

FINANCE, INSURANCE AND REAL ESTATE

Colene L. Coldwell, lecturer in Finance and **John T. Rose**, professor of Finance, Harriette L. and Walter G. Lacy, Jr. Chair of Banking, published “Teaching and Application in Introductory Finance: Using an Excel-Based Case Study as a Pedagogical Tool” in the *Journal of Business Case Studies*, First Quarter 2006.

Ernest S. Fletcher, Jr., lecturer in Finance, wrote the chapter “Cash Flow from Assets and Cash Flow from Financing; Shifts in the Security Market Line,” in the textbook *Introduction to Corporate Financial Management*, printed by Thomson South-Western, August 2006.

James Garven, professor of Finance & Insurance, Frank S. Groner Memorial Chair of Finance and Risk Management and Insurance (RMI) Program Director, has been appointed the president of the American Risk and Insurance Association. He delivered the presidential address to the association at their annual meeting in Washington, DC. The address “Risk Management: The Unifying Framework for Business Scholarship and Pedagogy,” discussed the pervasive nature of risk management throughout the various business disciplines (not only in RMI, finance, and economics, but also in other disciplines such as management and marketing). Co-author Neil Doherty also presented their paper (with Sven Sinclair at the Congressional Budget Office) entitled “Noise Hedging and Executive Compensation.” Links to the papers and the related presentations can all be found at <http://finance.baylor.edu/garven/aria.htm>.

William Reichenstein, professor of Finance and the Pat and Thomas R. Powers Chair in Investment Management, published “Recommended Readings: For Books that Cover it All” and “The Real-World Lessons from Investment Theory” in *AAII Journal*, printed by the American Association of Individual Investors; “Rationality of Naïve Forecasts of Long-Term Rates” in the *Journal of Portfolio Management*; “Tax-Efficient Savings and Investing” and “The Expanding Roth Retirement Account” for TIAA-CREF Institute’s *Trends and Issues*. He was quoted in the *Wall Street Journal* article “Good Form: Using Your Tax Return to Bolster Your Investment Performance.” His paper

“After-Tax Asset Allocation” was the lead article in the *Financial Analysts Journal*, July/August 2006.

INFORMATION SYSTEMS

Robin Wakefield, assistant professor of Information Systems, presented “Affect as Information in the Decision to Use New Technology” and “The Nature and Influence of Conflict in Virtual Teams” (Co-authors: **Dorothy Leidner** and P. Shan) at the 2006 America’s Conference on Information Systems (AMCIS). She also presented the research “Conflict and Conflict Composition in the Virtual Team,” co-authored by **Dorothy Leidner**, at the 2006 American Accounting Association (AAA) Annual Conference. Wakefield also published “Mobile Computing: A User Study on Hedonic/Utilitarian Mobile Device Usage,” co-authored by Dwayne Whitten, as part of a special issue on mobile computing in the *European Journal of Information Systems*.

Randall Waller, senior lecturer in Information Systems, authored the presentation “Reading Stories and Signs on the Internet: Analyzing CSR Discourse on the Internet” with professors Catherine Nickerson and Brigitte Planken, both of Radboud University Nijmegen, the Netherlands, who delivered the presentation at the Association for Business Communication’s 8th annual European Region Convention in Oslo, Norway, on June 8, 2006.

MANAGEMENT AND ENTREPRENEURSHIP

Mitchell J. Neubert, Chavanne Chair of Christian Ethics in Business and the H.R. Gibson Chair in Management Development, published the paper: “A Cognitive (Attributions): Emotion Model of Observer Reactions to Free-Riding Poor Performers”

in the *Journal of Business and Psychology*. He presented “The Effects of Perceptions of Group Potency and Personality on Volunteer Group Member Selling Behavior” at the Administrative Sciences Association of Canada, 2006.

Marlene M. Reed, professor of Management & Entrepreneurship, was recently elected to the Board of Directors of the North American Case Research Association. It is the largest case research organization in the country. She will serve on the Board for the next two years and will represent the Southwestern region of the United States. Reed won the award for Best Ethics Case from the North American Case Research Association for “Community Bancshares, Inc.: A Case of Fraud” at their 2005 annual meeting. She also published “Saddam Hussein and the Price of Oil” in *The Journal of Finance Case Research*. With Rochelle R. Brunson, Reed also published the articles “Aries Catering and Tours of Armenia” and “De Soto Caverns (B),” in *Strategic Management: Theory and Practice*, 2nd Edition, edited by John A. Parnell in Fall 2005.

MARKETING

Darryl Lehnus, lecturer, gave a presentation to 150 business leaders in Channakale, Turkey. The topic was “Marketing Principles: An overview for Turkish Businesses.”

Stan Madden, The Ben H. Williams Professor of Marketing, presented “Building Major Gift Fund-Raising Systems” to the European leadership of Youth with a Mission, July 6-7 in Amsterdam. **Fred Roberts** (BBA ‘74, MBA ‘00) and **Steve Ashworth** (BBA 1986), YWAM CFO



for Europe, arranged the event. About 15 of the leaders for YWAM Europe were in attendance. Roberts also presented material to the group. **The McBride Center for International Business** assisted in making the trip happen.

Marjorie J. Cooper, professor of Marketing, presented a paper entitled “Reflections on the Nature of Human Personhood and Some Common Business Practices” at “The Two Tasks: Redeeming the Soul, Redeeming the Mind,” 2006 National Faculty Leadership Conference, sponsored by Christian Leadership Ministries in Washington, DC. She also published the “State of the Industry 2006,” based on her research with Larry Basinait, ASI. This is the sixth annual issue of *Counselor Magazine* devoted exclusively to an industry-wide report for which Basinait and Cooper provide the research on which the report is based. The annual State-of-the-Industry issue is the most widely read issue of *Counselor Magazine* and is an important reference guide for thousands of people throughout the promotional products industry.

GRADUATE PROGRAMS

Tom Lutz, former director of the MBA in Information Systems Management at the Hankamer School of Business, published the book *Navigating Your Change Mazes* (Evergreen Press, April 2006). The first acknowledgement in the book is “Students at Baylor University.” Lutz said the catalyst for this book came when he designed and taught a course for Business School seniors at the request of former dean Richard Scott. The full year course integrated the topics of change, communication, ethics and leadership. “Those students are acknowledged in the book because they were continually inquiring about change and how to deal with it or make it happen. Their wide-eyed interest sparked the idea of writing it down. Since then, executives and church leaders I have coached are asking the same questions and urged me to write it down. Hence, the book,” said Lutz. Lutz is now an executive coach for business and church leaders.

'68

DAVID GRIGSBY, BBA, has recently been named interim dean of Clemson University’s College of Business and Behavioral Science, where he has been a member of the faculty since 1982.

'75

MARTIN K. SCIRRATT, BBA, was recently promoted to vice president of sales for Administaff, Inc., the nation’s leading Professional Employer Organization. Scirratt joined Administaff in 1999 as a sales consultant in Dallas. He has since held several management positions within the organization. In 2003, he was promoted to managing director of sales performance improvement. Prior to joining Administaff, Scirratt served as vice president and production manager for Countrywide Credit Industries, and is experienced in Fortune 100 banking in the Texas market. Scirratt also earned a master’s degree in divinity/theology from Southwestern Theological Seminary.

'84

CRAIG UNDERWOOD, BBA, Certified Gemologist Appraiser and president of Fayetteville-based Underwood’s Fine Jewelers has been elected president of the American Gem Society’s International Board of Directors. Prior to taking the reigns as president, Underwood served as chairman of the American Gem Society Diamond Standards Committee, chairman of the International Task Force for Fancy Diamond Cut Grading, and chairman of the American Gem Society Lab Gemological Committee. The Task Force for Fancy Cut Grading was formed to evaluate and develop a diamond cut grade system designed to analyze and evaluate the light performance of various diamond shapes – a first in the diamond industry. Underwood assumes the presidency nearly 20 years after his father, William Underwood, CGA, founder of Underwood Jewelers, completed his term. Craig is married to Laura (Orsak) Underwood, BA, and they reside in Fayetteville, Arkansas.

'91

SCOTT A. NELSON, BBA, an attorney with the Law Office of Scott A. Nelson, P.C., was named to *Texas Monthly’s* 2006 SuperLawyers Rising Stars list.

'92

BILL AREND, BBA, has started a new role managing the mid-market applications business for Oracle Corporation. As regional manager, Arend has a reseller channel and sales team focused on growing Oracle’s application business including JD Edwards, PeopleSoft and Oracle eBusiness Suite. Prior to joining Oracle, Arend managed the Houston area business partners for Microsoft Corporation. Outside of his role with Oracle, Arend serves as chairman for the Greater Houston Partnership’s Emerging Business Council (EBC). The council is part of the Houston region’s economic development, world trade and chamber of commerce. The mission of the EBC is to represent the needs of growth and technology-oriented businesses by fostering opportunities for business development and strategic alliances among and between emerging businesses and large corporations.

MARK W. SMITH, BBA and MBA, joined Calvetti, Ferguson & Wagner as a partner. CF&W is a Houston-based CPA firm that provides accounting, internal auditing and consulting services, including Sarbanes-Oxley implementation and ongoing compliance.

'97

LORI COULTER, BBA, is president and CEO of her own company, a made-to-order swimsuit business called Lori Coulter. She also has a patent pending on TrueMeasure, the software she uses to customize – and custom-size – her swimsuit designs. After getting her BBA at Baylor, she earned an MBA from Washington University in 1999. She married Kelly Coulter who works in finance for a division of Emerson. They have a young son.

'02

MICHAEL KABAT, BBA and JD, joined the Austin office of McGinnis, Lochridge, & Kilgore, L.L.P. in 2005 as an associate in the firm’s litigation and financial services practice groups. He also recently married Alexis Lorick, who starts law school at St. Mary’s University this fall.