Greetings EMBA Alumni,

It's been an exciting month, including the entry of the new lunar year with the Chinese celebration of the Year of the Snake.

Upcoming Alumni Events

*Gain beneficial new connections and reconnect with former classmates. Hope to see you!*

**Thursday, March 7, PowerGrid, 6:30 - 8:30 p.m.**
Rooftop Event Spot, 1000 E. 14th St., Suite 400, Plano, TX 75074
The next PowerGrid will be at the Rooftop Event Spot in downtown Plano. There will be delicious appetizers from Urban Rio.

Your attendance is complimentary, but you must **register** by March 3. Need more info? Contact Courtney Echols at 972-883-5884.

**Friday, March 22, "Delivering Value through Managed Innovation" Panel Discussion, 2:30 - 3:30 p.m.**
Executive Dining Room, JSOM
The UT Dallas Center for Information Technology and Management (CITM) and Kalypso are co-hosting a panel discussion of senior executives on the "innovation architecture" they have used to reliably generate and implement their organization's next great idea.

Panelists include:
- Trey Bradley, Executive VP, Video Supply Chain, Sony
- Ron Brown, CIO of Global R&D, Pepsi
- Daryl Risinger, Senior VP of Product Development, Humana subsidiary Concentra
- George Young, Founding Partner, Kalypso

The event is open to the public. To obtain a free parking pass, RSVP to CITM director Dr. Kelly Slaughter at Kelly.slaughter@utdallas.edu by March 20.

**Saturday, April 27, "Healthcare and the CFO," 3:30 - 5:30 p.m.**
Room 1.508, JSOM
Sharon Ellis, CFO of the Texas Scottish Rite Hospital for Children, will discuss the role of the CFO and the impacts of the changing healthcare environment.

This event is free, but limited to the first 20 alumni. Afterward, we invite all alumni to join us for a happy hour with the Class of 2013 and 2014 in the atrium. Whether you want to join us for the lecture or just the happy hour, please RSVP with Connie Imhof at cimhof@utdallas.edu.
April (TBD) Emerging Women Leaders, 6 - 8:30 p.m.
Executive Dining Room, JSOM
Join us for a real treat - one of our very own alumna, Terri Maxwell (2004), will speak about the new book that she recently co-wrote with classmate Tim Houline (2004). *The New World of Work: From the Cube to the Cloud* (Inspire on Purpose Books, 2013) includes futuristic predictions about the virtual workforce. The game-changing book reveals secrets for attracting the best talent, as well as suggestions for transforming your own career trajectory.

For those who embrace *The New World of Work* comes the opportunity to succeed in a world with "no boundaries, no buildings and no fear." You will be able to buy the book and have Terri personalize it for you.

Saturday, May 4, Special Session! Financial Crisis by Dr. Daniel Arce, 1 - 4 p.m.
Room 1.110, JSOM
Join us for insight into the financial crisis as researched by Dr. Daniel Arce. Dr. Arce is teaching business economics to the Executive MBA Class of 2014. Professor and program head of economics, he is a faculty member in the School of Economic, Political and Policy Sciences at UT Dallas.

Please join us for an enlightening afternoon with Dr. Arce followed by a happy hour with the Class of 2013 and Class of 2014. Please RSVP to Teresa Kruse at tkruse@utdallas.edu.

I'm interested in your suggestions for educational, networking and social events you would like attend in 2013. Please contact me at pamela.fosterbrady@utdallas.edu or 972-883-4235 to share your ideas.

From the Desk of Dr. Springate

Most students in master's degree programs in business schools are no longer enrolled in MBA programs. They are active in more specialized programs, such as Master of Science in Finance, Master of Science in Marketing and Master of Science in Supply Chain Management. Although there have always been specialized degrees in fields such as accounting, the rise of many specialized programs in recent years has been dramatic.

The numbers at UT Dallas are illustrative. Over three-quarters of our graduate master's degree students are in the MS program tracks. While total specialized master's enrollment has grown about 74 percent over five years, MBA enrollment has dropped 22 percent over the same period. Similar changes have occurred in other schools, both domestic and foreign.

I am not alarmed in any way by these changes - obviously, the market is at work here. Neither do I believe that the MBA degree will disappear. It
won't. Having said this, allow me to share some personal thoughts about the changes.

The numbers probably represent more than a desire to hurry through an MS programs - usually shorter than an MBA program - in bad economic times. In my view, what we are seeing is movement on the part of students to get a degree that has a deeper preparation for early jobs open to master's in business graduates. The MS programs allow a much larger number of courses in a specific discipline than do MBA programs. This, in the view of many, makes recent graduates more employable.

The "more factor" also fits in well with faculty preferences in many larger schools. More specialized courses that attract substantial enrollment can be offered.

So, what's not to like? Are there potential disadvantages to taking the route to a more specialized degree? What real advantages does an MBA degree, and specifically an Executive MBA, offer? The answer, I believe, is the breadth and integration of the latter degrees. It is the cross-functional, strategic and integrated aspects of management that MBA programs can and do stress. The need for broad-gauged graduates, especially for those with experience, is not going to go away. As such, the value of an MBA degree should increase in relative terms as the future unfolds.

Class Snapshots

Each month, I'll give you a snapshot of what each class is doing.

The Class of 2013
Ryan Ritsema passed the Springate Cup to a surprised Takashi Nishizaki. Ryan discussed his building blocks for life as "be passionate, be fearless, be honest, be flexible and be friendly" and said he felt that Takashi represents these building blocks. He also passed on the book, The Talent Code: Greatness Isn't Born. It's Grown. Here's How. (Bantam Dell, 2009) by Daniel Coyle.

The Class of 2013 has had the Springate Cup for only a few months, but I have been very impressed with the thoughtfulness that each recipient has put into the person they have forwarded the cup to and the purpose of passing it on. The cup will transition to the Class of 2014 in April.

The Class of 2014
The Class of 2014 is gearing up for its first trip to Washington, D.C. We leave Sunday, March 17 and have several visits planned with the Federal
Trade Commission, Public Affairs Council, the Center for Science, Technology and Policy Analysis; and with representatives of the U.S. Trade Office and European Union.

**Upcoming Recruiting Events**

*Please talk to prospective students and encourage them to join us at upcoming recruiting events. We'd love to have you join us, too.*

Friday, March 1, Texas Legends, 6 p.m.  
Dr. Pepper Arena, 2601 Avenue of the Stars, Frisco, TX

Thursday, March 7, Info Lunch Session, noon  
Brio Restaurant, Allen, TX

Tuesday, March 12, Coffee with the Director, 7 a.m.  
Starbucks, SW Corner of Campbell Road and U.S. 75, Richardson, TX

Saturday, March 16, Info Session, 10:30 a.m.  
Room 1.110, JSOM

Thursday, March 28, Richardson Trade Show, noon - 5 p.m.  
Richardson Civic Center, 411 West Arapaho Road, Suite 102, Richardson, TX

Friday, March 29, Coffee with the Director, 7 a.m.  
Starbucks, SW Corner of Campbell Road and U.S. 75, Richardson, TX

Do you know a talented functional leader who has C-suite potential and would be interested in the EMBA Class of 2015? Please have them contact me at pamela.fosterbrady@utdallas.edu or 972.883.4235 or Connie Imhof at 972.883.5983, cimhof@utdallas.edu for additional information.

**Past Events**

February 1, "2013 Economic Forecast" Lecture and Happy Hour  

February 2, Texas Legends Info Session for Prospective Students  
Dr. Pepper Arena, 2601 Avenue of the Stars, Frisco, TX  
Many thanks to Rich Allen (1994) for joining us to answer questions from prospective students.
February 13, Lunch Info Session in Frisco
One2One Restaurant and Bar, Frisco, TX
Special thanks to Paul Ho (2010) for joining us to answer questions from prospective students.

February 13, PowerGrid at the Perot Museum
2201 North Field Street, Dallas

February 16 Info Session
Many thanks to Cathy Benjamin (2012), James Dowd (2001), Mike Stefko (2012) and Bill Weber (2011) for taking time out of their Saturday to share their EMBA experiences with some prospective students.

February 16 Alumni Lunch
The Info Session group was joined at lunch by several other alumni, including Terri Maxwell (2004), Tim Houlne (2004), Vallalar Sivakolundu (2005), Terri Ellis (2006), Paul Ho (2010), Stephan Mehrholz (2010) and Jen Fox (2012).

EMBA Endowment - Maintaining a Competitive Edge

The 20th anniversary of the EMBA program gives us all a chance to reflect on our successes and the concepts and connections gained through our cohort. As EMBA alumni, this is also an opportunity for us to actively participate in securing similar experiences for future classes.

In celebration of our program's 20th anniversary, the Naveen Jindal School of Management is asking EMBA alumni to consider making a gift to ensure our program’s competitive advantage for future classes. Each EMBA class is being challenged to raise a minimum of $10,000 to establish an Opportunity Fund. These permanently endowed funds will provide unrestricted support directly to the EMBA program in perpetuity. The interest distributions from the EMBA Opportunity Funds will provide the flexible resources required to meet critical needs and take advantage of timely opportunities to further strengthen the program. Our gifts will also count toward the Jindal School's current campaign to raise $50 million, which is part of the University's overall $200 million campaign, Realize the Vision - The Campaign for Tier One & Beyond.

Several alumni have stepped up to connect with their classmates to spearhead a class Opportunity Fund, but we need more help. Special thanks to Mahesh Shetty (1999), David Holmberg (2000), Rosemary Aguillar (2002), Tim Houlne (2004), Terri Maxwell (2004), Kelley

The Office of Development and Alumni Relations is reaching out personally to alumni to ask for their participation. Creating an endowment for our program is important not only for the school but to all of us. Now is our chance to empower the EMBA program with the resources needed to make it even stronger and ensure its place among the nation's best.

To get involved or make a gift, please contact Marcus Baker, Director of Development and Alumni Relations, marcus.baker@utdallas.edu or 972-883-6298.

**UT Dallas Executive MBA Alumni Council**

We've started using social media and posted pictures live from the Perot Museum. "Like us," "follow us," "connect with us," "friend us" - whatever your favorite platform is, stay connected in real time!

[LinkedIn]

Join the UT Dallas Executive MBA Alumni Council group on LinkedIn.

[Facebook]

We now have two ways to connect with EMBA on Facebook. The first is a "group" dedicated to our EMBA alumni that was initially set up by the former "The Arc" and transitioned to the UT Dallas Executive MBA Council. Join the group and track upcoming events and other postings.

The second way to connect is a public EMBA page for prospective students, students, and alumni. We are sharing upcoming events, trip blogs, highlighting professors and also sharing student achievements. "Like" us and stay connected!

[Twitter]

We have begun to putting short posts on Twitter. Connect with us at www.twitter.com/utdemba.

**Websites**

Check out our new official UT Dallas Alumni Connections webpage.

**Congratulations**

*Share your news with us!*

Tim Houlne (2004) and Terri Maxwell (2004) have written a book together, *The New World of Work* (Inspire on Purpose Books, 2013). (Terri is coming to the Emerging Women Leaders event in April to speak...
about it. See "Upcoming Alumni Events," above.) Tim and Terri met in the EMBA program and became friends and business associates. Last year, they collaborated in writing about the virtual work movement, and how it has spawned an entirely new way of working. Dean Pirkul is featured in the book.

Tim and Terri are donating all proceeds from the first 2,000 printed copies to The University of Texas at Dallas, and the UT Dallas bookstore will carry and promote the book at a special rate ($12), 50 percent off the cover price.

Cyndi Banish (2005) was promoted in February to director of project management at HCA’s The Medical Center of Plano.

Jen Fox (2012) recently became the vice president of marketing and community outreach for the nonprofit, Child Care Group.

Kylene Deitemyer (2011) and husband, Todd, are the proud parents of Jack, born on February 12.

I hope to see you soon. Let’s meet for coffee or lunch. Come to campus, attend a recruiting event or join us at an upcoming alumni event.

Best Regards,

Pamela Foster Brady
Director, Executive MBA