MESSAGE FROM THE DEAN

When I wrote you a year ago in the spring, groundbreaking for the JSOM building addition was imminent. Now construction is moving at top speed. We look forward to opening the new facility on time at the start of the fall semester. You can read about construction highlights on page 10 in this issue.

The expansion is a hard-to-miss sign of the Jindal School’s progress, readily visible on campus and to the community. But I also want to make you aware of other impressive signs of progress.

New U.S. News & World Report rankings show the Professional MBA program advanced 16 places this year, tying with the University of Maryland - College Park. The PMBA program now ranks No. 22 overall. It is tied at No. 12 among public universities. Last year, JSOM’s online graduate business programs established a foothold among the best in the nation by earning the No. 9 position in U.S. News’ Best Online Education Program Rankings. This year, the online programs moved up again, to No. 4. It is highly gratifying to me — and I am sure to you as well — that both our Professional MBA and online programs are now among the elite in the nation.

We are also very happy to see the graduate program in innovation and entrepreneurship received national recognition. The United States Association for Small Business and Entrepreneurship has recognized it as a standards-setter by bestowing a 2014 National Model MBA Entrepreneurship Program award on JSOM.

As you all know, we strive to be in the lead when it comes to identifying trends and changes in the business environment, and we make every effort to respond in a timely manner to the resulting demands for education. An example of this is our new master’s degree program in business analytics.

Concurrently, the demands for education have been expanding in a new direction. An example of this is our new master’s degree program in business analytics.

Finally, the annual goal of the Jindal School is to fulfill the mission of the University of Texas at Dallas. The school retains the right to determine the editor and the university. The school retains the right to determine the editor and manner of presenation. The opinions expressed in the materials do not necessarily reflect official university policy.

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few nonprofits can survive without a good fundraiser. These experts are in high demand — and short supply. But a new Executive Certificate in Fundraising program aims to give fundraisers and nonprofit leaders the skills they need to thrive in an increasingly specialized field.

“The Naveen Jindal School of Management’s new Executive Certificate in Fundraising will be an asset for the community by giving fundraisers the tools they need to help their organizations accomplish their missions,” Brent E. Christopher, president and chief executive officer of the Communities Foundation of Texas, says.

Christopher will serve as a guest speaker for the program. The Communities Foundation of Texas, the largest community foundation in Texas, has awarded more than $1.3 billion in grants to charities since 1953.

Program registration opened in February for classes that begin in June.

The program was created by Dr. Kyle Edgington, certificate program director and visiting clinical professor who was formerly assistant dean for development and alumni relations for the Jindal School.

As assistant dean, Edgington secured the naming gift for the then-School of Management. Edgington, who recently served as president of the Big Brothers Big Sisters Lone Star Foundation, also held fundraising positions at Texas Tech University.

Texas has more than 100,000 nonprofits — and the number of organizations increased 41 percent from 1999 to 2009, according to the National Center for Charitable Statistics. That has fueled a growing need for formalized education and training opportunities for fundraisers, Edgington says. He said the Jindal School program is one of a small but growing number that offers an academically based fundraising certificate.

Fundraising jobs often suffer from high occurrences of turnover, Edgington says. He says the certificate program will help address these issues by building fundraisers’ skills and confidence.

The expectations for nonprofits also have changed, with donors seeking more evidence of the impact of their giving, Edgington says.

"Donors want to know, ‘How can my gift make a measurable and sustainable impact?’” Edgington says.

“The new UT Dallas Executive Certificate in Fundraising FILLING A PHILANTHROPIC NEED NEW CERTIFICATE PROGRAM TO TEACH FUNDRAISING FUNDAMENTALS BY KIM HORNER
THE CERTIFICATE CURRICULUM
The four-course certificate program will cover the fundamental theories and emerging models of effective fundraising. The courses are:

• Fundamentals of Fundraising
• Fundraising Methods: Annual Gifts, Major Gifts, and Planned Gifts
• Government, Corporate and Foundation Fundraising
• Planning and Leading the Campaign

For more information about the Executive Certificate in Fundraising, contact Dr. Kyle Edgington at kyle.edgington@utdallas.edu or visit jindal.utdallas.edu/fundraising.

will give fundraising professionals an excellent foundation for building campaigns that resonate with donors and result in increased support,” Susan Hoff, chief strategy and operations officer of the United Way of Metropolitan Dallas, says.

Clint McDonnough, managing partner of the Dallas office of Ernst & Young and a member of the UT Dallas Development Board as well as a number of other nonprofit and civic boards, also says that the fundraising certificate program will fill a growing community need.

“The fundraisers who take the certificate program courses will learn the most effective, research-based strategies and best practices to help their organizations make the biggest possible impact,” says McDonnough, a past campaign chairman for the United Way and past chairman of the Dallas Regional Chamber.

“The courses also will benefit donors, says philanthropist Hunter Hunt.

“Dallas has such a vibrant and growing philanthropic community,” Hunt says. But it is also complex, he says, “and at times it is difficult to navigate through the process of best connecting donors with causes. The fundraising certificate program at UT Dallas will benefit its participants in this area — strengthening the broader community.”

Certification Program Director
Kyle Edgington outlines the certification curriculum to a group of potential students.

CONSULTANTS = COMMUNITY INVOLVEMENT
STUDENTS EXERCISE SKILLS IN COURSES THAT HELP CHARITIES
BY KIM HORNER

Nonprofits usually cannot afford to hire professional consultants.

But dozens of North Texas charities have received high-quality expertise from Naveen Jindal School of Management students — at no cost.

One student consulting team developed grass-roots fundraising ideas for Hope’s Door, a Plano agency that helps victims of family violence. Another beefed up social media for the Wilkinson Center, a Dallas charity that offers a food pantry, after-school classes and other programs.

“It was a unique opportunity to rub shoulders with people who are doing work in the community that is important and is making a physical and tangible difference,” says Josh Runnels, who worked on the Hope’s Door consulting project. “We really got to practice some of what we learned.”

Runnels graduated from JSOM’s Full-Time MBA program in December. He now has a job in the nonprofit sector as director of field relations at Irving-based Mothers Against Drunk Driving.

In all, Jindal School students completed eight projects during the fall 2013 semester through a pilot program, a JSOM initiative to increase students’ level of community involvement. The school worked with the United Way of Metropolitan Dallas, which asked its partner agencies to submit applications for the students’ assistance.

Half the students worked on projects as part of a new community volunteer consulting course taught by Dr. Diane McNulty, associate dean for external affairs and corporate development, and Robert (Bob) Wright, senior lecturer. The other half were enrolled in the fall section of a social entrepreneurship course that Wright has taught for five years. The pilot program was modeled on projects that students completed for that class.

After finishing their projects, many students have continued to volunteer for charities, Wright says. He adds that at least two former students now serve as chairman of the board of directors for the organizations they helped through their consulting projects.

“If we can continue that kind of involvement, it’s a real testimony to the strength of the program,” Wright says.

The management volunteer consulting program provides students with an opportunity to use skills they learn at the Jindal School to make significant contributions to the nonprofit community,

“Are we proud of the students’ creative and dedicated work providing North Texas nonprofits with new ideas,” McNulty says. “These projects make a lasting impression not only on the agencies but on decisions students make in the future.”

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Dr. Kyle Edgington outlines the Certificate Program Director’s vision for the upcoming academic year.

UT Dallas | Spring 2014
me to this organization, I and several others were holding loaded plates at a Dallas buffet. It was difficult to think about kids who might not eat if we didn’t help provide for them.”

“The Dallas chapter of Food for Education raises funds primarily through an annual gala, where contributors receive updates on how the organization is helping change children’s lives. It also regularly notifies members and contributors regarding other ways to give.

“The Jindal School has been very supportive of our efforts,” Rao says. “They always buy a table, with usually between 15 to 25 faculty attending. Our Dean Hasans Pitval and [Associate Dean] Diane McNulty have provided us unwavering support. They have been very gracious, generous and encouraging.”

Akshaya Pātra’s success can be attributed to its high technology-intensive kitchens and sophisticated distribution system, Mookerjee says. Nineteen centralized kitchens produce healthy meals reflective of various Indian regions’ diverse cultures and appetites. Specially equipped trucks then distribute these meals up to a 150-mile radius daily, she says.

“The kitchens have been a case study for supply chain models,” Mookerjee says. “Most of us have been to India and seen the operation. I’ve tasted the food. It’s very good.”

In addition to helping overseas, the Dallas chapter helps feed disadvantaged people here at home, with many of its members volunteering at the North Texas Food Bank and other local organizations.

“We are interested in bringing our participation and enthusiasm not only to those in India, but to local organizations that feed poor people and children,” Rao says.

**FOOD FOR THE NEEDY**

**A JSOM DEAN HAS LED A VACANT-LOT LUNCH BRIGADE FOR MORE THAN 20 YEARS.**

**BY DONNA STEPH BIAN | PHOTOGRAPHY BY JOHN FOWLER**

Very Saturday morning, Gerald (Jerry) and Bette Hoag load their car with fried chicken dinners with all the trimmings — potato and macaroni salads, bread, desserts and bags of oranges — and head to Dallas’ Fair Park area, where 50 to 100 homeless and needy individuals and families are lined up, waiting.

Hoag, associate dean of executive education in the Naveen Jindal School of Management, and his wife, Bette, have been serving Saturday lunch to a grateful crowd for more than 20 years.

“We don’t ask questions. We feed them a meal and pray with them. Whoever shows up gets fed. They know they can count on a hot meal every Saturday, whether rain or shine, holiday or not,” Hoag said. “We also often take clothing and blankets, and toys for the kids. At Christmas, we wrap up hundreds of gifts to hand out. On holidays, we change up the menu and make it special.”

The program — which has no formal name — was started in the early 1990s. A retired truck driver named Opal Phillips cooked out of her home and took food to the homeless in the East Dallas neighborhood. When the Hoags learned of the humble effort, they agreed to help. The couple met Opal each Saturday for the next decade, and when Opal suffered a heart attack around 2000, the Hoags jumped in to make sure the food kept flowing.

“For a while we went to different restaurants and picked up food that was still good but about to be thrown out,” Hoag says. “Then we tried doing the cooking ourselves, but that didn’t last long. Eventually, we decided buying it already prepared from a grocery store was the best way to go.”

Friends often pitch in, bringing additional food and sunshines, and volunteering to serve. Several former UT Dallas students now have been regulars for years, Hoag says. By 2006, the Knights and Dames of Malta, a Catholic organization of which the Hoags are members, stepped up to lend a hand too.

“That really helped us a lot, having that organization take some responsibility both financially and by providing volunteers,” Hoag says. “We were spending from about $125 to $150 per week, so having them help made a big difference. It also was fun, having a regular group of people with us. In previous years we were never really sure who would show up to help.”

For the Hoags, assisting others less fortunately has been equally gratifying. “You get to know them. They are people too, and they all have a story.” I’m a firm believer that programs to help people should be local and personal, not government funded. People need to help people directly.”

Jerry Hoag (center) mans the serving line at the weekly lunch he has helped provide the homeless and needy since the early 1990s.

Meals are routinely substantial and come with all the trimmings for waiting diners, who typically number between 50 and 100.
GAINING BY GIVING
NONPROFIT INVOLVEMENT HAS CULTIVATED STUDENT SKILLS, CAREERS AND COMMITMENTS.
BY ERIC BUTTERMAN

When Julie Haworth, director of the Jindal School’s undergraduate program in marketing, decided to have students in her Product and Brand Management class test their skills at nonprofits, she had no idea the impact it would have. But the results over the past three years have led to ongoing community service and student growth.

“Nonprofits have unique challenges within their budgets,” she says, “so there was an opportunity for students to learn to ongoing community service and student growth. But the results over the past three years have led to ongoing community service and student growth.

“Nonprofits have unique challenges within their budgets,” she says, “so there was an opportunity for students to learn...and even crafted some of our communications. He also went out into our community and repped our organization. We pulled him in to everything we do — he saw how budgets work, how the HR side works. We even brought him in January to our staff retreat.”

“I was able to take what I learned in class and see it be applied in the real world,” Dhanani, a December 2013 undergraduate now enrolled in the Professional MBA program, says. “We talked about differentation in class, and I saw that in the Santa Run, that My Possibilities did — as opposed to a normal run for charity with T-shirts they created excitement with thousands of people in Santa suits. It was amazing.”

And Dhanani came away with more than a résumé builder — he became a believer. “I’m still working with them now that my internship is over,” he says. “After seeing what they do, I really wanted to be a part of their mission.”

But Haworth has seen many success stories. Recent graduate Ana Santellana, BS 2013 (see Alumni Notes on page 37), got digital marketing experience at Volunteers of America.

“The CEO of that organization was very impressed by her skills, and now she works for 7-Eleven doing social media,” Haworth says.

Thomas is quick to say that he would hire Dhanani if the funding was there. “I hope we prepared him for his first career by throwing him into the fire,” he says. “It just shows how an organization can benefit from enthusiastic energetic students.”

ACCOUNTING STUDENTS CONTRIBUTE TO CULTURAL COLLABORATION
BY ERIC BUTTERMAN

A
ccounting Senior Lecturer Mary Beth Goodrich was looking for a way for students to achieve Accounting Information Systems (AIS) class objectives and gain career-relevant experience. Goodrich reflected on how she gained immensely from the 2½ years she spent in China and the many international students at UT Dallas.

A new nonprofit, Chinese & American Culture Connect, approached Goodrich. The organization was facing startup challenges, including implementing accounting processes. So Goodrich’s AIS students began to provide solutions, building their skills and résumés in the process.

Students have worked on the chart of accounts, evaluating accounting information systems, evaluating processes and controls for accepting donations, and administering seminars, inventory and purchasing.

“They have a chance to set the tone of the startups for years to come,” Goodrich says. “Students…application of concepts in this class allows them to see the impact of what they are learning.”

Chinese & American Culture Connect (facebook.com/ChineseAmericanCultureConnect) works to share language and culture, and to increase understanding between Americans and people of Chinese and Taiwanese heritage. President Andrea Wills says the group feels fortunate to have partnered with the AIS class, and because UT Dallas “has many international students that our mission really resonates with,” the nonprofit looks forward to offering them friendly, collaborative environments.

“The Chinese students in my AIS class surprised the non-Chinese students, my TA and me with Chinese New Year gifts and an explanation of this holiday and its importance to them,” Mary Beth Goodrich (center) says. She adds that the students putting their hands in a cupped position is a traditional way to wish people a happy new year.
The Naveen Jindal School of Management’s new addition remains on track for its September grand opening. Completion will come 14 months after the start of construction last July. At 108,000 square feet, the new structure will be more than half again as large as the existing building. It measures 204,000 square feet.

The four-story addition “topped out” February 10, and in a traditional ceremony acknowledging the structure, a crane hoisted an evergreen tree to the top of the building.

"One of the things you’ll see as you walk in, is how we’ve provided a lot of space [where students] can come together to work on projects, or for informal learning, whether in the café or in the courtyard space right outside the café," she says, referring to a planned on-site café. "So, it gives students a lot of choices."

Besides the sales lab where sales students can rehearse and get feedback on presentations, rooms will be available for studying and for group-project work. And, for employment opportunities, Nayak says, there will be a recruiters’ lounge "with interview rooms, to ensure that all students get placed in good jobs and internships."

JSOM’s Career Management Center plans to move into the new facility, which also will feature student lounges, meeting spaces, tutoring areas and a stock-trading room. PhD students, as well as faculty and staff, are slated to have offices, and executive education students will gain three classrooms, a lounge and a break room.

As for the exterior, 7,000 cubic yards of concrete have been placed from the foundation to the top, says Senior Project Manager David Fisk of the Beck Group, the general contractor. Concrete provided the filling for one drilled pier after another — 108 in all — each forming an individual column and all of them supporting the entire structure.

The existing school and the addition will be connected by walkways on the first and second floors — the most public parts of the facility — and will share a continuous corridor that will loop around the entirety of the two buildings, giving the impression of one large space. Like its counterpart, the third floor of the new structure will house faculty offices. On that level, a unique open-air walkway between the two structures will permit faculty members to travel back and forth.

From design to construction, every step of the JSOM addition has been taken with conservation, health of its occupants and sustainability in mind, says project manager Fisk, all with the goal of achieving LEED (Leadership in Energy and Environmental Design) certification.

"Leather concrete, residual steel, not to mention wood and sheetrock scraps, are all recycled," Fisk says. "We really try to make sure we’re looking at everything we generate and try to find a home that isn’t a landfill."

"This is a part of being sustainable, allowing the building to grow with changing times, changing programs and changing student needs."

"Aesthetically, "we planned for the main common spaces on the first floor of the building to be a two-story volume with abundant daylight," Nayak says. "A large wood-framed continuous window on one side opens this space visually to the landscaped courtyard outside."

With a grand staircase in the center, Nayak says the commons is "the heart of the building."

A glass sculpture by Dallas artist Jim Bowman (see Glass Artist to Create Signature Piece for JSOM Collection on page 13) will be installed in the commons. The building otherwise “has a very neutral palette that will be a good backdrop for bold, colorful art to be placed to create interest," Nayak says.

Her design emphasizes collaborative spaces at the first and second levels, both inside and outside. “One of the things you’ll see as you walk in, is how we’ve provided a lot of space [where students] can come together to work on projects, or for informal learning, whether in the café or in the courtyard space right outside the café,” she says, referring to a planned on-site café. “So, it gives students a lot of choices.”

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Fisk points to the building’s eventual exterior as further proof of its greenness, saying that not only will it be “a very handsome building,” architecturally, but it will feature several types of stone — each cut in distinct fashion — obtained from nearby Texas quarries, which helped keep shipping costs down. The facility’s windows will make their own LEED statement because of energy efficiency, Fisk says, as well as add to the building’s good looks. “There will be what we call ‘punched windows,’ which are individual windows that will occur in what might look like a random pattern, but it creates an interesting effect.”

Nayak says that all involved with the project appreciated JSOM Dean Hasan Pirkul’s aspirations and did all they could to deliver his dream, despite budget constraints. “The dean consistently said he wanted a handsome building, a building that would have a presence on the ground, and he wanted something that would look sophisticated and finished, like a school of management graduate would look.”

John Fowler’s photos, those included here and more, make up Construction of a Management Building, an exhibit that was part of Aesthetics Impressions of Management, an April 26 celebration (see Art and Business Meet at Special Event on page 12) in the Jindal School.

jsom addition designed with students in mind
efficiency, sustainability and aesthetics addressed, too
by mia squilla pavelle

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the four-story addition “topped out” february 10, and in a traditional
ceremony acknowledging the structure had reached its maximum height and
interior construction could begin, a crane hoisted an evergreen tree to the
top of the building.

the $25 million project exemplifies the efficient use of space, sustainability
and the importance of sticking to a budget, says principal architect Vandana
Nayak. she works for the Plano, texas-based architectural firm, SPFV Group,
which partnered with Boston’s Goody Clancy in designing the new facility.

student needs — as well as the university’s goal to become a tier one
research institution — were driving forces behind much of the design,
Nayak says. the addition was also a response, she says, to what the students
were saying was missing from the existing facility, which opened in 2003.

one missing element was informal learning spaces. “flexibility of these
spaces and having a structure that will allow them to change in the future
is very important, so the building isn’t obsolete as we go along,” Nayak says.

“This is a part of being sustainable, allowing the building to grow with
changing times, changing programs and changing student needs.”

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The relationship between business and art was the focal point of Artistic Impressions of Management, a special event in the Naveen Jindal School of Management April 26. The event celebrated art as a catalyst for ingenuity and entrepreneurship — key factors in business success. And the evening served as a fundraiser for the new Jindal Art Collection.

Prominent local artists attended, and displays of their works were a highlight of the evening. Thanks to alumni and friends, JSOM’s new collection will help provide a cultural experience for students as they receive a world-class business education.

Distinguished alumnus and longtime JSOM benefactor H. Ronald (Ron) Nash, MS 1979, and his wife, Susan, served as honorary chairmen of the evening. Jacqueline Anderson, art consultant, president of JBA Art Solutions and wife of Dallas Museum of Art Director Maxwell Anderson, served as honorary chairmen of the evening. Jacqueline Anderson, an exhibit of photoography by John Fowler (jmfowler Bowmanglass.com) is creating a commissioned glass sculpture constructed of blown glass and fused glass components supported by a welded steel armature that will be a dynamic, colorful focal point in the Jindal School’s new addition. Renderings, models and some components of the work-in-progress were on display. (See Glass Artist to Create Signature Piece for JSOM Collection on page 13.) CORPORATE ART SHOWCASE: Several pieces representing the products, services and cultures of companies that call the Metroplex home, including AT&T, Denbury Resources, Inc.; Dr Pepper Snapple Group Inc.; Ebby Halliday Realtors, Frito-Lay, Haynes and Boone, LLC, The Home Depot, Mary Kay Inc., Reclaimed Textiles, and the Sherwin-Williams Company. A preliminary model of the sculpture Dallas gallery director John Fowler (jmfowler photography.com) documenting the creation of the school’s 2013-2014 expansion (see JSOM Addition Designed With Students in Mind on page 10), and the winning entries of the Jindal School Business Photo Competition.

Below left: A preliminary model of the sculpture Dallas glass artist Jim Bowman is creating for the Jindal School is on display in his studio. Above right: A piece of blown glass in the making (top) as Jim Bowman puts his talents to work.

Other exhibits were:

**SELECTED WORKS OF JIM BOWMAN** Dallas artist Jim Bowman (bowmanglass.com) is creating a commissioned glass sculpture constructed of blown glass and fused glass components supported by a welded steel armature that will be a dynamic, colorful focal point in the Jindal School’s new addition. Renderings, models and some components of the work-in-progress were on display. (See Glass Artist to Create Signature Piece for JSOM Collection on page 13.)

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**THE GLAMOR AGE OF FLIGHT:** On loan from the UT Dallas McDermott Library Special Collections, this exhibit provided a look at the history of the aeroplane.
Continued from page 12

time, and Dallas, with its vibrant street art movement, making for an art-filled environment. But when it comes to jobs, the city is facing challenges. The unemployment rate in Dallas-Fort Worth-Arlington, Texas, metropolitan area is 6.6%, compared to the national rate of 5.8%. The employment rate in Dallas is 93.4%, compared to 94.6% nationally. Despite these numbers, Dallas is still attracting young professionals who are looking for opportunities in the fields of arts, technology, education, and healthcare.

Arts organizations play a crucial role in the cultural and economic development of Dallas. The Dallas Museum of Art, the Dallas Contemporary, and the Crow Collection of Asian Art are notable examples. These institutions not only provide opportunities for artists but also contribute to the local economy by attracting visitors, sponsoring events, and offering educational programs.

One way that arts organizations are adapting to the economic downturn is by offering online resources and virtual exhibitions. The Dallas Museum of Art, for instance, has launched a virtual tour of its permanent collection, allowing visitors to explore the galleries from the comfort of their homes.

Another strategy is to collaborate with local businesses and institutions. The Dallas Museum of Art has partnered with the Dallas Symphony Orchestra to create a series of concerts that feature live performances and art talks. These events attract a diverse audience and help support both the museum and the orchestra.

Despite the challenges, the Dallas arts community is resilient and continues to thrive. The city’s commitment to arts education and creativity is evident in the numerous programs and initiatives that are designed to support emerging artists and cultivate a love for the arts among Dallas residents. As Dallas continues to evolve, the arts community will play a significant role in shaping the city’s cultural landscape and economic growth.
The heart
THE ART OF JSOM

research. We’ve had people who are interior designers and decorators looking at pictures of Braniff terminals. Oelkrug.

Braniff’s in-your-face ad campaigns, high-spirited, aggressive approach to customer service and revolutionary marketing apparatus made it a force to be reckoned with, indeed, a case study in the use of art as a driver of business, reason enough for any curious JSOM student to venture over to McDermott Library, and on April 26 at least, Braniff’s presence lives.” G Glamour Age of Flight” and Braniff’s once ubiquitous advertising presence came and went, the victim of deregulation, rising fuel costs and dwindling cash flow. But its presence lives on at the McDermott Library, and on April 26 at least, Braniff enjoyed a resurgent moment in the JSOM. 

But like the Gilded Age and the Golden Age before it, the “Glamour Age of Flight” and Braniff’s once ubiquitous advertising presence came and went, the victim of deregulation, rising fuel costs and dwindling cash flow. But its presence lives on at the McDermott Library, and on April 26 at least, Braniff enjoyed a resurgent moment in the JSOM.

The $101,000 raised at the 2013 Jindal School of Management Scholarship Breakfast has been awarded in 40 scholarships to JSOM students this spring semester. Since it began in 2009, the annual breakfast event has generated more than $400,000 and funded nearly 200 new scholarship awards. JSOM alumnus and keynote speaker Charles (Chuck) Davidson told the more than 300 participants in attendance at the November 19 event at the Dallas Westin Galleria that the current energy boom can help the nation achieve something once thought impossible: energy independence. “In my view, the United States is more energy secure today than it has been in many, many decades,” Davidson, chairman and CEO of Houston-based Noble Energy, said. “The United States could become energy independent very quickly.” Davidson said the current energy boom stems from technology that has “unlocked huge resources in this country.” “It truly is transformative,” Davidson said. “It has changed energy in America. I can’t be more excited about what it means for our country and for all the people in this country.” Davidson, MS 1980, his wife, Nancy Gundy Davidson, BS 1980, longtime Jindal School supporter, visited with students in the Davidson Management Honors Program after the breakfast. The program was named in honor of the couple in 2011 when they joined Naveen Jindal, fast. The program was named in honor of the couple in 2011 when they joined Naveen Jindal, MBA 1992, in a joint $30 million gift that also resulted in the naming of the Jindal School. The Davidsoms made the first major alumni donation in 2001 toward construction of the building that now houses the school. They also have designated gifts in support of the faculty, resulting in four Davidson Chairs.

As presenting sponsor, telecom company and longtime Jindal School supporter Ericsson Inc. took the lead among the 26 event sponsors in making a generous donation. Dean Pirkul (far left) and UT Dallas President Daniel (far right) accepted the presentation check from Tracy McShane Wilson (second from left), Ericsson’s director of talent acquisition, and Gunjan Aggarwal, vice president of human resources for Ericsson’s North American region and a JSOM Advisory Council member.
MANUFACTURING EXPERT SEES SERU COMING TO THE U.S.

By Glenda Vosburgh

Manufacturing is a key driver of the U.S. economy, but American manufacturers have sometimes struggled to keep pace with their global counterparts.

Those looking to improve their competitive edge could benefit from research done by Dr. Kathryn E. Stecke, Ashbel Smith Professor of Operations Management in the Naveen Jindal School of Management, an internationally recognized scholar in flexible manufacturing.

Stecke has spoken about seru almost exclusively for the past two years, at universities and conferences in the United States and around the world. “Seru started and is mostly used in electronics production, but it certainly is appropriate for other types of manufacturing,” she says. While it is not currently known — or therefore used — in the U.S., she believes it is probable that it will be in the future.

Seru is a more efficient and productive way of making certain types of products, she says, resulting in an increased production output that requires fewer people. “An Implementation Framework for Seru Production,” a study published in the January issue of International Transactions in Operational Research (Vol. 21, No. 1, pages 1-19) that Stecke co-authored with ChenGuang Liu and Jie Lian of Xi’an University of Technology in China and Yong Yin of Yamaguchi University in Japan, provides practical guidance for creating a seru system.

A guidance study Stecke did on supply-chain risk issues, “Sources of Supply Chain Disruptions, Factors that Breed Vulnerability, and Mitigating Strategies,” was co-authored with Dr. Sanjay Kumar of Pennsylvania State University – Erie. The work appeared in a special issue of the Journal of Marketing Channels (2009, Vol. 16, Issue 3, pages 190-226) devoted to managing risks and disruptions in global supply chains. One of the journal’s most-read and oft-cited works, the study provides steps that can be taken to prevent disorder and interruptions due to calamities such as floods, earthquakes and fires, as well as manmade catastrophes, such as terrorist attacks, train derailments and sabotage of infrastructure.

Another area of research that interests Stecke is operations/marketing interface — the relationship of the marketing side of a business, which creates customer demand, and the operations management side, which is the supply and fulfillment side. That relationship — whether in conflict or in sync — can affect a company’s success.

Stecke’s significant scholarly productivity and ongoing involvement in professional groups has led to many awards and recognitions. Last year, the Institute for Operations Research and the Management Sciences (INFORMS) gave her its Women in Operations Research and Management Sciences (WORMS) Award for the Advancement of Women in OR/MS. The WORMS Award each year recognizes a professor who has helped promote the professional development and recognition of women in the OR/MS field within their own institutions and professional organizations.

Stecke has been an active member of INFORMS, the largest professional society worldwide for professionals in the field, since her days as a graduate student. She has chaired national and international INFORMS meetings, twice served on the institute’s board and was elected an INFORMS fellow in 2009.

She also has served on the board of directors of the Productions and Operations Management society, which recently re-elected her. Early this year, Stecke was named guest professor of Northwes tern Polytechnical University in China. Past international appointments have taken her to Australia, France, Germany, Hong Kong, Hungary, Italy and the Netherlands.

Purdue University, where Stecke earned two master’s degrees and a PhD in industrial engineering, named her one of its 2014 Distinguished Women Scholars at a ceremony in early March.

Her body of work shows why this and so many other honors have come her way. Stecke is widely considered the U.S. expert on the Seru Production System, a work-cell-based manufacturing structure created in 1992 by Sony in Japan. Unlike traditional production lines, serus (production cells), are comprised of equipment and one or several multiskilled workers who produce one or more types of parts.

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Above: Kathryn E. Stecke (left), Ashbel Smith Professor of Operations Management, being recognized March 7 as a Purdue University 2014 Distinguished Woman Scholar

Right: Dr. Stecke often uses her expertise to mentor PhD students during the dissertation process.
THREE ALUMNI ADD THEIR EXPERTISE TO COUNCIL

Brad McCleary brings 20 years of information technology experience to the council, particularly in the areas of operations, sales and finance. He is vice president in the application services practice of Capgemini America Inc., the U.S. arm of one of the world’s largest providers of consulting, technology and outsourcing services. McCleary is responsible for the firm’s go-to-market strategy for the energy, utilities and chemicals sector. A 2001 Jindal School MBA alumnus, McCleary previously served as a strategic planning director at Blockbuster Inc. and a management consultant with Accenture LLP. He joined Capgemini in 2004 and initially was responsible for the transition of the large Texas Utilities (TXU) account.

“The company views UT Dallas as a fantastic resource for providing exceptional students with high-tech skills that immediately can be leveraged for the clients we serve,” he says. “One of my key objectives is to continually increase the population of UTD students hired at Capgemini. As a long-term resident of Richardson, I also feel a strong civic responsibility to continue raising awareness of the university in the corporate environment.”

Pat McCown, a partner and practice leader at Grant Thornton LLP, one of the nation’s most well-known accounting organizations, brings more than 20 years’ experience in multi-state tax planning, audit defense, refunds and consulting. A 1991 JSOM undergraduate alumnus, McCown joined Grant Thornton in 2012 after serving in various positions with both public accounting firms, and private and public corporations.

“As a CPA and tax consultant for 22 years, I have had the pleasure to see an incredible array of business enterprises representing almost every industry and every size company,” McCown says. “From this experience, I have gained insight into how good organizations operate, why some organizations fail and what outstanding leadership looks like. This is the kind of insight I can bring to UTD and the council.”

McCown also hopes to help with student recruitment, as one of his primary roles at Grant Thornton is to “see to the recruitment, growth and development of our people,” he says. Already, McCown is giving back to his alma mater. At a recent JSOM council meeting, after listening to an update on the $99,000 raised at the school’s annual Scholarship Breakfast last November, McCown decided it was “the perfect opportunity to step up.” He added another $1,000 to the total, and Grant Thornton matched his contribution. As a result, “we were able to award a very deserving accounting student a $2,000 scholarship,” he says.

Andrea Nicholas, is a managing partner at OptimizePM, a project management consulting, staffing and training firm. For more than two decades, she has been assisting Fortune 1000 organizations in achieving competitive advantages in the marketplace through analyzing and strengthening their project management strategies and systems. Her specialties include strategic project investing, project management talent acquisition and development, mergers and acquisitions integration and project/program/PMO consulting.

Nicholas also is a published author and sought-after speaker at corporate development programs, national seminars and management societies’ events. She earned her BA in interdisciplinary studies from UT Dallas in 1989 and an MBA from the University of Dallas.

“An exciting time for Dallas, and I think UTD is ideally positioned to be both an ambassador to the global business community showcasing North Texas’ diverse economic base and talent pool, and a steward to the next generation of our business leaders,” Nicholas says. “I am eager to be a part of providing the type of guidance that students need and employers demand in my role on the council.”

By Donna Steph Rian

THREE NEW MEMBERS recently have joined the Naveen Jindal School of Management Advisory Council, a group of corporate executives, experts and leaders from the Dallas-Fort Worth business community who play a vital role in the school’s expansion, development and achievement. The council also provides important leadership in strengthening and enhancing school programs and goals.

Brad McCleary

Pat McCown

Andrew Nicholas

Dr. Sydney Smith Hicks (left) with Dean Hasan Pirkul

Sydney Smith Hicks knows firsthand how difficult launching a career in academia can be. After earning her PhD in economics from Washington University in St. Louis, she became an assistant professor.

“I know on a personal level how difficult it is to do your research and to become an excellent faculty member,” she says. “I’ve had a lot of hard jobs, but that was the hardest I ever worked.”

The experience left an impression, and it inspired her to make a major donation to the Naveen Jindal School of Management to establish a new fellowship designed to help those in the same situation.

The Sydney Smith Hicks Faculty Fellowship will recognize tenure-track assistant professors in the Jindal School who are early in their careers and within five years of receiving their PhD. Recipients will be selected by Dean Hasan Pirkul, who added funds to bring the endowment to a base level of $100,000.

“Sydney’s gift meets a priority of Dean Pirkul in creating endowments that can support the school in perpetuity,” JSOM Director of Development Marcus Baker says.

Pirkul will award the annual fellowship of $4,500 beginning in the fall 2014 semester.

“I’ve been thinking about doing something for five years,” Hicks says. “I lost my father [last] summer, and after that I decided to stop thinking and start doing.”

Hicks, a past chairman and more than 20-year member of the Jindal School Advisory Council, also serves on the advisory board of the JSOM-based Institute for Innovation and Entrepreneurship. She also is a life member of the UT Dallas Development Board.

On campus, she is a co-founder and director of technology firm DeviceFidelity Inc.; director of Smart Start Inc., a maker of ignition interlock devices; and CEO of SSSICKS Advisors, a banking and strategy consulting company. She has more than 30 years of experience in the banking industry, having served as chief economist of SGB (the current Bank of America) and visiting scholar at the Federal Reserve Bank of St. Louis. She spent nearly a decade with various regional Federal Reserve Banks and academic institutions.

“I’m hopeful the fellowship will help professors launch their careers more effectively,” she says. “The goal is for their research to transform how we think about or solve a business problem, thus enhancing the free enterprise system.”

To support the Jindal School, contact Marcus Baker, director of Development and Alumni Relations, at 972-883-6284 or marcus.baker@utdallas.edu.

By Glenda Vosburgh
When Dennis McCuistion took the helm as executive director at the Institute for Excellence in Corporate Governance in late 2010, he brought to the Naveen Jindal School of Management decades of experience both as an adviser to corporations and as a commentator to the masses. Serving on many corporate boards, including three publicly traded companies in the last 10 years, he has long been an advocate for responsible leadership. He has broadcast the same message as longtime host of his self-named national PBS show, McCuistion.

“Corporate governance has been a huge part of my life, and television is an avocation of mine that helps to educate,” he says. “I get energized from both.”

A bank CEO before he was 30, McCuistion found a second life in education in 1971. “The first class I taught was called Principles of Bank Management — how different that class would be now,” he says. His self-named national PBS show, McCuistion, broadcast the same message as longtime host of the syndicated show.”

McCuistion CAREER HIGHLIGHTS
• Bank CEO before the age of 30
• Host for two decades of nationally syndicated show McCuistion
• Chairman of the nominating and governance committee of Affiliated Computer Services Inc., a Fortune 500 company sold to Texas

When he had the opportunity to become host of a national show in 1996, McCuistion’s reach grew. “I’ve had a chance to interview thousands of people — you can’t overestimate the value of a frank discussion,” he says. Experts who have been guests have run the gamut from journalist Jim Lehrer to publisher and politician Steve Forbes. Because of his experience, McCuistion was asked in 2006 to moderate one of IECG’s first corporate governance conferences.

“The annual conference was then and remains now the feather in the institute’s cap,” McCuistion says it has set the bar high for many years, “and we’re now focusing more on key elements of future trends and board dynamics.”

“We also want to keep changing ourselves when it comes to keynote speakers,” he says. “How great was it to have Dan Burnus, who the New York Times called one of the three important futurists in the world? Or Terry Jones, the founder of Travelocity? Knocked our socks off on innovation. There was Raj Sisodia, co-author of Conscious Capitalism. … We want to educate people by bringing in the best.”

Outside the conference, McCuistion has long had the goal of reaching more business leaders and strengthening all the services the institute provides. “For example, I still want more bank directors,” he says. “We just had our sixth bank directors’ certificate program for them, but I want to do more things. I want to get more credit union directors participating.”

Eyeing an initiative to educate directors of nonprofits about governance, McCuistion adds, “We’re going to keep growing!”

To further the breadth of the institute, he has started a membership program for both corporations and individuals. For $389, they get to attend the annual conference and the board dynamics series, and are eligible for discounts on other programs.

“We’re also doing in-house programs for three boards … about proceeding into the future and getting to a better governance structure,” he says.

Under McCuistion, IECG’s Board Dynamics Series, periodic seminars in which boardroom behavior is fair game for discussion, have grown as a huge selling point of the institute. IECG Director Anthony J. LaVecchio has been doing a great job spearheading those, McCuistion says.

He believes the Board Dynamics Series and soon-to-debut Transformational Roundtables — gatherings to help directors prep for the future — can be even more of a focal point.

“We need more like the one on the five types of functional and dysfunctional directors,” he says. “It focused on what they look like and how you truly evaluate directors and let them know their performance. How do they improve, and, if they can’t, how do you get rid of them?”

Beyond creating successful programs, McCuistion has a strong desire to help grow the national visibility of UT Dallas through his own platform. “The television program is vital to getting the word out on what a quality university we have,” he says, “and what we can offer. Some of the most innovative work is being done here, and I want my audience to be aware.”

Kate Jungodt
Kathryn E. Stoecker’s (see Manufacturing Expert Sees Seri

Mike Peng, O.P. Jindal Chair of Management, cochaired with Professor Klaus E. Meyer of the China Europe International Business School a review of the United Kingdom’s manufacturing prospects. In an opening summary in “Winning the Future Markets for U.K. Manufacturing Excellence,” Peng and Meyer predicted that U.K. manufacturing firms will continue “to excel in industries in which the U.K. has revealed comparative advantage, such as aerospace, automobiles, chemicals and pharmaceuticals. They will also be competitive in high-end niches, such as equestrian goods and leisure marine transport.”

Published last October, the study was commissioned as part of the UK Government’s Foresight Future of Manufacturing Project.

Mike Peng

Kathryn E. Stoecker

Sumit Sarkar, Charles and Nancy Davidson Chair in Information Systems, was named a Distinguished Fellow of the Information Systems Society at the 2013 meeting of the Institute for Operations Research and the Management Sciences (INFORMS). The primary aim of the ISS Distinguished Fellow Award is to recognize individuals who have made outstanding intellectual contributions to the information systems discipline. The ISG Information Systems area boasts two other ISS Distinguished Fellows, Dean Hasan Piralk and Vijay Mohonkar, also a Charles and Nancy Davidson Chair in Information Systems, who were named fellows in the last two years.

Dennis McCuistion

Mike Peng

Kathryn Stoecker

Sumit Sarkar

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Mike Peng

Kathryn E. Stoecker

Sumit Sarkar

Corinda Leung (at left, above), president of the DFWR chapter of the National Association of Asian American Professionals, presented Bobby Chang, senior lecturer and director of the Innovative Global Leadership Executive MBA program, a Leaders of Distinction award at the program’s second annual gala last November.

The association is a non-profit for Asian-American profes-
Habte Woldu, director of the BS in Global Business and MS in International Management Studies programs, delivered a lecture on “Managing Cultural Differences for Effective Cross-Cultural Communication” in October of last year as part of the annual Diversity Lecture Series that UT Dallas holds to celebrate National Diversity Awareness Month.

Woldu, who received his undergraduate degree in social science in Ethiopia and his PhD in economics from the Poznan University of Economics in Poland, created a course on multiculturalism in the classroom soon after he arrived in Dallas in 1993. His research focuses on areas of human resources management and assessment of cultural values and dynamics in Ethiopia and his PhD in economics from the Poznan University of Economics in Poland.

Richard Bowen, senior lecturer in accounting, spoke March 20 at “Blurred Lines: The National Economy — Whose Money Is It?” a program in the Distinguished Lecture Series of the John Ben Shepperd Public Leadership Institute at The University of Texas of the Permian Basin in Odessa. Bowen was one of three panelists who focused on how monetary policy (central bank) and fiscal policy (government decisions) affect our lives.

Bowen also was invited to take part in the 2014 Business Ethics Conference for Diverse of Catholic Schools of Business in late March at the University of St. Thomas in Houston. The dean and key professors from the top 25 U.S. Catholic business schools were meeting as part of Popes Benedict XVI and Francis’ calls for ethics in finance education, Bowen says. Reading materials in advance of the conference included a case study on Bowen’s whistleblower role in the subprime mortgage crisis that began in 2008. Formerly a vice president at Citigroup, he tried as early as 2006 to warn the bank’s senior management and board of directors about the increasing levels of defective mortgages he was seeing.

FACULTY AUTHORS
Seven Jindal School faculty members were invited to the reception at the UT Dallas McDermott Library on May 1 to recognize faculty authors. Held annually, the reception not only celebrates the authors’ achievements, it also introduces the campus community to their works. The J SOM authors and their works are:

- Michele Lockhart, senior lecturer in organizations strategy and international management, editor, with Kathleen Molloch, and author of a chapter in Political Women: Language and Leadership (New York: Lexington Books, 2013)
- Kelly T. Slaughter, clinical professor of information systems and director of the Center for Information Technology and Management, was slated to speak May 8 on big data and analytics at Convergence 2014, the annual continuing professional education conference of the Dallas CPA Society. The conference was expected to draw more than 1,200 participants. UT Dallas helped sponsor the event, which was designed to update certified public accountants in public practice and industry.

Innovation and Entrepreneurship Program Earns National Model Award

The Jindal School’s graduate program in innovation and entrepreneurship has been recognized as a national model by the United States Association for Small Business and Entrepreneurship (USASBE).

The association, an academic organization dedicated to advancing the discipline of entrepreneurship, bestowed its 2014 National Model MBA Entrepreneurship Program award on JSM in January in Fort Worth at the association’s annual conference. The recognition was one of the association’s Excellence in Entrepreneurship Awards.

The Jindal School was among several college programs and universities that sponsored one of the association’s Excellence in Entrepreneurship Awards.


Innovation is driving the economy and job growth, Dr. Joseph C. Picken says. A clinical professor and director of Innovation and Entrepreneurship programs, he helped start the Jindal School’s entrepreneurship program 12 years ago.

“The innovation economy is where the action is.”


Michele Lockhart, senior lecturer in organizations strategy and international management, editor, with Kathleen Molloch, and author of a chapter in Political Women: Language and Leadership (New York: Lexington Books, 2013)


Innovation is driving the economy and job growth, Dr. Joseph C. Picken says. A clinical professor and director of Innovation and Entrepreneurship programs, he helped start the Jindal School’s entrepreneurship program 12 years ago.

“The innovation economy is where the action is,” says Picken, who also serves as academic director of IIE. “More than 80 percent of the jobs in today’s economy are created by startups and small businesses. To compete in the innovation economy, firms will still need all of the traditional skills, but also will require employees and leaders who understand the process of innovation.”

Joseph C. Picken
Pamela Foster Brady
Academic seminars such as the JSOM Forum on Marketing Science (FORMS) conference, whose focus is on issues in behavioral economics and behavioral operations management, are open to faculty and PhD students. Recent presenters have keyed topics to health information technology, online gambling behavior, HIV transmission and the Internet, and how online reputation affects social media endorsement and product sales.

The Center and Laboratory for Behavioral Operations and Economics’ seminars, which are open to faculty and PhD students, recent presenters have keyed topics to health information technology, online gambling behavior, HIV transmission and the Internet, and how online reputation affects social media endorsement and product sales.

The Accounting Workshop Series features presentations to students, faculty and invited outside guests of experts from the United States and around the world. It is open to all, says Gary Bolton, center co-director and accounting professor and Finance and OSIM area coordinator. "They are unique in that we bring in top finance scholars to talk about their current research,” he says.

Full-time MBA students win Humana Healthcare Case Competition

A team of ISOM Full-Time MBA students won first place in a national competition for an innovative strategy to help seniors make sure they take their prescribed medications as directed.

The students — Steve Buchalter, Shane Damico, Charlotte Hamm and Madison Moore — won the Humana Healthcare Case Competition last November at Humana’s headquarters in Louisville, Kentucky.

It was the second time that a Jindal School team won the competition in the past three years. The team received $10,000 and job-interview opportunities. The annual competition aims to attract potential employees who can help create solutions to important healthcare challenges.

The UT Dallas team competed against finalist teams from Columbia, Emory, Georgetown, Pittsburgh and Rutgers universities, the University of Minnesota and the University of North Carolina. The Columbia University team won second place at the November 1 finals.

Competitors had to recommend an investment into a product or service to engage members to take an active role in their health. The teams, which received an imaginary budget of $50 million over five years, were required to provide a detailed analysis of the opportunity and its impact, and an explanation of how the product or service’s success would be measured. The finalists made presentations to company employees and judges from Humana’s top management.

The Jindal School team recommended a comprehensive program to help people 65 and older adhere to their healthcare. The team received an imaginary budget of $50 million over five years, which was required to provide a detailed analysis of the opportunity and its impact, and an explanation of how the product or service’s success would be measured. The finalists made presentations to company employees and judges from Humana’s top management.

The Jindal School team recommended a comprehensive program to help people 65 and older adhere to their healthcare. The team suggested that Humana acquire a company that provides that type of product and integrate the services.

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The team name, PAADS, includes the first letter of each member’s first name. Members are Prachi Sahoo, Chao (April) Li, Atul Nagar — all MS in Information Technology students; Dwight Francis Dy, who is pursuing a master’s degree in management and administrative sciences; and Xi (Sunny) Jiang, who graduated in December with an MS in Information Technology.

Their chief prize is a trip to Silicon Valley in August to meet with experts from SAP and General Motors to advance their idea. Team leader Dy said the group came up with ideas based on their own driving experiences. The team members are part of the Jindal School’s SAP Users’ Group, which offers educational, networking and career-development opportunities for students seeking careers in SAP or other business software systems.
AND THE WINNER IS CONTINUED

PLAN TO SAVE MALL WINS REAL ESTATE STUDENTS FIRST PLACE IN CONTEST

A plan to resuscitate an ailing retail mall earned a team of JSOM undergraduates first place and $4,000 in the inaugural case competition of the International Council of Shopping Centers. UT Dallas was one of seven universities invited to enter the first Texas ICSC contest, which was introduced at the trade association’s annual conference in Dallas last November. Other invitees were Southern Methodist University, Texas A&M University, Texas Christian University, the University of North Texas, the University of Oklahoma and The University of Texas at Austin.

All four winning Jindal School students had taken the Introduction to Real Estate course taught by Dr. Randall Guttery, director of JSOM’s real estate concentrations.

Guttery tapped Douglas Hermann, a senior in finance and president of the UT Dallas Real Estate Club; Karmen Lau, a senior in global business; and Tryna Hammond and Stephanie Jacobs, both business administration seniors, to apply what they had learned to the competition challenge. It called on them to craft a rescue plan for a hypothetical shopping center in foreclosure. The property was held by a bank that had requested help to both stabilize and revitalize the property.

The JSOM team developed a complete response addressing leasing, management, development, government and sales-market concerns. Preparation led to a 30-minute presentation the team gave to a panel of seven judges, including Texas State ICSC Director Kendra Hinterland.

IN THE TOP 10 AGAIN

Students learning and refining salesmanship skills in courses that are part of JSOM’s professional sales concentration have placed in the top 10 in national collegiate sales competitions this academic year. Senior marketing major Asha Andrews placed eighth in the speed sell category at the seventh annual National Sales Challenge in Indianapolis.

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STUDENT NEWS

PHD INITIATIVE LEADS TO AWARD

A research study by PhD students Seong Byun and Jong-Min Oh earned the First Place Doctoral Student Outstanding Paper award at the 2013 annual meeting of the Southern Finance Association last fall. In their winning study, “The Role of Media in Valuing Intangibles: Evidence from Corporate Social Responsibility,” they examined the role of media in the valuation of intangible investments in the context of corporate social responsibilities.

Both Byun and Oh are candidates for a doctoral degree in Management Science with a concentration in finance, and their paper is an outcome of a summer research project initiative for PhD students the JSOM Finance area started last summer.

AND THE SCHOLARSHIPS GO TO...

The Dallas chapter of the American Advertising Federation and the AAF Dallas Foundation awarded JSOM student Zayd Mabruk its Morris Hite Memorial Scholarship early this year. The $3,000 annual award is named for Dallas advertising pioneer Morris Hite (1920-1983).

Mabruk, who earned his BS in business administration in 2012 completed an MS in marketing in December as part of JSOM’s dual master’s degree program. He is now is enrolled in the Professional (part-time) MBA program and slated to graduate in August.

Mabruk has earned several scholarships during his JSOM career, including one as a member of team in a Personal Selling and Sales Management course that featured a final-assignment competition. Finishing in first place, Mabruk and five classmates won $3,000 in scholarship money from Henry Schein, a Fortune 500 healthcare products provider.

BIG RETURNS FOR VITA VOLUNTEERS

For dozens of Naveen Jindal School of Management students, tax season is a time for making a difference. As tax-filing season 2014 entered its last leg, roughly 175 Jindal School students volunteered time and accounting know-how to help needy tax filers. The students participated in the Internal Revenue Service’s Volunteer Income Tax Assistance (VITA) program, a free-tax-prep service that draws upon the skills of IRS-certified volunteers to help people with low to moderate incomes. Coordinated by the United Way, VITA puts volunteers through two days of extensive training, then tests them on the IRS tax system.

Since UT Dallas students began participating in the program five years ago, the number of student volunteers has grown from 50 a year to about 175 this year.

Last year, 93 UT Dallas students served more than 2,200 tax filers who earned approximately $50,000 or less, returning more than $5.5 million in tax refunds and saving clients more than $475,000 in tax preparation fees.

This year, as of February 28, UT Dallas students had helped 3,300 taxpayers get back nearly $71 million in tax refunds, averaging about $2,200 per filer. (Final figures for the 2013 tax year were due in May.)

“I am proud that nearly 200 UT Dallas students volunteered their time and skills to help people with limited income,” said Kathy Zolton, JSOM’s associate director of the graduate accounting program and VITA coordinator. “With the success of this year’s tax return, we are looking forward to expanding our outreach in the years to come.”

DEPARTMENTS
STUDENT NEWS

VITA VOLUNTEERS

Some VITA volunteers with accounting faculty member Mary Beth Goedrich (second from left) and VITA coordinator Kathy Zolton (third from left).
The tall, silent type, the mascot is a JSOM marketing student and brand ambassador for UT Dallas — whose identity is top-secret. "It’s the perfect marriage," says the student inside the costume. "We are — all of them — brand ambassadors, and in the fiercely competitive world of higher education, branding can be everything, a point not lost on the student behind the affable Temoc. "I’m taking Product and Brand Management right now, and the entire time the professor is talking about corporations and how they market their brand and some of their core values, I’m over here relating it, in my mind, to the mascot," he chuckles.

Relating it specifically, he says, to how the mascot communicates, which in the case of his alter ego, is non-verbally, since Temoc is mum. When selling the UT Dallas brand, the student inside the costume — whose identity is top-secret information — must rely solely on body language, a topic of particular interest to him last spring when he was enrolled in a JSOM Business Communication course. "As the mascot, you really can’t talk. It’s not like I can tell people how great UT Dallas is, so I try to show them how happy the school makes me."

And that requires knowing your audience, a skill Temoc has worked hard to perfect, and which he can relate to firsthand. "With marketing, you always have different tactics, different things you do with different people. If I’m around older folks, I’ll act differently than if I’m around students, and I definitely act differently around children." Take a winter appearance at a Texas Legends basketball game. While helping to promote the Dallas Mavericks development league team’s upcoming summer camps, Temoc — representing JSOM’s corporate partnership with the league — kicked it into high gear, generating a level of product enthusiasm among the children in attendance that he hopes will bring a long-term return on his investment. "Ten years from now, when those kids are looking at college applications, when they see UT Dallas, they’re going to have at least some faint memory of that giant Comet man at the Texas Legends game."

And, from a marketing standpoint, that may be just enough to sway them.
1970s
Linda DeWees Dunkel, MA 1976, and her husband, Tony Dunkel, BS 1982, EMBA 1992, enjoyed 21 years of retirement before the workforce at the helm of the Dallas, the Ball Institute for Global Renewal, a global learning organization aimed at empowering students, groups and organizations interested in making a difference. Both Dunkels had served as pro bono advisors to the institute for nearly 10 years. Linda joined as president and CEO, and Tony came in as chief operating officer and chief financial advisor.
Linda continues to serve as the chair emeritus of Interaction Associates (IA), a company where she had been president and CEO since 2002. She works both locally and globally. She is on the board of the Wyoming Community Foundation.
A former teacher of cultural anthropology, she received a BS in education from The University of Texas at Austin.
Tony most recently served as operations manager and senior internal consultant for Interaction Associates. Prior to that, he worked as a corporate executive at CGI Inc, a global computer services firm, based in Montreal.
Tony serves as the TUSW president and as a member of the Board of Directors of the Institute for Children in Africa, which helps refugee children worldwide. He is a past president in the JSPM Executive MBA program.
Tony and Linda reside in Dallas and Hawaii, and have two daughters as well as two grandchildren.

1980s
Melody Lovett, MS 1982, became the senior vice president and chief administrative officer at Dallas/Fort Worth International Airport, later as president of Texas Instruments’ Education Technology division. Melody has served on the board at Trinity Industries, which provides products and services to the industrial, energy, transportation and construction sectors, since 2012.
In her two-decade career at TI, she previously served as the vice president for human resources, where she superintended the company’s worldwide compensation and benefits programs as well as the U.S. human resources operation. She also founded and led a nonprofit organization, High Tech High Texas, which prepares students for college while teaching important math and science education for high school gifted.
Prior to TI, Melody, a certified public accountant, worked as a senior manager with Coopers & Lybrand.

Anne Bedell, MS 1992, is the current chair of the executive committee for the Global Affiliate Network of the National Association of Corporate Directors, Inc., a professional group representing more than 1,000 directors from companies around the world.
She is the chair of the board of directors for AICD, a nonprofit organization that focuses on developing leaders. She earned her undergraduate degree in accounting at The University of Texas at Austin and has been in the workforce at The Dallas Morning News since 2012.

2000s
Deepak Sethi, PhD 2001, in last year published a memoir: His Ganges, Amdar, which in narrates several episodes in his life story’s journey, such as his wife’s stroke on the day their son was leaving India to attend a master’s program in the United States. 
Deepak wrote in his book that his wife’s stroke was a wake-up call to save his son. His son had successfully completed college in India University, and was to move to the United States.
Deepak’s memoir has received positive reviews and has been featured in several newspapers and magazines.

2010s
Richard E. Peck, MBA 2003, is on the board of directors of Tramsition International, the global organization that focuses on the public’s interest in leadership development. Last summer, he was elected to the 2013-2015 term at the organization’s annual international convention. He has been a member of TI’s home club, Royal York Noon, with whom he has organized several events to support UTSW’s $400 million dollar-per-year research enterprises and provides a one-stop shop for faculty and students seeking to enhance their research efforts with cutting-edge technology.
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Mike Aldas, BS 2011, and fellow alumnae Ruby Garcia, BS 2011, and Leah Torres Violante, BS 2012, remain on campus virtually via a photo on a platform called “Reunions Web Reunion.” They are the Happy Hour celebrating homecoming in one of the rotating photos, top left.

Mike is owner and president of Urban Events, Inc. in Florida. The company, Mike says, is a direct-marketing firm that specializes in social development and offers asset-assist services for clients. Mike says that he was drawn to marketing after being on the board of the UT Dallas chapter of the American Marketing Association. Undergraduate Marketing Program Director Julie Haworth “really helped nurture and develop my interest. Without her guidance and encouragement, I never would have run for chair in the APA,” he says.

After graduation, Mike founded a small marketing firm in Dallas and a year and a half later had the opportunity to start a second company in Miami/Fort Lauderdale area.

Ruby (1) is the community manager at Classit Inc., an advertising agency that services real estate brand on a multilingual level. Ruby says when she is not working she loves to do “Crossfit and do anything outdoors when the weather allows it, including kayaking and rock climbing.”

Leah (3) is a marketing specialist at Ascend Marketing and is working on her Web Design Certification at UT Arlington. She got married last year to a business management major from UT Arlington.

Viv has worked in the banking industry 15 years. He currently focuses his efforts on developing relationships with middle-market companies with annual revenues up to $500 million.

Prior to banking and pre-MBA, he worked in the engineering field for four years and was involved in developing software for wireless telecommunications devices.

2010s

Farhad Rizvi (left), BS 2011, co-founded Shamak Sandals with his older brother, Hammad (right), while he was a junior at UT Dallas. The brothers were born to Pakistani immigrants in Oklahoma but were raised in Dallas and Saudi Arabia. In Saudi Arabia, the brothers became interested in making shoes and opened two stores in his home country, Nigeria. Their deepest (and greatest) passion for soccer. While on a trip with the Olympic soccer team, Farhad — who played for the UT Dallas men’s soccer team — met怆rani制裁 corruption and problem-solving skills. I believe the UTDS business program helped develop some of those skills.”

David L. (Dave) Holmes, BS 2006 from EPDS, MS 2011, is a senior financial officer at Montgomery. Cosco, a Gentry LLP, Dave was a member of the 2010 UT Dallas men’s basketball team during his under- graduate years and has been a member of the Omicron Delta Epsilon, the Economics Honor Society, since 2004. Since graduating, Dave founded the Accounting Alumni Chapter at UT Dallas, a student organization incorporated in the United States.

Alumni, creating a space where accounting alumni can network. Dave also is a member of the Regional Chamber and its Young Professionals group, helping to foster a greater growth personally and professionally. Dave married his wife, Danielle, last December and continues to enjoy lifting weights, playing piano, basketball and golf as well as volunteering at the North Texas Food Bank.

Vijay Sadchen, PMP 2009, is a vice president and corporate relationship manager at BBVA Compass. He previously held other positions with Compass, as well as Comerica Bank and P&Gon Chase.

“After my wife passed away, my passion for soccer was rekindled,” says Dave. “I really wanted to stay involved in the game, and so I got into coaching.”

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Jason Hirsch, BS 2005, MBA 2011, became head coach of the UT Dallas men’s soccer team in May 2013. As an undergraduate, he was a member of the UT Dallas 2004 Southwest Conference inter- championship team. He succeeded Comet Coach Jeff Park, who retired after the 2012 season. Pre- viously Jason served as assistant coach and before that, as a volunteer coach following his senior year.

Jason says he always had a strong passion for soccer, but after high school his main goal was to get a business degree and get into the finance industry. “However, once I finished my playing career,” he says, “I felt like I should continue towards my MBA.” He believes that having his business degree has made him a better coach.

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