

BAUER COLLEGE OF BUSINESS

UNIVERSITY of HOUSTON

The Ones to Watch

Wolff Center is #1 in Nation



The University of Houston is on track to become a flagship institution in the U.S., in part due to numerous achievements by its various colleges, including a #1 ranking for its undergraduate entrepreneurship program, said community leaders and UH officials at an October ceremony to recognize the achievement.

“One of our goals is to make sure UH gets top tier status,” Harris County Judge **Ed Emmett** said. “We deserve a top tier institution and this is the place for a top tier institution.” Emmett, who received tremendous praise for his leadership during Hurricane Ike, joined an all-star cast saluting the achievement.

He was one of several speakers to laud the University and the C. T. Bauer College of Business at an event to celebrate the college’s Cyvia and Melvyn Wolff Center for Entrepreneurship. WCE earned the top spot as the number one undergraduate entrepreneurship program in the country as ranked by *The Princeton Review* and *Entrepreneur* magazine.



Houston civic and business leaders **Cyvia and Melvyn Wolff** ('53) joined the celebration.

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PHOTO FINISH

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

Photo Finish is published by the Communications Department in the Office of the Dean. For more information, please call 713-743-4609. C. T. Bauer College of Business 334 Melcher Hall Houston, TX 77204-6021 bauer.uh.edu

Experts Weigh In on Market Meltdown



Bauer College convened a panel of academic and industry experts who analyzed and dissected the current financial crisis before an audience of 350 people in October. The panel, moderated by **Latha Ramchand**, Assoc. Dean of Graduate and Professional programs, included (from left) **Stuart Turnbull**, Chair, Business Leadership and Professor of Finance; **Shannon Buggs**, Houston Chronicle financial columnist; **Richard Morales**, SVP, Woodway Financial Advisors; **Arthur Warga**, Bauer College Dean; **David Stevenson**, SVP and Regional Lending Manager, Amegy Bank N.A.; **Craig Pirrong**, Professor of Finance and Global Energy Management Institute Director; and **Jeff Ehling**, ABC 13 KTRK consumer reporter.

Wolf Center #1 *continued from page 1*

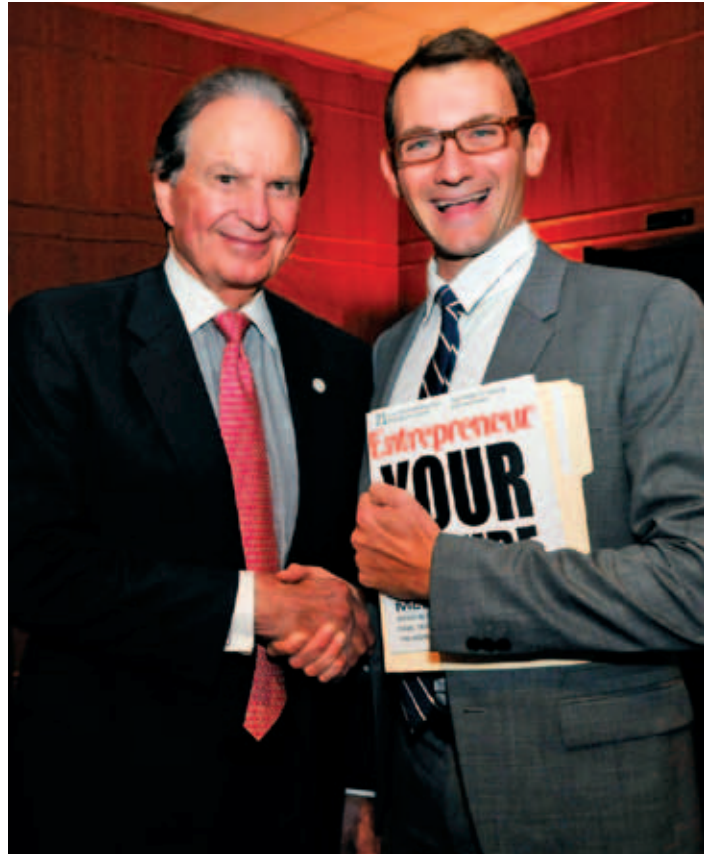
"We were number two for a year and then, bam! We're number one," Bauer Dean **Arthur Warga** said.

Dan Steppe, director of the Wolff Center, credited the support and enthusiasm of students, faculty and Bauer business partners. Warga echoed that recognition, pointing to the leadership of program founder **Bill Sherrill** ('50) and Steppe. Moreover, Warga said significant support from Cyvia and Melvyn Wolff before the program was nationally ranked last year ensured that students will have future opportunities at the University and Bauer.

"We don't teach principles of entrepreneurship, we teach entrepreneurship," said **Melvyn Wolff** (BBA '53), chairman of the board for Star Furniture, a Berkshire-Hathaway company. Wolff said the main reason he and his wife **Cyvia** donated a gift to Bauer that named the program was because of the student body's desire for an education in entrepreneurship. "Here was a diverse student body...all with the serious hunger for learning," Wolff said. "That burning flame can go out if no education and resources are available."

UH System Board of Regents Chairman **Welcome Wilson** said Bauer students and faculty have been instrumental in helping to elevate the University's reputation. "Even if no such thing as a program in entrepreneurship existed when I was a student here, the spirit of entrepreneurship was already present among those early faculty and students alike, and it continues to this day," Wilson said.

Robert Franek, vice president and publisher of *The Princeton Review*, said Bauer students have a "contagious energy and raw moxie" that has helped make the Wolff Center so successful. "I know for a certainty that you are the ones to watch," Franek told students.



UH System Board of Regents Chairman, **Welcome Wilson, Sr.** ('49) greets **Robert Franek**, publisher of *The Princeton Review*.

Recruiters Say Bauer Students Better Prepared for Jobs



Over 2,000 students attended the Fall 2008 Career Fair held by Rockwell Career Center.

Thousands of UH Bauer College students looking for internships and preparing for the job market after graduation met with more than 150 recruiters from the area's leading businesses at the Fall 2008 Career Fair hosted by Rockwell Career Center.

"The difference between Bauer students and other students that we have worked with is that they have a hunger in their pursuit," said **Brandee Houston**, recruiting manager for PricewaterhouseCoopers. "They come very well prepared, and it's easy to see what steps they've taken to market themselves when you are communicating with them."

More than 2,000 companies recruit Bauer students.

Hispanic Business Student Association Wins Chapter of the Year, Tops Groups from 45 Other Colleges



Officers from the Hispanic Business Student Association celebrate after being named Chapter of the Year at the annual National Hispanic Business Association Leadership Conference for the first time since 2002.

The thriving University of Houston chapter of the Hispanic Business Student Association at UH Bauer College of Business was named Chapter of the Year at the annual National Hispanic Business Association Leadership Conference for the first time since 2002. HBSA at Bauer topped chapters from 45 other colleges, including University of Texas at Austin and Texas A&M.

"By winning National Chapter of the Year, members see that hard work does pay off and proves that they are part of a successful organization that does amazing things," HBSA President **Francisco Flores** said. "HBSA has truly developed into an organization based on community and family."

Both Bauer and HBSA strive for success and have similar goals in making their students tomorrow's leaders and executives, Flores added. HBSA has awarded 12 scholarships of \$250 to members. The conference was held in Las Vegas at the Riviera Hotel where 40 top members for the Houston Chapter were able to attend after being awarded scholarships.

"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 HBSA and in their careers," said **John O'Dell** ('70), the chapter's adviser and Director for Alumni Development at Bauer. "HBSA's culture also includes a significant commitment to serve others in the community including inspiring young people to attend college."

HBSA also received honorable mention for the production of a promotional video by member and media production senior **Mindy Vasquez**. The video represented the chapter in leadership, networking and career development.

"The video illustrates who we are and what we are capable of doing," Vasquez said. "HBSA does a lot for its members and the community, and it's an honor to be recognized at the national level."

Students Take Top Honors at National Forensics Competition



UH Bauer students **Blake Gilson** (left) and **Ben Cohen-Kurzrock** credit their Bauer College of Business courses with giving them the extra edge needed to compete and win at the 2008 Vanderbilt University National Invitational Tournament pitting top debate teams from across the country against each other.

Texas Insurance Commissioner Visits Finance Students at UH Bauer



TX Insurance Commissioner **Mike Geeslin** talked to finance students in October about pursuing a career in the insurance industry.

In addition to offering practical coursework and encouraging students to pursue internships, faculty at the UH Bauer College of Business recognize the importance of integrating the real world of business into education. In October, Bauer College welcomed another industry expert as Texas Insurance Commissioner **Mike Geeslin** visited finance students.

Geeslin encouraged students to pursue a career in the insurance industry and spoke about how current events are impacting those already in the field. "The insurance world is in a state of turmoil due to hurricanes, the investment problems and AIG," said finance professor **Dan Jones**, who coordinated the discussion. "The fact that he could and would take his time to visit with this class is indicative of his commitment to his constituency, the people of Texas."

From Doctoral to Undergrad, Student Success Plentiful at UH

At UH Bauer College, exceptional student success sets the college apart from business schools across the country. From stellar academic performance and strong leadership skills to giving back, there is no shortage of student excellence at Bauer.

Ph.D. Candidate Lauded for Minority Research

UH Bauer College was well-represented at the National Black MBA Association annual conference in Washington, D.C. Ph.D. candidate **Demetra Andrews** was honored as one of two winners of the NBMBA's prestigious Fellowship Competition and was awarded \$12,500 for her plan to encourage more collaboration between minority scholars and corporate business leaders.



"There can be mismatched skill sets between corporate entities and university personnel in a community," Andrews said. Her proposal would also "increase the currency" wielded by minority faculty, she said.

ACCY Student Earns Prestigious Scholarship

Tom Chang, a master's in accountancy candidate, was awarded the prestigious Ascend/HSCPA scholarship. Chang was one of three recipients of the annual scholarship and had to compete with graduate students throughout Houston.



"I owe my thanks to Bauer College and the scholarship committee of Ascend," Chang said. "In my future of pursuing accounting excellence, I will strive to make both parties proud."

Student Starts Business, Gives Back to Bauer

Marketing and entrepreneurship senior **Danny Klam** committed to an annual \$1,200 scholarship to be awarded to a first year student in the Cyvia and Melvyn Wolff Center for Entrepreneurship program before he received his own diploma.



"Being No. 1 is a monumental step not only for WCE students, but for Bauer College to be the premier business school in the fourth largest city in the nation," Klam said. Klam, co-owner of Simply Splendid Donuts & Ice Cream (www.ssdonuts.com), is one of several WCE students who also operate and own businesses.

Bauer Puts Global Emphasis on Pressing Issues, Topics

Succeeding in a global environment is an important part of being effective in the workplace. This fall, UH Bauer College, faculty and staff gave students real-world business experience by giving them outlets to experts and experienced professionals in all areas of business.

Examining Energy Independence

With politics and the economy on the minds of nearly everyone in the country, Bauer College brought in **Jay Hakes**, who served as assistant to the Secretary of the Interior for the Jimmy Carter administration and is now director of the Jimmy Carter Presidential Library and Museum, to discuss the importance of energy independence, which is the topic of his book *A Declaration of Energy Independence*.

"The fuels that sustain us are the fuels that endanger us," Hakes said. "Many of our energy problems are not new problems; they are regurgitated problems."

The event, held in September, was coordinated by management professor **Tyler Priest**, who is also Director of Global Studies at Bauer College. "This is an expert examination of the practical and relatively painless steps this nation can take to reduce its dependence on foreign energy resources," Priest said.

Living, Learning & Thriving In a Global Workplace

HP solutions consultant **Holly Luong** (BBA '94, MBA '04), ExxonMobil Foundation President **Gerald McElvy** ('75) and Professor **Stephen Zamora** of the UH Law Center focused on the importance of teaching students about the international community to avoid language and cultural barriers in order to promote better business and diplomatic relations in a panel discussion hosted by Director of Global Studies **Tyler Priest**.

"I wish there were more emphasis on the international community," Luong said. "We don't make the effort (to learn foreign languages) because it's not committed."



Professor **Tyler Priest** and alumna **Holly Luong** encourage students to think globally.



If you would like to join Danny in supporting scholarships, please call 713-743-4457.

UH GEMI Director Has Eye on Energy

Craig Pirrong is arguably the country's most sought-after energy markets expert. *The Wall Street Journal*, *The Washington Post*, *The New York Times*, *Fortune* magazine, CBS News, Reuters, *Newsweek* and CNN are among the top media outlets which have relied on Pirrong's expertise.

Q. What kind of impact is the continued development of alternative energy sources likely to have on energy trading?

A. My belief is that the new technology can be important, but the market is the best way to evaluate and encourage the development of these technologies as opposed to government. Some of these great ideas can have unintended consequences. Last year's energy bill supported the production and consumption of ethanol, but no one foresaw the effect it would have on food pricing. It was an example of incomplete analysis leading to a big — and bad — policy decision. I think that should be something of a cautionary tale.

Q. Are there any lingering effects on the energy markets from Hurricane Ike, or has that natural disaster been eclipsed by the current economic crisis?

A. There are lingering effects. Refineries are still not operating at full capacity, though we are most of the way back. Some of the markets most hard hit by the refinery outages — mainly in the Southeast, including Tennessee, Georgia, and western North Carolina — are still not completely back to normal (there were gas shortages in Asheville, NC, when

I recently visited), but are gradually returning to normalcy. But, it is evident that Ike has faded from view in light of the chaos in the financial markets.

Q. What are some of the things that set Bauer College apart as a business school, particularly in relation to energy?

A. We're energy driven and proud of it, as opposed to schools that don't want to take

an industry-centric approach. It is the place to be; Houston is one of the centers of the universe in terms of energy. Bauer has a tremendous concentration of and is a primary developer of human capital relative to energy. We are incredibly lucky to have instructors with industry experience like **Stephen Arbogast**, **Don Bellman** and **Art Smith** — you don't just find those guys on the street even in places like Chicago or New York.



Craig Pirrong, streetwise on energy and markets.

Retailers & Consumers Thinking Green, Marketing Profs Say

Scan the rack of any grocery store in the country, and you're bound to notice that environmentally-friendly products are at the top of the shopping list of many Americans these days. Consumers are more interested than ever in "greening up" their lives, and corporations are responding with affordable organic products in mainstream stores, according to UH Bauer marketing professors **Jill Sundie** and **Rosalind Wyatt**.

Q. How long has the current "green" trend been popular among mass consumers?

A. WYATT AND SUNDIE: This movement has existed to some degree for decades, but particularly within the past two years, there has been a marked increase in large corporation participation and in consumers shopping at specialty stores. This, we believe, is at least in part due to the attention in the press to issues such as global warming. Another issue receiving attention in popular media is food quality and the impact of our diets on health, as reflected in an increasing interest in organic foods. People are increasingly concerned with health outcomes linked to diet. Firms have recognized this demand, and many mainstream grocers now offer lines



Rosalind Wyatt, left, and **Jill Sundie** have noted upturn in green branding.

of organic products, which are often sold at a premium price but are still relatively less expensive than branded organics.

Q. Why do consumers want to appear socially responsible? How do products and shopping help them to do this?

A. Many people's consumption decisions are motivated, in part, by their desire to believe they are fundamentally good and a desire for others to view them favorably. Buying products that reflect the consumer's concern for the future of the planet also conveys that the consumer is caring, responsible and forward-looking

traits that are generally favorably received in social and professional settings.

Q. Do you foresee this need for environmentally-friendly products continuing, or is it just a trend? Are companies changing the way they do business?

A. Green products and environmentally friendly consumption are becoming the norm, and we do not see this pattern of preferences reversing anytime soon. The environmental challenges that underlie these preferences will not likely be solved anytime soon, and we expect that conservation will continue to weigh heavily on people's minds.

Fight or Fall For Your Future



The Office of Undergraduate Business Programs Fall RegFest gave students a sneak peek of the upcoming course schedule and an opportunity to blow off some midterm steam in a jousting ring. Professor **Jamison Day**, left, battled student opponents. Similar events have featured a dunk tank and a pie-eating contest.

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Is the Bauer College in your will?

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For more information, contact
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