

# OPTIONALS

The Newsletter of the University of Texas at Austin Option II Executive MBA Association

March, 2003

## It's A New Year With A New Mission

[www.optionii.com](http://www.optionii.com)

### A Note From The President

"Are we (alumni) well prepared for the future?"

"Does the alumni association provide the right value for its stakeholders – candidates, existing alumni, the university, The McCombs School of Business, The Executive MBA Programs?"

"Are we fully leveraging and developing the assets that exist within our alumni network?"

These questions, among many others, are on the minds of your Executive MBA Alumni Association representatives as we enter 2003 and induct the new board members.

After four years as a board member, I am blessed and honored to represent you as the Executive MBA Alumni Association President. You will see that our "2003 Goals and Objectives" are aggressive and highlight a critical juncture in the Association's history, where we must leverage the foundation established by the first decade of operations to create the business plan and model for our future, which will be known as the CEADD (pronounced "Seed") program.

### 2003 Goals and Objectives

**Theme: Evaluate our legacy and create our future**

- Create a 5, 10, 20 Year Strategy
- Establish the Marketing Plan
- Align the Operational Plan
- Derive the Fiscal Plan
- Deploy the Organizational Plan

With 1065 alumni, spanning over 23 years of graduating classes, representing more than 80 professional disciplines across a multitude of industries we have the market assets to establish a strong, sophisticated network of alumni programs that can elevate our alumni, The McCombs School of Business and the Executive MBA Programs to a higher level of excellence.

To compliment these strengths, Dr. Gau, the new McCombs School of Business Dean, has a similar ambition to elevate the national profile of the McCombs School of Business into the top 10 status.

As an alumnus, your involvement will be critical for us to achieve these 2003 Goals and Objectives. Whether 5 minutes on a survey response, 1 hour on a specific alumni team task, or a leadership role in the creation of the business

plan, your voices and efforts are needed!

In closing, I have a request for you. Imagine you are in the year 2013 completing the second decade of Option II Alumni Association existence.

"What are your expectations for success as an individual?"

"Does the UT Executive MBA Alumni organization serve to help you reach these personal goals.?"

If not, then I offer up for your consideration that maybe your alumni association and fellow alumni should have a role. That role will be defined this year. I invite you to be part of that planning and implementation process.

Contact me at 713-412-4421 to learn more about how to become involved in creating our future.

Curtis Bissonnette ('98), President  
UT Executive MBA Alumni  
Association  
McCombs School of Business

**Email your information and comments to Ed Paulson, the Options Editor:**  
[author@edpaulson.com](mailto:author@edpaulson.com).

## Van Williams - Daredevil

Having just returned from my winter ski trip, I'm happy to report that I suffered no injuries from all my aggressive and advanced skiing activity through black diamond and double-black diamond trails.

I was however unprepared in assisting my four year old son down a bunny slope. While going less than a foot an hour, I managed to sever the ACL ligament and tear the MCL ligament from my left knee---as I attempted to avoid falling on the little skier when he slipped down in front of me. Isn't it a bit ironic? I survived the tough stuff only to get knocked out of action by something so minor.

Funny thing is, this similar injury happened to my wife last year. ER doctor says I'm lucky. It will be a few weeks before the orthopedic surgeon takes over. We'll see what he has to say. It seems I've yet to get fully kick started with the new year, and already I've gotten myself into a little trouble. It's slowing me down---but just a little.

**Van Williams**  
Your Temporarily Disabled  
Seminar Coordinator

## Your Oil Executive MBA Association 2003 Board of Directors

First	Last	Grad	Role
Curtis	Bissonnette	1998	President
Van	Williams	1994	Seminar Coordinator
Lynn	Wright	2002	Treasurer
Mike	ThomasClarke	2000	Secretary
Zoe	Griffith	1990	Membership
Brett	Schurle	2001	Option II Web Coordinator
Burton	Anderson	2000	Co-Webmaster
Sam	Farias	2000	Co-Webmaster
Ed	Paulson	1990	Newletter Coordinator
Kathy	Crosby	2001	Austin Regional Rep.
Christopher	Plummer	2001	Dallas Reg. Rep.
David	Taylor	1999	Houston Regional Rep.
Maureen	Zoric	1998	At Large Reg. Rep.
Wade	Allen	1990	Class Rep./At Large members
Robert	Floyd	1993	Class Rep./At Large members
Debbie	Day	1994	Class Rep./At Large members
Grant	Haddix	1999	Class Rep./At Large members
Roy	Longoria	1999	Class Rep./At Large members
John	Fanning	2000	Class Rep./At Large members
Jerri	Saunders	2001	Class Rep./At Large members
Tom	Heyer	2002	Class Rep./At Large members
Billy	Noble	2002	Class Rep./At Large members
Crispin	Richards	2002	Class Rep./At Large members
Tiana	Scruggs		Honorary Member
Anthony	King		Option II Staff
Teresa	Phillips		Option II Staff

## Fall Seminar Update

We are now planning the topic and speakers for the fall seminar. Daredevil Van Williams is the seminar coordinator when not giving ski lessons. ☺

Keep your eyes open for correspondence related to your thoughts, ideas, suggestions, etc. on way to make this Fall's seminar even more valuable than ever. The better the feedback we get from the alumni the more valuable we can make this event not only as a educational event but also one of fraternity as well.

## Upcoming Regional Events

### AUSTIN AREA

Court Huber is to speak on March 25<sup>th</sup> at 6:00pm at the JJ Pickle Center, The Commons Building. This event is right around the corner, so call Kathy now to reserve your spot. See the Houston write up below for details about Court's interesting and timely talk.

Contact Kathy Crosby (901), (512) 731-7987, [Kathy@furbrain.com](mailto:Kathy@furbrain.com) for information.

### SAN ANTONIO AREA

Stay tuned for information on upcoming events.

### HOUSTON AREA

The Houston Area Reps want to thank **Bill** and **Victoria Ramos** for graciously opening their beautiful home for the event. The Houston Area had its first event in early March. **Court Huber** presented to a group of twenty alumni and one candidate, with representation from the classes of 1992-2004, a 12 year span!

Court talked about Corporate Governance and his Central Economic Problem: getting land, labor, capital and management talent into good projects led by good people; internal / external auditors, BOD, regulators, rating agencies etc serve to distinguish between 'good' and 'bad' projects and managers; the struggle between managers vs. owners and 'agency' problems; legal infrastructure raw ingredient for a successful economy and capital preservation (i.e. no theft). His book recommendation is *Mystery of Capital* which is about above topic in a variety of societies.

Next event May/June timeframe topic TBD. Contact **David Taylor** (99) [david.r.taylor@hp.com](mailto:david.r.taylor@hp.com) for information.

### DALLAS AREA

The first event of the year was held on February 11 at the Ozona Grilland Restaurant. If you missed this event, stand by for the following events:

**JUNE:** Dinner to welcome the new 2003 alumni

**AUGUST:** Dinner to welcome the 2005 (how time flies!) students

**DECEMBER:** Dinner to say 'farewell' to yet another year that was surely enriched by having had the Option II experience!

We also hope to be able to bring all alumni, including the Dallas group, some of the presentations given to the larger bodies in Austin and Houston, by Internet. Contact **Christopher Plummer** (01) [christopherp@prodigy.net](mailto:christopherp@prodigy.net) for additional information.

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