board chairman

STUDENT LEADERSHIP



Management information systems graduate **Christopher Stamp** ('08) was recognized as the Fall 2008 Outstanding Undergraduate for a strong academic performance while balancing full-time employment and student leadership roles. Stamp served as the vice president of the Management Information Systems Student Organization during his final semester and was inducted into the UH chapter of Phi Kappa Phi Honor Society in 2008.



Chrystal Osborne ('08), a recipient of the 2008 Ted Bauer Leadership Award, was recognized for her work with the National Association of Black Accountants. She was president of the group and part of a NABA team that earned first place in a national case study competition never won before by a public university.



Entrepreneurship junior **Ashley Hurst** was the only representative from Bauer to receive a UH Summer Undergraduate Research Fellowship in 2009, allowing her to work with Clinical Professor Jacqueline Kacen and C. T. Bauer Professor of Marketing Sciences James Hess on a project to study consumer behavior in grocery stores. Using the knowledge she has gained in the Wolff Center for Entrepreneurship, Hurst also plans to launch her own business to help corporations reduce health costs with wellness plans.



Mario Cantu ('08) was recognized with the 2008 Ted Bauer Leadership Award. Cantu served as president of the American Marketing Association and was lauded for his contributions at Presidents' Council meetings and for exhibiting a passion for education that benefited his peers. He was given a custom-made suit from Hector Villareal and Patricia Sturion ('03), owners of upscale men's boutique Lucho, to recognize the achievement.



Finance and marketing graduate **Brian Lopera** ('09) was honored as a leader among leaders as the 2009 recipient of the prestigious Ted Bauer Leadership Award, an accolade given every year during Bauer's Leadership and Ethics Week awards dinner. Lopera served as an officer of the Hispanic Business Student Association, a senator in the UH Student Government Association, and a member of Phi Theta Kappa Alumni Association, Bauer Ambassadors, Phi Kappa Phi, the Bolivian American Student Association and MEADgroup. After graduating from Bauer, he began the Officer Development Program at Amegy Bank.



For entrepreneurship junior **Andrea De La Torre**, the path to a successful career is best navigated with grand jetés, alegrías, flamencos, and chassés. De La Torre is using her passion for dance as the background for her business career, completing all four phases of the Ted Bauer Leadership Certificate Program before launching her own studio, Morena's Dance Academy.

CORPORATE PARTNERS

Corporate and alumni involvement at Bauer is extensive and powerful — from industry sponsored student competitions, to assistance with curriculum development, to donations that fund the expansion of learning space.

An ongoing partnership between the Institute of Internal Auditors Houston office and the Department of Accountancy & Taxation culminated this year with recognition for offering one of the best Internal Auditing Programs in the world. Longtime Accounting supporter Paul Peacock ('81) of PricewaterhouseCoopers also set up a special fund to match PwC employee donations.

Sequent Energy presented a \$25,000 donation to the UH-Global Energy Management Institute made possible by a grant from AGL Resources Private Foundation.

And a partnership with Strategic Financial Group, an agent of MassMutual Financial Group, demonstrated the ways such collaborations benefit students, the community, and business leaders.

MassMutual, along with the Houston Hispanic Chamber of Commerce, provided an opportunity for Bauer MBA students to gain skills as they conducted a research project aimed at assessing the fiscal fitness and knowledge of financial management demonstrated by Houston-area Latino business owners and entrepreneurs. The students worked with Ed Blair, chairman of the Department of Marketing & Entrepreneurship, and Executive Professor Steve Koch.

The study's dramatic findings — that Hispanic business owners lack knowledge about financial products that could help them better succeed — will be put to use as MassMutual launches an initiative to expand knowledge about financial services and products in the Hispanic community.

Strategic Financial also agreed to sponsor the video wall in the lobby area of Melcher Hall, a high visibility focal point which thousands of students pass by each day.

Still another way students benefitted from Bauer's close ties to industry was the exposure to professionals at the top of their fields. Speakers in the past 12 months have included Peter Tumminello, executive vice president of business development and support at Sequent Energy, as well as representatives of Schlumberger, Marathon Oil Company and other major companies.



MBA students who conducted research for a study of the fiscal fitness of Hispanic business owners were recognized at a kickoff event in November. Pictured are (from left) Darren Huit, Executive Professor Steve Koch, Director of Multicultural Marketing at MassMutual Chris Mendoza, Naisargi Atre, Devyani Surir, Olumide (Eddie) Adigun, and Christian Ndomba.



Finance professor Stephen Arbogast, right, stands with Sequent Energy Executive Vice President Peter Tumminello as he hands a \$25,000 check to Dean Arthur Warga and Finance Department Chair Praveen Kumar, executive director of the UH-Global Energy Management Institute (GEMI).



Paul Peacock ('81)



In sponsoring the video news wall at Bauer's Melcher Hall, Strategic Financial Group (SFG) has solidified its strong relationship with the college. From left, shown celebrating the partnership at a gathering in September are John O'Dell, Director of Alumni Development, Bauer College; J.K. McAndrews, President of SFG; Susan Tasson, Recruiting Director for SFG; Dean Arthur Warga, Bauer College.

ALUMNI PARTNERS

Bauer alumni support continues to grow, from established groups like the Golden Cougars or Cougar Lunch Bunch to recent grads eager to give back as soon as (or even before) they enter the work force. Nowhere is alumni influence more strongly felt than in the cultivation and support of students who earn scholarships made possible by generous donations.

Countless hard-working students have been helped through corporate and alumni involvement in the past year. We include two of their stories.

Quyen Le, who earned a Jesse H. Jones Business Leadership Development Scholarship as a freshman, is one of many scholarship recipients who have benefited. Le says she knew it would make a huge difference in the life of her family. "My father and mother both work tirelessly in the seafood and fishing industry and my family has always had financial difficulties," she says. "With this scholarship I

hope to be able to build a better future for all of us and at the same time, accomplish my personal, civic and career goals."

Morgan Pearson, an accounting major, has also benefited from scholarships. Last fall, she received a scholarship from the National Association of Insurance Women. More recently, Pearson was the first student to receive the Danetta English Student Leadership Scholarship. Pearson is secretary of Bauer's National Association for Black Accountants student chapter. "I was ecstatic," says Pearson, who has also worked in the Department of Campus Activities and as a residential advisor on campus. "It's motivating to know that donors are interested in seeing you succeed. I go to the monthly meetings and I'm building relationships with them."



THE COUGAR LUNCH BUNCH is primarily comprised of UH alumni from the '50s and '60s who have been meeting for lunch on a monthly basis for over 30 years. Several members have served on the UH Board of Regents and all have extensively supported their respective colleges, UH Athletics, and the University of Houston.

Scholarship Recipients



Morgan Pearson

Quyen Le

"It's motivating to know donors are interested in seeing you succeed."

Scholarship Donor Recognition Lunch



DONORS

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*Founder, Vesalius Ventures
GOOSE Society*

Michael C. Linn
Chairman and CEO, Linn Energy, LLC

Daniel Steppe
*Executive Director,
Wolff Center for Entrepreneurship*

Dave Warren
President and CEO, Energy Alloys

Ron Wuensch
*Associate Director,
Wolff Center for Entrepreneurship*

ALUMNI ASSOCIATION

Matthew Houston ('02)
*BCAA President, 2008-2009
Southwest Securities, Inc.*

Terri Fiandt (EMBA '97)
*First Vice President
Falcon Gas Storage*

David Flores (MBA '03)
*President, 2009-2010
Greystar*

Maria Koegel (EMBA '06)
BCAA Treasurer

James Hong ('05)
*BCAA Secretary
Mass Mutual Financial Group*

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*BCAA Past President/
Breakfast Chair
Icon Information Consultants*

Trey Wilkinson ('92, MBA '02)
*BCAA Past President
U.S. Trust, Bank of America
Private Wealth Management*

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Sentinel Trust Company, LBA

Sara Florida Blank ('98, '04)
Urban Village Association

Rick Bowen ('89, MBA '91)
*BCAA Past President
Peabody Energy*

Paul Brady ('76, MBA '80)
*Moritza Day ('80)
Westside Initiative
Day West and Associates, Inc.*

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*BCAA Online Auction Chair
Colliers International*

Patrick Gonzales (EMBA '06)
BCAA EMBA Chair

Oscar Gutierrez ('79, EMBA '94)
*BCAA Bauer Champions Chair
World Financial Group*

Karen Hartemink (MBA '04)
Houston China Group

Royce Heslep ('77)
*BCAA Frontier Fiesta Chair
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Andrew Wittich (MBA '03)
*BCAA Select Asset Management
Ted Bauer Golf Tournament Chair
Brock Financial Group*

STUDENT ORGANIZATIONS

Accounting Society

Alpha Kappa Psi

American Marketing Association

APICS – Supply Chain Management

Bauer Ambassadors

Bauer MBA Society (Graduate)

Bauer Pre Law Society

Beta Alpha Psi

Collegiate Entrepreneurs' Organization

Delta Sigma Pi

Energy Association

Finance Association

Gamma Iota Sigma

Hispanic Business Student Association

Internal Audit Student Association

Management Information Systems Student Organization

Masters of Accountancy Network (MANet – Graduate)

MicroFinance Initiative at UH (MS Finance – Graduate)

National Association of Black Accountants

National Association of Women MBAs (Graduate)

Society for Human Resource Management

Society for Marketing Professional Services

Enduring Support: Across Time,



Golden Cougars gathered at the Bauer College Alumni Association annual meeting to share their passion for the university.

Across Oceans



The latest graduates of the Global Energy Executive MBA program traveled from Beijing to Houston to receive their degrees.

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The University of Houston is an EEO/AA institution.



Legendary investor and Berkshire Hathaway chairman Warren Buffett didn't hesitate to show Wolff Center students visiting Omaha, Neb., his pride in the Coogs.



And just in, Cougar Pride is at an all time high after Houston wins over Oklahoma State and Texas Tech. As guest sideline coaches Jeff Allen (BS '72), CEO of Integrity Financial Group, and Gerald McElvy ('75), president of ExxonMobil Foundation, can attest, Coogs are outstanding.