



*Message
from
your
Dean*

The new academic year is off to a great start! Increased admission standards and heightened fee structures are now in effect and, despite concerns about decreased enrollment the College is establishing record student credit hours. There is more interest than ever in our programs, our projects and our people.

Students who started the school year just a few short weeks ago will benefit from the cutting-edge technology now available in the Dow Technology Demonstration Center and from the innovations provided by our just-opened Roger D. Lawrence Banking Classroom. The introduction of several new academic courses will broaden the COBA educational experience for our students, and opportunities available through professional business student organizations will continue to deepen their leadership and professional abilities. For our MBA graduates, a new alumni group has been formed that provides both social and business networking opportunities in the Houston area.

In addition to these new features, the College will soon be introducing an Alumni Business Card Showcase which will be available to all friends and alumni who would like to reach out to a great potential work force – our students! Because the economy is currently experiencing some weakness, it is more important than ever that we strengthen alumni networking and employment connections within the College. If you have any employment or internship opportunities available for COBA students, we would like to post your business card in our Showcase in order to provide our students with the information they need to contact you. To learn more about the Alumni Business Card Showcase, please contact Margaret Quarles in my office at (936) 294-4997. You may also take the first step by contacting any of our student organizations directly (See **Focus on Student Groups**) and make arrangements to attend their meetings. And, whether you are looking for new employment for yourself or new employees for your business, please plan on

(please turn to Dean's Message on page 5)

Dow Chemical Company + Department of Accounting deliver

In order to meet the challenges of today's business environment, companies must have information that is up-to-date, accurate and consistent. Financial information applications called Enterprise Resource Planning (ERP) systems have been developed in response to this need.

An ERP system integrates all business functions – production, purchasing, inventory management, sales and distribution, customer service, human resources, and accounting – and generates the information needed for data-based decisions. Several software companies offer ERP systems, but the largest is SAP (Systems, Applications, and Products in Data Processing). SAP is used in most of the world's top 500 companies, including the Dow Chemical Company.

In 1999, **Dr. Ross Quarles**, chair of the Department of Accounting, developed a proposal that would provide ERP-based training as part of the COBA curriculum. The Dow Chemical Company, which understood the need for technology-trained accounting specialists, funded his proposal.

Dow's initial grant of \$170,000 provided for the construction of the Dow Technology Demonstration Center on the third floor of the Smith-Hutson Business Building and for COBA's participation in the SAP University Alliance, which allows access to the software. The Dow Foundation recently added another \$375,000 to COBA funding, bringing the total amount of contribution for the project to over half a million dollars. The new money will fund both SAP training for faculty and the development of SAP-based instructional materials for the COBA curriculum. The College of Business Administration is pleased to announce that SAP software is now online and the first ERP system class on campus is meeting this semester in the Dow Technology Demonstration Center.



Ross Quarles and Fawzi Noman oversee the Dow Center's 2.5 terabyte server.

COBA connects to Wall Street

The new Roger D. Lawrence Banking Classroom was completed just in time for U.S. Representative Jim Turner (D-Crockett) to meet with members of the Sam Houston State University faculty during a recent visit to the campus. Located on the first floor, the new classroom combines the latest in technology and corporate appeal, allowing for executive meetings of the highest officials. Paneled in cherry wood, the room provides the opportunity for hands-on computer instruction at each student seat. The technology – which includes a 50-inch plasma screen, LED picture wall, DVD, digital camera, video



Congressman Turner meets with faculty.



Ticker-tape and display.

projector, VCR, computer hook-ups, and video conferencing equipment – is completely integrated and controlled by a single device. And the latest stock quotes, delayed only by minutes from the New York markets, are displayed in ticker-tape style across a ten-foot display. Designed and implemented by **Mr. James Bexley** and built entirely from private funds, the new high-tech center puts precise financial data at the fingertips of COBA students and allows bankers from all over the nation to interact with Sam Houston State University classes without having to travel to Huntsville.

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Focus on Student Groups

The College of Business Administration is committed to providing social and professional opportunities for its students and encourages the participation in and growth of its student organizations. Currently there are ten recognized business organizations within the College, all offering personal and professional leadership opportunities to its membership.



SHMBAAN and MBASA members networking at their last social

SHMBAAN

The **Sam Houston Master of Business Administration Alumni Network (SHMBAAN)** is in the process of building a strong and cohesive network of MBA alumni, including a comprehensive alumni database that will enable members to interact with their colleagues throughout the business community. Through open and lively social events, SHMBAAN plans to raise awareness of Sam Houston State University's MBA program. By teaming up with the MBA Student Association (MBASA), the group hosts events that are fun and productive. Recently SHMBAAN and MBASA welcomed incoming candidates to the MBA program at orientation and earlier in the year SHMBAAN members met with University officials at the Houston Presidential Reception.

Working closely with the University, SHMBAAN is tapping into the strength derived from the diverse backgrounds and experience levels of its members and keeping MBA alumni connected with each other and their alma mater. For more information about SHMBAAN and a calendar of events, follow the "Welcome MBA Alumni" link at www.shsu.edu/~org_mba or contact Lisa Kubeczka at (832) 237-9606 or Keith Dauzat at (281) 422-5799.

Alpha Kappa Psi

Alpha Kappa Psi is a professional business fraternity that meets at 7:00 pm every Tuesday during the academic year. Teshana McDowell is serving as president for the current school year and can be reached at (936) 439-9169 or at stdtvm11@shsu.edu. Faculty advisors are Drs. Charles Capps, Gerald Kohers, Hadley Leavell, Charles Stowe and Vic Sower.

Association of Information Technology Specialist

Association of Information Technology Specialists is one of COBA's newest student organizations, founded by management information systems (MIS) students for social and career networking purposes. Weekly meetings are held at 5:00 pm Tuesdays. Chapter co-presidents for this year are Monica Newberry, who can be reached at stdmdn11@shsu.edu, and Nigel Seelal, at Nigel@qsystech.com. Additional information about the group can be found on their website, http://www.shsu.edu/~org_ait. Faculty advisors are Dr. Gerald Kohers and David Taylor.

International Business Society

The International Business Society is dedicated to the promotion of a greater interest in international business. The Society coordinates field trips, guest speakers, meetings, scholarships and other activities of interest to students of any major who have an international perspective. Chapter meetings are scheduled for Monday evenings at 5:00. This year's chapter president is Ms. Ashley Fairfield, who can be reached at (936) 439-0780 or stdaaf13@shsu.edu. Faculty advisors are Dr. Doug Berg and Dr. Joe Kavanaugh. For more information about the organization and its activities, log onto http://www.shsu.edu/~org_ibs.

Beta Alpha Psi

Beta Alpha Psi is a national scholastic and professional fraternity for Financial Information Professionals. The goal of the organization is to encourage and give recognition to scholastic and professional excellence in the business information field, including the promotion and practice of accounting, finance and information systems. The chapter sponsors yearly events where its members can meet and mingle with practitioners in the field. For more information, contact chapter president Ms. Brooke Bunch at (936) 291-1116 or by email at emilie.bunch@gte.net. Weekly meetings are held on Tuesdays from 5-7 pm. The faculty advisor is Dr. Jeff Strawser.

Beta Gamma Sigma

Of the 300,000 business degrees awarded each year, only about 15,000 recipients are selected to **Beta Gamma Sigma** membership. Founded in 1913 to honor academic achievement in the business disciplines, Beta Gamma Sigma is an international business honor fraternity with rigorous membership standards, which require a GPA of at least 3.5 and an academic ranking in the top 7% for juniors, the top 10% for seniors, or the top 20% for graduate students. Last April, during its annual awards banquet, COBA's Beta Gamma Sigma chapter inducted 44 new members. The faculty advisor is Dr. Keith Jenkins.

MBA Student Association

MBA Student Association (MBASA) offers social and professional networking opportunities for MBA students in the Houston area. Gary Payne, this year's president, can be reached at (281) 292-5056 or at easya@swbell.net. Faculty advisors are Drs. JoAnn Duffy and Vic Sower.

Phi Chi Theta

Phi Chi Theta is a professional, co-educational business and economics fraternity with chapters nationwide. The organization encourages leadership and professional growth and an environment to develop critical business skills. Since 1924 Phi Chi Theta has provided opportunities to develop teamwork skills within each chapter and professional networking opportunities across all chapters. The College of Business Administration is host to the Beta Theta chapter. Chapter president is Mercedes Morris, at stdmpm12@shsu.edu, and the faculty advisors are Dr. Valerie Muehsam, Dr. Ed Blackburne, Fawzi Noman and Lora Dollar. For more information, visit their website at <http://www.phichitheta.org>.

Professional Management and Marketing Association

Professional Management and Marketing Association is a College of Business Administration organization that strives to encourage the professional development of its members and works diligently to ensure their success. This year's president is Nadia Harrison; faculty advisors are Dr. Vic Sower and Dr. Gerald Kohers. For more information, log onto their website at http://www.shsu.edu/~org_pmma.

National Association of Black Accountants

National Association of Black Accountants (NABA) is a national organization of minority accountants. Chapter president is Mr. Cedric Lewis, who can be reached at lewis_cedric@hotmail.com or email the group at naba_shsu@hotmail.com. Weekly meetings are Tuesday evenings and many times are held in combination with the Beta Alpha Psi meeting. NABA's faculty advisor is Dr. Elsie Ameen. For more information, visit http://www.shsu.edu/~org_naba.

Society of Human Resource Managers

Society of Human Resource Managers (SHRM) has been newly organized at the College and provides social and networking opportunities to students and alumni in the human resource field. Weekly meetings are scheduled for Wednesdays at 5:00 pm. Chapter contact is Ms. Tracy Brooks, who can be reached at stdtab21@shsu.edu. Faculty advisor is Dr. Charles Capps.

Departmental News

Accounting

Congratulations go to the five recent graduates of the Department of Accounting who passed all four parts of the certified public accounting exam on their initial attempt. For the November 2001 exam, only 11 of 54 Texas colleges and universities had more candidates pass all four parts on their first attempt than did Sam Houston State University. Passing the examination is a major hurdle within the profession and, beginning in early 2004, exam content will change significantly as it moves from a paper exam to one that is computer-based. Increased total content is expected, as the new exams will place equal emphasis on professional, technological, research, communication, and analysis and organization skills. The Department of Accounting is currently working with both curriculum and methods of delivery to address this major change in the profession.

Technology and instructional efforts are also being made within the department to keep pace with a tumultuous business environment. SAP software, which offers the most current and comprehensive data system in the world, was recently installed in the Dow Technology Demonstration Center to accommodate course materials addressing enterprise resource planning (ERP) systems. A graduate course in ERP, systems client configuration using SAP R/3, is now being offered. Also, the use of the Oracle real time accounting system has been expanded within the department's accounting information systems course. SAP-based materials will be included in additional courses throughout the COBA curriculum in the future. (See article on page 1.)

Research efforts have enhanced the instructional and scholarly development of the department. **Dr. Jeffrey Strawser** and co-authors recently introduced three new editions of their textbooks in financial accounting, financial reporting, and managerial accounting. **Dr. Alice Ketchand** and co-author Dr. Jerry Strawser have published the results of a research study in the prestigious *Behavioral Research in Accounting*. **Dr. Linda Duvall** and **Jeff Harwell** published their study regarding CPA certification among accounting faculty members in the *Journal of Accounting and Finance Research*.

Accounting students, too, have been active in a number of areas that affect the department. The local Beta Alpha Psi chapter is the sponsor of an annual golf tournament — held this year on September 6th at the Tour 18 – Houston golf course — and *Meet the Firms* night, scheduled for September 25th. Both events provide faculty and students the chance to network with individual practitioners, to discuss issues and trends within the profession, and to lay the groundwork for internship and employment opportunities offered to COBA accounting and finance students. Because of its excellent performance, the Sam Houston State University chapter of Beta Alpha Psi received a “superior” rating from the national office for the 2002 academic year and \$500 in prize money. And accounting major Sonia Calloway received the 2002 Sammy Award as Sam Houston State University's Outstanding Non-Traditional Student Leader.

Economics and International Business

As chair of the Department of Economics and International Business and Mayor of the City of Huntsville, **Dr. William B. Green** has established a mutually-beneficial relationship between students of the College and the City. Internships available with the City of Huntsville not only enrich the educational experiences and professional opportunities for COBA students, but also benefit the efforts of local government. Currently an international business major, Ms. Leenette Wilke, is working with the Director of

Economic Development for the City of Huntsville to help create a Foreign Trade Zone. She is also assisting in writing infrastructure grant proposals to help retain existing businesses. Her internship, like all others served with the City, provides unique resume-building experience, practical assistance to members of city government and benefits to local residents and taxpayers. The City also provides COBA students with specialized, individual study opportunities in areas of particular interest to them.

Dr. Sue J. Hwang, a specialist in industrial organization, econometrics and finance, is one of the department's two new assistant professors. Sue comes to COBA with a doctorate in economics from The University of Texas at Austin. Her dissertation study – *The Design of Efficient Regulations* – considers the problems of antitrust enforcement and examines optimal pricing in the telecommunications industry. **Dr. Hirayna K. Nath** has also joined the department. Hirayna recently received his doctorate in economics from Southern Methodist University. His research interests lie in the areas of macroeconomics and monetary economics and his thesis, *The Relative Importance of Sectorial and Aggregate Sources of Price Changes*, attempts to identify the major causes of inflation.

Two university summer research grants were awarded to department faculty members **Dr. Donald Freeman** and **Dr. Mark Frank**. **Dr. M. Doug Berg** has been granted tenure and **Dr. Valerie P. Muehsam** has been promoted to the rank of associate professor. The department is also pleased to announce that Valerie is serving as chair of the University Faculty Senate for the current academic year.

Two new classes have been introduced into the economics curriculum. At the undergraduate level **Dr. Edward Blackburne** is teaching *Environmental Economics* and, for graduate students, **Dr. Donald Bumpass** and Dr. Sue Hwang are teaching *Economic Principles and Policy*.

The department's student organization, the International Business Society, was again named the Outstanding Student Organization on campus and received the University's 2002 Sammy Award. Departmental sponsor is Doug Berg. Another 2002 Sammy Award winner is **Dr. Mitchell Muehsam**, Associate Dean of the College of Business and Coordinator of Graduate Studies, who was recognized for his contribution to university life “above and beyond the call of duty.”

General Business and Finance

The Department of General Business and Finance is thriving under the leadership of **Dr. Leroy Ashorn**, who has served as chair of the department for 15 years. Several faculty members have received recognition from their peers for both teaching and research accomplishments at the Allied Academies conferences this year. Recognition also came from Sam Houston State University's own Office of Research and Sponsored Programs, which competitively awarded summer research grants to **Drs. Geraldine Hynes**, **Hadley Leavell** and **Darla Lang Chisholm**. Two new courses have been brought on board this semester: one in commercial bank lending and an introductory course in institutions, investments and managerial finance at the graduate level. In addition, the department is slated to offer a new major in banking and financial institutions. Pending approval by Texas' Higher Education Coordinating Board, this new major for the Bachelor of Business Administration degree will be available to COBA students Fall 2003. The department's new banking classroom, the **Roger D. Lawrence Banking Classroom**, has just come online. (See article on page 1.)

The department welcomes **Dr. Robert Stretcher**, a seasoned teacher and researcher of corporate finance,

to the faculty. Dr. Stretcher teaches corporate finance for the department and serves on the board of directors of the Academy of Economics and Finance. He is also a past president and current editor of the Institute of Finance Case Research and its publication, the *Journal of Finance Case Research*.

The return of **Dr. Harry Griffin** from Fort Lee, Virginia is anticipated in late October. Dr. Griffin was called to active duty shortly after the events of September 11, 2001.

Mr. James Bexley, chairholder of the Smith-Hutson Endowed Chair of Banking, has been promoted to the rank of associate professor. Mr. Bexley continues to teach in the banking and financial institution area, and has developed a new course in commercial bank lending. Since Mr. Bexley's arrival to COBA in 1997 he has energized the department in the banking and commercial lending area through the development and oversight of a banking internship program and the construction of the banking classroom.

The banking internship programs initiated and coordinated by Mr. Bexley offer two different internship opportunities to COBA students, both of which are paid positions. Regular internships are offered through private institutions in the area and rotate selected students through the lending, teller and customer service and operation functions. Federal Deposit Insurance Corporation (FDIC) internships offer business students the opportunity to get acquainted with the regulation of the banking industry. Since its creation in 1998, more than 200 COBA students and alumni have successfully completed a banking internship program. “A BBA degree, supplemented with a banking internship,” comments Mr. Bexley, “can add up to a JOB.” Currently more than 100 COBA alumni are permanently employed within the banking profession.

On a final note, the department's first Master of Science in Finance degree was conferred upon **Katie L. Dawson '02** during summer commencement.

Management and Marketing

Two assistant professors have joined the Department of Management and Marketing. New to COBA and the University are **Dr. Juliana Lilly** and **Dr. David Van Over**. **Juliana** recently received her Ph.D. degree from the University of Texas at Arlington. Her area of expertise is organization behavior and she is currently finishing several interesting business studies. One study explores the downsizing of the public sector and another examines the outsourcing of the human resource function within businesses. Both studies and her resulting papers are presently under review by various journals. **David** obtained his doctorate in management information systems from the University of Houston and is teaching a variety of MIS classes. The recipient of six teaching awards at both the graduate and undergraduate level, David has also conducted several professional workshops for Parks and Recreation, the U.S. Department of Agriculture and for the Public Utilities Executives.

Dr. Sanjay Mehta was promoted to associate professor and granted tenure, effective September 1, 2002. Sanjay is an expert in electronic marketing and teaches a new and timely course in internet marketing. Another timely course that addresses the social responsibility of business has been introduced this semester at the graduate level. The course was developed and is taught by **Dr. William Kilbourne**. Soon-to-be-Dr. **David Taylor** continues to teach management information systems courses and recently defended his dissertation proposal at the University of Houston.

Five department professors received research enhancement fund grants from Sam Houston State University. **Drs. William Kilbourne**, **Sanjay Mehta**, **John Newbold**, **Victor Wayhan** and David Taylor all dedicated the summer to completion of their research projects. **Drs. Victor Sower** and **Roger Abshire**, chair

of the department, also received research funding through the Army Corps of Engineers, U.S. Department of Defense to develop a land management plan in the western United States. Their preliminary research included a fact-finding and assessment trip to the Twentynine Palms military base in California.

A student in Dr. Sower's graduate management class, Kevin Melton, has written an award-winning research paper on the topic of quality management. His paper took first place in area competition for the Donald W. Fogarty International Student Paper Competition, which is sponsored by the American Production and Inventory Control Society Education and Research Foundation. Kevin's paper also took first place at the seven-state regional level and will now advance to competition at the international level.

Last but not least, mention should be made of the anticipated arrival of two prospective students of COBA's Class of 2024. **Dr. Gerald Kohers** and his wife **Suzette '91** are expecting the birth of twin daughters on December 1st.

Dr. Nelson L. Thornton, Jr.



Nelson L. Thornton, Jr., Ph.D.

After 30 years of teaching for the College of Business Administration, Dr. Nelson L. Thornton, long-time professor in the Department of Management and Marketing, has completely and fully retired.

Dr. Thornton's impressive resume began with service in the U.S. Marine Corps during World War II. After the war he completed a BBA degree from Southern Methodist University and then worked for major corporations throughout the Dallas area for 22 years. In 1970 he began his academic career in earnest, earning a masters degree and a doctorate from North Texas State University and then another doctorate from Texas A&M University in 1980.

Dr. Thornton's published research includes more than two dozen publications; his teaching credentials include the development and implementation of several courses, seminars and conferences. And his service contributions have been so enduring that in 1995 he received the University's Excellence in Service Award. He has served as state director and president of the Texas Association of College Teachers and was a member and past chairman of the University Faculty Council. For the College he organized and advised the Professional Marketing Club and co-founded the Professional Management and Marketing Club. He also served and/or chaired numerous committees throughout his career. Well done, Dr. Thornton, and best wishes for your retirement!

Student Announcements Go High-Tech

Other technological improvements at the College include new electronic student announcement boards located at each entrance to the building. Up-to-the-minute announcements and reminders are displayed by an electronic board and a plasma screen, keeping everyone informed of pertinent College information such as course availability, academic deadlines, and scheduled

meetings. Implemented by **Drs. Mitchell Muehsam** and **Leroy Ashorn** the boards are an efficient way to communicate important information to anyone entering the building. "These new announcement boards," Dr. Muehsam commented, "reinforce the commitment of the College to keeping our students, faculty, staff and visitors aware of important dates, activities, and special events."

Planning Advice

Fulltime faculty member **Taylor Klett, J.D., C.P.A.** is expert in business law, income taxation, trusts, probate and estate planning.

We've received some inquiries from alumni and friends about how best to plan for and make gifts to the College. Can you offer any advice?

The **charitable deduction** is one of the best deals offered in the Internal Revenue Code. Generally, individual taxpayers can deduct up to 50% of their adjusted gross income from current income for gifts to qualifying organizations such as the College of Business Administration. And, because of COBA's tax exempt status, when giving assets that have appreciated in value - such as real estate or securities - the taxpayer (a) avoids paying capital gains tax on the appreciation and (b) can actually DEDUCT the entire value.

For example, suppose you are holding stock that originally cost you \$10,000 that is now worth \$50,000 today, despite the market turmoil. If you gave that stock to the College, you could deduct \$50,000 — not just the \$10,000 it cost you — and avoid paying capital gains on the \$40,000. You would benefit two ways. First, you receive an immediate deduction for up to 50% of your adjusted gross income for the current tax year, with carryover capabilities for up to 5 years on the entire \$50,000. Second, no capital gains tax is due on the appreciation.

Why not sell the stock and then donate the money?

If you sold the stock you would have to pay up to 28% of the gain or up to \$11,200 as capital gains tax. Depending on your income bracket, you might be better off giving the stock away to a qualifying organization and deducting up to \$50,000 from this year's adjusted gross income. And, of course, the institution benefits from receiving \$50,000 as opposed to approximately \$38,800.

That sounds great, but most of us need the interest or the dividends to live on. Bill Gates we are not! What then?

A tax-saving vehicle called the **charitable remainder trust** might be a good alternative. With a charitable remainder trust, the specified assets are transferred into a trust that is administered by a trustee, who could be an individual, the University, the taxpayer's attorney or the trust department of the taxpayer's bank. During the trust period the taxpayer and spouse receive annuity payments for up to 20 years, usually in amounts significantly in excess of current interest rates. Once established, a charitable remainder trust allows the donor an immediate tax deduction for the present value of the estimated remainder, may actually improve the donors' income stream with those annuity payments, and also provides for a gift to a worthy organization. As an incredible side benefit, the donated assets of the trust can be replaced with life insurance (the insurance proceeds passing to the insured donor's children or other beneficiaries) that could be excluded from estate taxes with the proper planning. At the termination of the trust, remaining

assets are transferred to the College.

Sounds complicated. Is it?

Actually, it's not. The taxpayer does need to engage an attorney, though, to establish and perhaps administer the trust.

Are there other gift options available?

Another way to make a charitable gift might be through a last will and testament, which is the final distribution of your assets. For many of us, our wills are the only and best opportunity to direct assets to worthy causes. A charitable **bequest**, sometimes called a legacy, can be included when drawing up a new will or can be added to an existing will. For those who have living trusts, it is a simple matter to amend the trust to provide for such gifts, as well.

A **specific bequest** names a dollar amount of cash or an asset: I give (dollar amount or named asset) to the College of Business Administration Development Fund, to be used for the unrestricted needs of the College of Business Administration at Sam Houston State University.

A **residuary bequest** names all or a percentage of the remaining estate after other bequests and devises have been made: I give the remainder of my estate (or a percentage of the remainder) to the COBA Development Fund, to be used for the unrestricted needs of the College of Business Administration at Sam Houston State University.

A **contingent bequest** makes a gift to the College only if all or certain beneficiaries are no longer living: If (beneficiary) predeceases me, I bequeath such property that would have otherwise passed to (beneficiary) to the COBA Development Fund, to be used for the unrestricted needs of the College of Business Administration at Sam Houston State University. Any bequest can be also directed for a restricted purpose as well, such as technology improvements, specific academic programs or scholarships.

Any other words of advice?

With proper planning, every one of us can save tax dollars today by planning and by taking advantage of the deductions allowed by the tax code. Gift and estate planning is not merely about dollars and cents, but also about leaving **your** impact and values on this old world once you are gone, and even **more** preferably, while you are **alive**. What better way to do that than assisting our current and future students — our future leaders, if you will — by helping the College of Business Administration?



Taylor Klett J.D., C.P.A.

Distinguished Service Award and SBDC

Gerardo O. Ruiz Wins Distinguished Service Award

Whether in Huntsville or in Mexico, the College of Business Administration will not find a more enduring friend than Gerardo O. Ruiz. A 1975 graduate of the College of Business Administration, Gerardo and his family have been involved with Sam Houston State University since the 1940s, when Gerardo's father Gustavo founded a summer studies program with Sam Houston State University professor Jesse Burlison. Established to provide Sam Houston State University students with the opportunity to experience the Mexican culture while earning academic credit, the Puebla Field School soon became an annual event.

At his father's suggestion, Gerardo enrolled at Sam Houston State University, majored in general business administration and completed his degree in 1975. Unfortunately one year later, due to political unrest in Mexico, the Puebla Field School program was discontinued in 1976.

Gerardo spent the next several years building a career and raising his family. In 1996 he reconvened the Puebla Field School and since then has worked hard to ensure that each year's session is a success. Currently 30 to 50 students and faculty travel to Puebla, Mexico for four weeks in the early summer to study a variety of academic subjects and

to participate in field trips around the area. Gerardo provides practical planning and logistical assistance for each school session, arranges for many of the onsite tours that enrich the Puebla Field School experience, and offers the hospitality of his home to field school participants. He and his wife, Rosita, have taken great care to make each Puebla Field School interesting and exciting.

But some sessions have been especially challenging. In 1997 the volcano Popocatepetl, located near the town of Puebla, erupted. Then, two years later, a major earthquake shook Puebla and the surrounding areas of central Mexico. Gerardo's cool-headed response to both emergencies proved invaluable to Puebla students and faculty and to their friends and families back home.

When he is not making field school arrangements, Gerardo oversees his business — *Industria Electrica de Puebla* — a company that sells wholesale and retail electrical equipment and provides for industrial contracting. He also contributes hours of service to the Puebla Chamber of Commerce, to the Puebla chapter of Rotary International and, as a member of the Advisory Council, to the College of Business Administration. Last spring, on behalf of Sam Houston State University and in recognition of his efforts, the University's Alumni Association honored Gerardo Ruiz at its banquet and presented him with its Distinguished Service Award.

It was a fitting tribute to a fine friend.



Gerardo and Rosita Ruiz (far right) welcome university officials to their home during the last Puebla Field School.

Small Business Development Center



Robert Barragan, SBDC Director

In keeping with its mission of teaching, research and public service, the College of Business Administration has held oversight responsibility for the Small Business Development Center — the SBDC — for over ten years. Financed through a cooperative agreement with the Small Business Administration, the Center is a non-profit organization that offers its services free-of-charge to any individual interested in starting or improving his or her business in the region.

"The goal of the SBDC," says Mr. Robert Barragan, director, "is to provide guidance, information and training to new and existing small businesses within our eight-county area. We offer free, confidential assistance so that small businessmen and businesswomen can increase their chances for success in a dynamic and competitive market. We want each of our clients to realize improved operations, increased sales, and strong customer services — all of which help provide the employment opportunities and business services that support the local economy."

Entrepreneurs who take advantage of SBDC services can increase practical skills and techniques through low-cost workshops, conferences, group seminars and individual consultations. SBDC clients have access to

a number of federal, state and local resources, including an extensive business library featuring reference materials covering current business management practices and procedures. SBDC instructors are drawn from successful businesses within the community, professional staff, and College faculty. Seminars, conferences and training sessions are offered in a full range of business topics, including hands-on computer instruction in small, evening classes.

Since the SBDC was established in 1992, Bob has served as its director for more than ten years. During that time he has contributed to the success of a number of businesses, including that of *Jose's Mexican Restaurant* in Huntsville. On May 10th Mr. Jose Sanchez, owner of the restaurant and a client of the SBDC, was selected as the 2002 Small Business Administration's Young Entrepreneur of the Year for both the Houston district and Region VI, the surrounding five-state area.

Under Bob's tutelage, the Center has grown to become a primary source of small business assistance throughout the East Texas region. Soon the Center will be adding a new focus. Because of his efforts and enthusiasm, Bob was one of the two SBDC Directors selected from within Texas to attend instructor training classes in Phoenix for the U.S. Forestry Service's business management program. This training will enable him to establish SBDC classes in business plan development and cash flow projections for managers of state park concession stands within the southern region of the U.S. Forest Service — an area stretching from Florida to New Mexico.

The Small Business Development Center is located at 2424 South Sam Houston Avenue, Huntsville, Texas. For more information, call (936) 294-3737 or log onto www.shsu.edu/~sbd_www/



Dean Lewis presents to Jose Sanchez an appreciation plaque for winning the 2002 Small Business Administration's Young Entrepreneur of the Year for both the Houston district and region VI.

COBA Homecoming Mixer Saturday, October 26th

1:30 to 4:30 PM • Bearkat Lounge in Bowers Stadium
Come watch the Bearkats beat McNeese!

Message from Your Dean
(continued from page 1)

attending our Spring 2003 Business Career Fair, scheduled this academic year for Tuesday, February 18, 2003 in the Johnson Coliseum.

To all our COBA donors a hearty **thank you!** is in order. Your contributions are essential to the strength and vitality of the College, allowing us the flexibility to supplement our programs and respond to urgent needs throughout the school year. In appreciation of the financial contributions made to the College of Business Administration and to other areas of the University, we have included a new honor roll of donors in this issue.

Our mission as an educational institution is enduring and does not end upon graduation of our students. Because we've had some inquiries from friends and alumni as to how they might contribute to the COBA educational mission, I've asked a member of our faculty, **Dr. Taylor Klett, J.D., C.P.A.**, to answer some of the questions we've received about estate planning and bequests to the College. I hope you find the information he provides useful. Please be assured that the College will make every effort to keep you — our alumni and friends — informed, to encourage planning in your lives, and to provide opportunities to you that can have a direct and positive impact on today and on the future.

In closing, please remember you are always welcome at the College of Business Administration. I would be delighted to have you visit, tour our facilities and get a glimpse of where we are today. As always, I value your input as to how we can improve our service and the preparation of our students.

— R. Dean Lewis

CLASSnotes

Betty Jo Risinger Spencer '48 writes from Cedar Park that she is enjoying retirement after a career of teaching business education, sponsoring extra-curricular activities and raising a family.

Ruth Denman Sollock '49 writes from Iola that she enjoyed the picture and recognized herself in the third row center next to **Robert Burke** and **Allen Mosshart**. After 31 years of teaching in public schools in Texas, Washington and Montana, she and husband, Gene, are now retired from Conroe High School. Both children are Sam graduates. Daughter Terri lives in Conroe and son Gary is in Sandpoint, Idaho. She has five grandchildren. She and Gene visit the campus frequently and hope to see more old friends in the future.

Melva Harvey Turner '48 writes from Dawson that her college roommate, **Mary Helen Riggs**, was recently named "Mrs. Fort Stockton."

Steve Townley '49 retired in 1994 after working 41 years for First State Bank of Livingston. He and his wife, Myrlie Holder Townley, are enjoying retirement on a small ranch in Polk County. They have two sons, Bill and Mark, and are active members of the local Church of Christ.

Espy G. Watts '49 writes that he is enjoying the good life in Lufkin. He married **Betty Selman '49** in 1949 and worked for the Houston school district for 30 years. In 1980, Betty and he moved to Lufkin, organized Besco Security Systems, and then retired again in 1993. They have two married sons, two grandsons, one granddaughter and one great-granddaughter.

1950

Dorothy Miller Hitt '51 can't wait to hear what is happening with her old friends and acquaintances from her years at Sam! She is retired from Alvin Community College where she taught business and office administration. She is now spending time with church activities, traveling, and enjoying her three children and six grandchildren. Her husband, **Herman Hitt, Jr.**, also a business graduate from SHSU, is deceased.

John Burge '54 and his wife, Subeth, are enjoying their grandchildren and keeping busy in Conroe. Subeth has retired from the Conroe school district after 33 years. John is still with Woodforest National Bank and serves as the branch manager at the River Pointe office.

Benedict F. Urbish '55 retired eight years ago and has been active with the Knights of Columbus for 25 years in the Denver, CO area. The Knights provide a Friday night program for mentally disadvantaged clients, which includes a meal, entertainment and a church service. The clients look forward to the night out and their parents get a few hours of rest.

Robert Cobb '59 is the owner of an insurance agency in Richardson. Contact him at bondcobb@msn.com

1960

Rev. Roland "Jack" Follis '60 writes from Meridian, MS that after graduation he served two years as an officer in the US Army and in 1963 entered the seminary, earning graduate degrees in theology and religious education. He was ordained a Baptist minister in 1965, married his wife, Sylvia, in

1966, who gave birth to the first of their three children in 1966, and began full-time vocational ministry. Most of his 40 years of pastoring has been as an institutional chaplain, serving in prisons and hospitals. He officially retired last September, but is still involved in ministry — but at a much, much slower pace.

Mrs. Elsie J. Yeager Dressen '61 writes from Lake Jackson that she is keeping busy as an instructor in the business/computer technology department at Brazosport Community College.

Albert L. Jordan '61 dropped us a line from Humble.

Jo Wilson Williams '62 writes from El Paso that it has been a great life! In 1963 she was transferred by Humble Oil from Houston to Albuquerque. There she married husband, David, who later received his doctorate in electrical engineering and taught for the University of New Mexico. Their two children, James and Sharon, were born there. In 1978 they moved to El Paso, where she has kept busy as a wife and mom and with many volunteer organizations.

Joseph L. (Bud) Haney '63 writes from Waco that he is a 2002 inductee of the Sales and Marketing Executive International Academy of Achievement.

Al Maddox '66 sends greetings from Duncanville.

William (Bill) Zedler '65, MBA '67 writes from Arlington that his two sons are married and starting families of their own. His daughter graduated from Texas Tech and has her dream job with a professional sports team. Bill has retired from the medical industry after a 30-year career. Last March he won a three-way race in the Republican primary for the state legislature and is now preparing for the general election in November.

Linda Adams Pischel '68 writes from Houston that she has recently married and her name is no longer **Bain**. She is most proud of her daughter, Danielle Bain, who graduated from Sam Houston State University last December.

Donnie R. Robison '68 is retired in Franklin after 34 years with the Texas Education System.

1970

Toby T. Irwin '70 lives in Terrell and is the senior pastor of Hayden Baptist Church. He received both a masters and a doctorate in ministry and has been a Baptist pastor for 33 years. He has conducted 11 crusades in 17 countries, the most recent in Peru. He married Janelle King in 1973 and they have two children, Gregory and Joni.

Richard L. Boehm '71 sends greetings from La Grange.

Atanasio Rodriguez '71 started an insurance agency in Houston in 1973 and has been in the business since. He is married with three children: one child graduated from SHSU in 1994 and another has graduated from Texas Tech.

Randy Finfrock '71 writes from Tulsa, OK that after serving six years with the Coast Guard in Houston and then working in sales and management positions there, he and his family transferred to Tulsa, where he is now a senior buyer. He and wife Joni have two sons, Adam and Will. Randy enjoys outdoor activities, umpiring for youth baseball, photography and genealogy.

Jean Waller Dinkins '71 teaches business computer information systems at Conroe High School, where she has worked for 28 years. She and husband **James '68** have two boys, Jay and Joe. Jay graduated from Texas A&M and is now working as a civil engineer in San Francisco. Joe is attending St. Edward's University in Austin on a basketball scholarship.

James (Jim) Neal '72 was just elected to the union's executive board for the City of Houston.

Glenn Horndt '73 writes from Columbus that he and his wife of one year, **Elena Hinkle '74**, are both alumni of Sam Houston State University and that even Elena's sister Linda '73 is a Bearkat, too. Glenn is the parts manager for an auto dealership in Eagle Lake and Elena is a buyer for a firm in Sugar Land.

Bobby Storm '72, MBA '73 is a Texas Certified Nursery Professional and owns a nursery and gift store in Waco. He and Brenda have three children: Mike, Aimee and Wendi. Bobby is a member and past president of the Optimist Club of Waco and a past district lieutenant governor of the China Spring Lions Club. He also was on the China Spring school board for 13 years and served as its president for four years.

Susan Smith Lenamon '73 has been with the Pearland school district for 25 years and received her doctorate degree last July. She is active in the community, serving on the board of directors of Pearland's YMCA, the neighborhood center, the economic development corporation and on the board of governors of Pearland College Center.

Tony A. Mandola '73 has three restaurants, a catering company, and will be opening a new concept this fall in the Galleria area of Houston. He and Phyllis chaired an event for the Diocese of Galveston-Houston and raised \$1.3 million in tuition assistance for inner-city children.

Richard (Dick) Young '73 was elected to serve as a councilman for the city of Killeen. He recently lost 82 pounds and has opened a diet center. He and his wife, **Teresa '74**, recently celebrated their 30th wedding anniversary.

C. Malcolm Mire '74 writes from Huntsville that he retired from the Texas Dept. of Criminal Justice last fall after 28 years, and then, was rehired by the chaplaincy department a few months later. He is married to **Jeanita '74**. Son Jason and his wife recently presented them with their first grandson, Zachary Andrew.

Ronny G. Havens '75 completed a masters degree in human resources in 1993 and is working for the Killeen school district. He is very proud of his daughter Brianne, who is a senior at the University of Texas – Austin, majoring in radio, television and film. He sends his greetings to **Dr. Leroy Ashorn** and **Dr. James Gilmore**.

Richard Paul Shaffer '75, MBA '76 is in Hitchcock and has been the owner of his own business since 1982. He has been listed consistently in many Who's Who publications since 1993. He writes that his favorite COBA teachers were **Dr. Loyce Adams** and **Dr. Sara Hart**.

1980

Roland Hendricks '80 has been promoted to the position of global controller for the supply chain shared services business at The Dow Chemical Company in Midland, MI.

Charles W. Jones, III '81 writes that he and his lovely wife, Lina, celebrated their tenth wedding anniversary on August 7th and are relocating to Dallas this fall. Charles has accepted a position with WFS Financial, Inc. and will be responsible for several regional business centers across the southeast.

Robert C. Baldwin '83 writes that he has worked in sales for the Imperial Sugar Company for the past 14 years and is currently the vice president of the consumer products division. He and his wife of 12 years live in Sugar Land with their two children, ages 9 and 11.

Class Notes, COBA Donors and COBA Contributors

Nakita Gates '83 has opened her own business in north Houston. Contact her at nggates@riveroaksstaffing.com.

Jeffrey Bohannon '88 says hello from Missouri City.

Michael Schaefer '88 writes that he is now the division chair of the applied business, information technology and public service division at the Blinn College campus in Bryan.

John W. Feray '89 writes from Dallas that he and Leslie Kahmann were married in 1991 and have two children: Libby, 5 and Jack, 2. John is the vice president of finance for Hagggar Clothing. He enjoyed his last visit to campus last fall, when he and his family came to cheer the Bearkats on to their tremendous victory over Northern Arizona.

1990

Kelly R. Miller '97 has been promoted to Vice President of Finance and Administration for the Town Center Improvement District (TCID) in The Woodlands, TX. She is now responsible for all financial aspects of TCID including financial reporting, forecasting and analysis, and cash management. Prior to her employment with TCID, Kelly was a senior auditor with Ernst & Young, LLP.

Amy Martinets Good '99 was sworn in as a Certified Public Accountant in June 2002. Since graduation Amy has been working for the internal audit office at The University of Texas at Austin.

2000

Tanis Collins '01 and Louis Migliaccio were married on September 15, 2001 and are now living in College Station.

DECEASED

Lewis E. Smith '39

H.D. Lewis '49

James E. Scamardo '66

Kenneth Blanchard '67

Gerald A. Bessire '84

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CLASSnotes

1940

Warren T. Hudson '41 has retired twice, once as a colonel from the Air Force and again from the Tempe, Arizona school district. He and his wife, Hazel Louise (Hurd), live in Tempe and have three children: Thomas, Edward and Diane. W.T. mentioned **Ray Edmondson '41** in his note.

Mary Helen Baldwin Martin '41 writes from Hunt that she and husband, John, traveled to Seattle to celebrate their 60th wedding anniversary together

with their oldest granddaughter and her husband, who celebrated their tenth the same day. Following a stay at Lake Quinault Lodge, they visited their oldest child's family on Whidbey Island.

John M. Terry, Jr. entered Sam Houston State Teachers College in 1941 but left to join the U.S. Marine Corps in 1942. After the war he finished school at SMU and returned to the Marine Corps. In 1973 he retired as a colonel and went into Florida real estate during the Disney boom. Now in Orlando, he keeps active with a local veterans group. Divorced for several years, he has six grown children.

Mary Alice Debney '42 taught business subjects for 18 years in the Jasper High School. After retirement she and her spouse traveled around the country for several years. For the past seven years she has been a patient advocate at the Christus Jasper Memorial Hospital.

Ruby Brand Pipes '44 writes from Huntsville that she taught school for five years then worked for the U.S. Forest Service for 25 years. Her three children all graduated from SHSU; one daughter lives in Florida, another in Cleveland and her son, **Charles Pipes '77**, lives in Houston.

(please turn to page 6)

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CLASSnotes

We want to hear from you and share your news and accomplishments with other alumni

and friends in the next issue of PRIDE! Letting us know of your promotions, transfers, special honors, and personal news keeps everyone aware of what SHSU alumni are doing.

For Class Notes, email news to Margaret Quarles, gba_msg@shsu.edu or mail to College of Business Administration, Sam Houston State University, Huntsville, TX 77341-2056.



PRIDE!

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Please send us your news for the next issue of PRIDE!