



OPTIONS

November 2006

Web: www.texasemba.com

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Creative Types—We Need Your Logo Designs

The University of Texas Executive MBA Association (your alumni association) needs a new logo—a new *brand*—to reflect the program’s name change to the Texas Executive MBA program. Who better to come up with that new brand than an alumnus (or current student) of the program?

Please send your submissions to [Jake@BalanceVentures.com](mailto:jake@balanceventures.com) before November 30, 2006 in PDF, JPG or GIF format. The Alumni Association Board will review the entries and declare a winner at its next meeting on December 02, 2006. The winner receives free admission to the Business Seminar on February 9, 2007. If you want to review and weigh in on the entries, join us for the Board meeting on December 2nd!

Letter From the Dean, Larry Abeln

The University of Texas’ new Hotel and Executive Education Center will be a new gateway to the campus (equally distant from the UT tower and Texas State Capitol) on MLK and University Avenue.

The center is integral to our goal to be the preeminent public business school and will allow us to more effectively compete with nationally prominent schools including Duke, Kellogg and Harvard, all of which have executive education centers. Others like Berkeley’s Haas School and the University of Indiana are planning similar facilities as well. In addition to a 300 room hotel to be used by all members of the university

community, there will be an attached 65,000 sq. ft. educational space with new tiered classrooms, team meeting rooms, conference rooms, a 300 seat auditorium, dining, an 800 seat ballroom and underground parking. When completed in 2008, our Executive Education programs including the Texas Executive MBA and Texas Evening MBA will relocate into the new center.

The center supports the University’s commitment to professional education and will allow the business school to develop more enriching partnerships with the business community by introducing our constituents to on-campus, residential-based learning programs. These

programs will help us build our current portfolio in open enrollment and custom.

Project Highlights:

- * 65,000+SF Specialized Meeting Space
- * 300 Guest Rooms & 3 Dining Facilities
- * 520-Car Below-Grade Garage
- * 7 Tiered & 4 Flat Classrooms
- * 300-seat amphitheatre
- * Team, breakout & conference rooms

Editor’s Addendum: UT recently created a new website (www.MeetAtTexas.com) with more information about the Executive Education Center, which includes a webcam so you can view the project in process.



UNIVERSITY OF TEXAS
EXECUTIVE EDUCATION AND CONFERENCE CENTER

Updating Your EID, University Contact, and Alumni Directory Information

Updating your EID and University contact information is key to staying in touch with the University of Texas community.



The UT EID is your University “Electronic Identity” which is used during log-in to a variety of UT websites including the McCombs Online Resources and UTDirect.

If you do not know your login name and/or password:

* Go to https://idmanager.its.utexas.edu/eid_self_help/ to find your EID and/or Password.

* This may require use of your last e-mail address known by the University.

* If the online help does not answer all of your questions, call the Registrar’s Office at (512) 475-7656 for immediate assistance & password resets over the phone.

With your EID and password:

* Go to <https://utdirect.utexas.edu/utdirect/>.
* Enter your UT EID and password, and click the “Log In” button.

* You will receive a pop-up window notifying you of successful log on. Click “OK”.

* In the right column will be a link to the “All My Addresses” page.

* In “All My Address” you can update your contact information. This will ensure that UT and the Texas Executive MBA Program office has your most up to date

addresses (postal and e-mail) and phone numbers.

* When you are finished with UTDirect, the Log Off button is in the top right corner.

McCombs Online Resources (MOR) - Alumni Directory

Information updated in UTDirect will automatically be downloaded into MOR. At the MOR site you can search for all MBA alums of McCombs. To log into the Alumni Directory, go to www.mcombs.utexas.edu/MOR.

* Enter your UT EID and password, and click the “Log In” button.

* Don’t know your UT EID and password? See previous section for information on finding/updating your EID and other University contact information.

* You will receive a pop-up window notifying you of successful log on. Click “OK”.

* You can search for alumni, update your profile and more at this site.

* If the information under “Update Profile” is currently correct but you have not been receiving any emails from the Texas Executive MBA office or the McCombs School of Business, please confirm the information at

the UTDirect site is correct:

<https://utdirect.utexas.edu/utdirect/>.

* Confirm and/or make updates in the MOR Alumni Directory

* Verify/update your preferred and alternate email addresses.

* The **preferred** email address will be used by the Texas Executive MBA Office and the UT Executive MBA Association for email communication with alumni.

* Click “Update”.

* **Note:** If you have Lifetime Email Forwarding, you can return to your Profile and click “Manage Lifetime Email Forwarding Settings” to enable or disable this function, and update the email address to which UT email addresses should be forwarded. This email address should match either your preferred or alternate email address on your Profile page.

If you need assistance with any of the above, please contact Jesse or Teresa with the Texas Executive MBA Program Office:

Jesse Saunders

Jesse.Saunders@mcombs.utexas.edu
(512) 475-6436

Teresa Phillips

Teresa.Phillips@mcombs.utexas.edu
(512) 475-6435

Regional Alumni Updates

Austin: If you are not on the email list, contact the Texas Executive MBA office so you can receive notices, or contact Heather Bailey at hbailey2@austin.rr.com or (512) 461-4518 (mobile).

San Antonio: Alumni meet periodically for lunch to network and

stay in touch. Contact Vid Desibhatla at vid.desibhatla@gmail.com for more info.

Dallas, Houston, & Other Regions: Contact Jake Gray at jake@BalanceVentures.com with any info or updates for your region for inclusion in the next newsletter.

Alumni Interview with Betty Otter-Nickerson (class of 1991), Chief Operating Officer, LIVESTRONG™, The Lance Armstrong Foundation

Heather Bailey (class of 1991) interviewed her classmate, Betty Otter-Nickerson for insights into her career shift to head a familiar non-profit organization in Austin.

HB: Can you give us a brief description of your background?

BN: I graduated in 1976 with a degree in Psychology from the University of Florida and started my career as a Social Worker serving abused children and the elderly in Florida and Missouri. The job was emotionally challenging and eventually took its toll, so I looked at a career change. While living in St. Louis I earned a BS in Information Management from the engineering school at Washington University. This was a unique program in that 14 corporations funded the curriculum to bring much needed technology skills to the area. After graduating, I worked in information technology for the Florida Board of Regents, TRW, Syntex Pharmaceutical, and eventually came to LCRA [Lower Colorado River Authority]. I worked at LCRA when I enrolled in and completed the [Texas Executive MBA] program.

HB: What prompted you to apply for the [Texas Executive MBA] program?

BN: At the time, technology was not respected within the organization where I worked. I saw the positive impact technology could have on the business but lacked the tools to do it. Luckily, I had a good mentor who supported me. I applied to the program not to get an MBA but to get the tools to help me grow and do a better job.

HB: How did the program impact your career?

BN: When I graduated, I found the company didn’t really have a plan for me to utilize my skills and leverage the knowledge gained from [the Texas Executive MBA program]. So when I was recruited by BMC with the opportunity to be responsible for a line of business, I jumped at the chance. As a product manager, I was expected to deliver a 30-percent profit on products delivered to the market for which I was responsible for everything from cradle to grave. In nine years I saw BMC grow from \$300 million in revenues to \$1.2 billion. I learned a lot in those years and developed my business and financial skills in the product management and operations area. I learned how to build teams and value, put infrastructure in place, launch initiatives and products, and make them work on a global basis. It’s all about

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UT MBA Quickies

Update Your Information in the Alumni Directory!

Update your email, address, employer, and email distribution lists in the MBA Alumni Directory at <http://tinyurl.com/JCW23>. Also, look for classmates, find alumni in your area, and sign up to get involved.

Hire McCombs Alumni through the McCombs Job Board

Promote employment opportunities to both current students and alumni of the McCombs School of Business at <http://tinyurl.com/y2nmb1>. As alumni, you are in a unique position to help McCombs MBAs.

Helping Hand Home—Toy Donations Needed

This holiday season, help us make a difference in the lives of many children with the sixth Annual Holiday Toy Drive benefiting the Helping Hand Home For Children (<http://www.helpinghandhome.org/>) on Thursday, December 7, 6:30-8:30 PM at Brown Bar in Austin. You are invited to bring an unwrapped toy, or make a cash donation. For specific toy/donation ideas, please visit: www.helpinghandhome.org/wishlist.htm.

Alumni Referral

Do you know an outstanding candidate who is applying at McCombs? Fill out an Alumni Referral Form (<http://tinyurl.com/utabw>). This referral is an informal letter of recommendation (does not replace either of the two required letters of recommendation) and will be added to the applicant's file. Alumni can submit an alumni referral for co-workers, family and friends who will be applying for the upcoming application cycle.

Book Review: Have You Got One For Us?

The Editor of *Exchange* magazine had this to say about *Alpha Dogs: How Your Small Business Can Become a Leader of the Pack*, by Donna Fenn:

"Wacky employees, funky store designs, entertaining service and prominent locations. These are the most obvious elements of Amy Simmons' gradual growth model for her Austin-famous Amy's Ice Cream stores. The local ice cream parlor owner and MBA '94 divulges her story of small business success over ice cream giants Ben & Jerry's and Cold Stone Creamery in Donna Fenn's new book, *Alpha Dogs*. In one chapter, Fenn, a contributing editor for *Inc.* magazine, profiles Simmons' company from her first days in business

UT EMBA Association Annual Business Seminar

Conscious Capitalism: A Moral Transformation of Capitalism? February 9, 2007 Thompson Conference Center

Today's corporations have dedicated teams to implement and market the companies' tenets of corporate responsibility, from business ethics to community involvement. What are the economics of this Conscious Capitalism? Can social and environmental values drive profit, productivity, and customer loyalty? Do nice guys and gals finish first? Come join us as we explore this relevant topic with leaders from the business community. The UT EMBA Association Board is pleased to present the following speakers:

Patricia Aburdene

For the first time in the history of the UT EMBA Association, the Board has secured the services of a professional speaker. Author Patricia Aburdene is one of the world's leading social forecasters. For twenty-five years, she has been tracking how change impacts business. Through her books, talks and workshops, Aburdene has helped thousands of organizations make the most of social change and transformation. Co-author of the number one, *New York Times* best-seller *Megatrends 2000*, Aburdene's newest book is *Megatrends 2010: The Rise of Conscious Capitalism*, a blueprint of the social, economic and spiritual trends transforming free enterprise.

Aburdene was John Naisbitt's collaborator on the publishing phenomenon *Megatrends* which

topped charts in the U.S., Germany and Japan. She co-wrote the best-selling *Re-inventing the Corporation* and *Megatrends for Women*. Patricia has lectured throughout the U.S., Canada, Europe, South America, Australia and the Pacific Rim.

Tod Arbogast

Tod Arbogast is responsible for managing Dell's Sustainability team and programs. In this role, he is responsible for managing the balance of Dell's growth strategy with goals to minimize Dell's impact on natural and human resources.

Mr. Arbogast's role includes managing company relationships with stakeholders that help Dell develop sustainable growth strategies, guiding Dell's product recovery and recycling programs, and managing a model of identifying issues that could affect Dell's future growth so that the company can prepare to meet these challenges. Mr. Arbogast is responsible for reporting to senior management, including Dell's CEO, on Dell's progress in these areas, and on challenges the company faces in the future.

Some key areas of responsibility for Mr. Arbogast include: setting Dell's global goals for increasing recovery of used products for recycling, establishing waste stream verification strategies and setting policy to manage global supplier strategies. In addition Mr. Arbogast coordinates management of Dell's supplier labor policies and represents Dell on the Electronic Industry Code of Conduct Imple-

mentation Group.

"Jemison Jam!"

Texas Executive MBA Director Dave Jemison will kick off our Seminar Event on Thursday evening, Feb. 8, 2007. Please plan to join fellow alumni at the University of Texas Club on campus for cocktails, hors d'oeuvres, and compelling dialogue on a relevant topic related to the Seminar's theme.

Additional speakers will be confirmed in the following weeks. Please check the "2007 Seminar" page on the UT EMBA web site at www.texasemba.com for updates.

Online registration open!

The convenience of online registration is now available at www.texasemba.com. Follow the link for "2007 Seminar" to register for Jemison Jam and the Seminar. This event is open to all McCombs Business School MBA Alumni (not just Texas Executive MBA Alumni) and their guests. We encourage you to pay your annual Alumni Association dues at the time of registration. Registrants paying their 2007 dues will receive a discount on the Business Seminar admission.

Admission fees are as follows:

Jemison Jam: \$50

Seminar (lunch included):

\$160 for any McCombs MBA Alumnus, or \$150 for EMBA Alumni with paid dues for 2007.

Contact Seminar Director Andrea Scott with any questions at texasemba@gmail.com.

All Alumni Welcome at UT Executive MBA Association Board Meetings

Your Alumni Association meets in the McCombs Bldg Conference Room CBA 6.420. We welcome your contribution to our deliberations and planning at our December 2, 2006 meeting! Call the Executive MBA Office at (512) 475-6436 for details.

Alumni Interview with Betty Otter-Nickerson (class of 1991), cont'd.

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knowing and being part of a community. Your customers and stakeholders need to know who you are and what you do.

HB: What made you decide to leave the corporate world to become the COO of a non-profit?

BN: I'd been in the start-up world for the previous four years growing companies and one day I got a call from a recruiter about a company who was experiencing incredible growth and needed help with the growth. They were looking for a business person to help with focus and to build the right infrastructure. I was intrigued by the opportunity. It turned out it was the Lance Armstrong Foundation which had revenue around \$11 million prior to the wristband introduction. With the success of the wristband and other initiatives, the foundation grew to where it now has \$48 million in cash and investments alone!

HB: Let's talk about the Lance Armstrong Foundation and why you believe this is the place you want to be.

BN: Once I understood the mission, I became a true believer. One in two men and one in three women will be diagnosed with cancer. We are in the business of cancer and our mission is to inspire and empower those people affected by cancer. I recently lost my mother to cancer, so this cause has become very personal. The Manifesto of the Lance Armstrong Foundation is what gives me strength and focus (ref. 2005 Annual Report). What happens to people is that once they are treated for cancer, they are then let go by the medical system. This is when the foundation steps in. We are there to support their emotional and educational needs for the

lifecycle of cancer. We have lots going on but one program I am most proud of is the network of Lance Armstrong Survivorship Centers of Excellence. There are 41 National Cancer Institute Comprehensive Cancer Centers and five have currently been funded to house a LAF Center of Excellence where the focus is on post treatment and follow on care. We are leveraging the strengths and resources of leading health organizations to provide improved quality of care throughout a patient's life. In addition last year we funded 27 research grants at 21 institutions for over \$5 million and distributed 28,000 survivorship notebooks. We want to change the system's approach to treating cancer.

HB: How is this different from the private sector?

BN: In many ways it isn't different. It is focusing on your stakeholders and making sure they know who you are and what you do. It's the value you bring. It's serving your customers. Only in the case of our customers it's their life and providing the resources to live a better quality of life, literally. We are not different from the private sector. We must execute our plan and deliver. We have to run like a business but we are not a business, our stakeholders are not necessarily paying customers. They are cancer survivors. You must be able to serve your stakeholders. You must believe in the mission. It's not just about the money. I have had to develop different sensitivities to our employees who are dedicated to our mission. It is not the typical competitive corporate work environment.

People do look at you differently when they find out you work for a nonprofit. There is a perception that we are not a business and that we don't think or operate in the same way. It is a business when you are dealing with the financial, medical, research, legislative, and business resources we do. My education and experience have really come into play here.

HB: Tell us about your typical day.

BN: I spend a lot of time with the team on all aspects of our business and a lot more time talking with attorneys than I could ever have imagined. I spend time developing strategic relationships that involve licensing our brand to corporations, [because in] the non-profit world, as in the private sector, we need ongoing sustainable sources of revenue. Donations can't do it all and a major focus of mine is to diversify our revenue sources. In addition, part of my job is to insure we are good stewards of the LIVESTRONG™ brand, constantly working to make sure other entities are not profiting from using our name. We don't want people to think they are giving to a good cause and find out someone else is profiting from our brand.

HB: Any parting words of wisdom or insights you want to share?

BN: Yes, in many ways the things I do are directly related to my MBA and private sector education and experience. What is different is the way I and my coworkers relate to the mission. I am striving to make a difference to a cause for which I care deeply. LAF is a great place to be, tapping into my passion to both build organizations and help others makes each day an exciting opportunity. So make sure you are tapped into your passion.

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REMEMBER—Register at www.texasemba.com For The Next UT Executive MBA Association Business Seminar & Alumni Class Reunions on February 9, 2007

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