

OPTIONS

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

December, 2003

2003 - A Great Year For Our Executive MBA Association

www.optionii.com

From The President

2004 - 2009 Strategic Plan

During this year's 2003 Seminar Luncheon, which comprised of more than 100 alumni and 150 students and faculty, I had the tremendous honor to provide insight into the top alumni board initiative for 2003 – The CEADD Program (pronounced "SEED").



Curtis Bissonette

CEADD represents an effort to evaluate our ten-year alumni board legacy and plant the growth seeds that will create our future. In essence, your alumni organization has the ambition and commitment to understand the strategic vision and operational activities required to become a core value component of the academic and professional experience associated with the Option II Program.

The Board delivered on its goal of defining a 5 to 10 year strategic plan and this evolution represents a set of value added programs that focus on alumni fellowship, education, and services, as well as

our strong nexus of relationships that make up a fundamental core value within The University of Texas Executive MBA Association.

The CEADD Core Team (see member list below) followed a thorough research methodology to derive the strategic recommendations, including market research efforts on similar EMBA programs, gaining better knowledge on other University of Texas EMBA programs, and surveying Option II alumni. In addition, Option II alumni demographics were referenced to evaluate geographic and industry

2003 Goals & Objectives

Theme: Evaluate our legacy and create our future.

- Create a 5 -10 Year Strategy (2003)
- Establish the Marketing Plan (2004)
- Align the Operational Plan (2004)
- Derive the Fiscal Plan (2004)
- Deploy the Organizational Plan (2004)



presence. To highlight the results of our research, more than 27% of our total alumni population (288 of 1,077 alumni) responded to the survey request.

Thank you for making your valuable voice heard!!! The results of our research efforts are awesome!!!

OII MBA 8th In World

Did you know that Option II was ranked in the #8 position worldwide (up from #12 in 2001) in a recent Business Week EMBA ranking? Well it's true!

What's the Strategy?

Intuitive as it may be, the number one objective of the alumni organization is to create a strong professional network. In other words, if only one focus effort was to be developed, our nexus of relationships ranks at the top. This strategic activity emphasizes the ideals that the strength of any network amplifies by the number of nodes connected to the network.

Leveraging the network resonated throughout our research efforts and will be delivered through a series of strategic recommendations that include: Provide Job Posting and Searching Opportunities, Promote Career Development Services, and Provide Communication Opportunities for Alumni to Learn About and Use Specialized Talents of Other Alumni.

Interestingly, but not surprising, the survey results overwhelming recommend that the Executive MBA Association remain focused on Option II alumni although create strong linkage to the McCombs School of Business and the MBA Alumni Association. In essence, the board must continue to develop the bond of the Option II experience in relation to strength and quality of our alumni base, while simultaneously providing access to broader resources available through The University of Texas.

The combined seven strategies will provide the fundamental guidance for your alumni association's board activities for the next 5 to 10 years. Year 2004 will prove to be an exciting transition period for the alumni association as the

Strategic Recommendations

- ◆ Create a Strong Professional Network
- ◆ Provide Job Posting and Searching Opportunities
- ◆ Promote Career Development Services
- ◆ Provide Communication Opportunities for Alumni to Learn About and Use Specialized Talents of Other Alumni
- ◆ Focus on Option II but Create Linkage with McCombs MBA Alumni Network
- ◆ Enhance Degree Value
- ◆ Provide Continuing Education



Board implements the "EADD" part of the CEADD program, which focuses on Establishing the Marketing Plan, Aligning the Operational Plan, Developing the Fiscal Plan, and Deploying the Organizational Plan.

I am proud to have served as the Chairman for the CEADD Program as well as the Alumni President for 2003. Our potential as a professional network can provide tremendous value to each of you. I leave you with one last strategic as well as tactical thought...the health and growth potential of a seed is established during the early years of life, I challenge YOU *to get involved and become a leader of our future. Join the Executive MBA Association Board and help grow our CEADD Strategies!*

God Bless Each of You!

Curtis D. Bissonnette
President
Executive MBA Association
The University of Texas

Accomplishments YTD 2003

- Completed 5-10 year Strategy work for CEADD initiative
- Produced very successful Seminar with record attendance
- Coordinated first 20 year & 10 year reunions during same year
- Began dialog with Dean Gau on improving linkage with McCombs School of Business and MMBA Alumni Association
- Produced record level paid memberships
- Managed a balanced budget
- Facilitated 6 regional events
- Coordinated Regional Welcome Parties for '05 class
- Engaged Class of '03 & '04
- Board visit to classroom
- Presidential address at graduation ceremony
- Published 4 *Options* Newsletters
- Implemented Quickbooks financial system
- Elected 2004 board members
- Began www.optionii.com redesign initiative
- Updated website financial transaction workflow and seminar info
- Beginning to organize and prioritize the CEADD implementation plans

The 2003 and 2004 Alumni Association Board of Directors

2003 Board Members	Role	2004 Board Members
Curtis Bissonnette ('98)	President	Van Williams ('94)
Mike ThomasClarke ('00)	Secretary	Andrea Scott ('03)
Van Williams ('94)	Seminar Coordinator	Kathy Crosby ('01)
Lynn Wright ('02)	Treasurer	Lynn Wright ('02)
Zoe Griffith ('90)	Membership	Michael ThomasClarke ('00)
Kathy Crosby ('01)	Austin Regional Rep.	Burton Anderson ('00)
Ed Paulson ('90)	Newletter Coordinator	Jerry Saunders ('01)
David Taylor ('99)	Houston Regional Rep.	David Taylor ('99)
Christopher Plummer ('00)	Dallas Reg. Rep.	Christopher Plummer ('01)
	San Antonio Rep	Stephanie Andrews ('01)
Maureen Zoric ('98)	At Large Reg. Rep.	Ed Paulson ('90)
Brett Schurle ('01)	Option II Web Coordinator	Brett Schurle ('01)
Sam Farias ('00)	Co-Webmaster	Sam Farias ('00)
Burton Anderson ('00)	Co-Webmaster	n/a
**New	Marketing	Anand Vridhagiri ('03)
**New	Marketing	Stephanie Andrews ('03)
**New	Web Editor	Arun Narayana ('03)
**New	Liasion to MMBA	Kandace Tornquist ('01)
**New	Liasion to MMBA	Melissa Simpler ('99)
**New	Historian	Zoe Griffith ('90)
Teresa Phillips	Option II Staff	Teresa Phillips
Anthony King	Option II Staff	Anthony King
Tiana Scruggs	Honorary Member	Tianna Scruggs
Debbie Day ('94)	Class Rep	Debbie Day ('94)
John Fanning ('00)	Class Rep	John Fanning ('00)
Robert Floyd ('93)	Class Rep	Robert Floyd ('93)
Grant Haddix ('99)	Class Rep	tbd
Tom Heyer ('02)	Class Rep	Tom Heyer ('02)
Roy Longoria ('99)	Class Rep	tbd
Billy Noble ('02)	Class Rep	tbd
Crispin Richards ('02)	Class Rep	tbd
Wade Allen ('90)	Class Rep	Wade Allen ('90)
Jerri Saunders ('01)	Class Rep	Jerri Saunders ('01)

CEADD Core Team

- ◆ Chairman – Curtis Bissonnette, President EMBA Association (Class of 1998)
- ◆ Proj Mgr – Kathy Crosby, Austin Regional Rep (Class of 2001)
- ◆ Strategy – Grant Haddix, Member at Large (Class of 1999)
- ◆ Survey – Lynn Wright, Treasurer (Class of 2002)
- ◆ Survey Statistics – Jerri Saunders, Member at Large (Class of 2001)
- ◆ Research – David Taylor, Houston Regional Rep (Class of 1999)
- ◆ Research – John Fanning, Member at Large (Class of 2000)
- ◆ Research – Michael ThomasClarke, Secretary (Class of 2000)

Houston Area Special December Event

Houston will host another Option IIuesday on, that's right, Tuesday, Dec 9th at 6 pm at which Mr Thomas Miller, accomplished Enterprise Architect and author of Totally Integrated Enterprises, will speak. The cost of the event is \$25 at the door, with cash bar.

It will be hosted at The University Club at The Galleria and will have the following focus: 1) a case-based approach will be attempted where the attendees can research a specific company and given issue to prepare some cursory thoughts to posed questions 2) the Hollywood bus ride tour of the stars' homes approach (Phil's, original thoughts...and I'm jealous) will also be an option for the more libation and fellowship minded :) 3) finally, there will be specific deliverables that the attendees can take back to their respective firms and apply.

Membership Update

Thanks to everyone who has paid dues for 2003! Kudos to the classes of 2002 with 48.57% participation and 1993 with 43.75% participation. (The average rate presently is approximately 29.5%.)

Your support has enabled the Board to address many of the objectives of the organization as evidenced by the newsletter, the regional events, the fall seminar, the Website and the alumni survey. These activities would not be possible without your support!

And, if you have not had time to send in \$25 (or more) for 2003, there is still time! Please either go to our Website at www.optionii.com or mail to EMBA, P.O. Box 684325, Austin, Texas 78768. Questions may be addressed to Zoe Griffith (bzoeg@austin.isd.tenet.edu or 512.472.6870). Thank you for your hard work on this!

Zoe Griffith (1990)

1983 Class Reunion

The Alumni of the Class of 1983 had a great time getting together, laughing at stories about classes/classmates/professors, and looking at old photographs of each other.

On Friday, September 26, they met at the Crowne Plaza Austin Hotel for their 20 Year Class Reunion Party. Those who were able to attend were, Dyan Dahlberg and her guest, Charlyn Daugherty (formerly Cook), Harold Erbs, Bill Atwood, Dr. Eli Cox (former director of the OPII Program) and his wife Ardis, and Tiana Scruggs. Because of a generous donation by the Executive MBA Association, the honored group enjoyed a nice suite overlooking the 10th floor and downtown Austin at the Crowne Plaza Austin Hotel, and a selection of hors d'oeuvres from the hotel.

The staff was wonderful, very accommodating, and helped make this reunion a great success! Many alumni wrote that they couldn't attend on that date, but wanted to get together sometime in the future. It was decided that the class would get organized earlier for next year's alumni weekend and perhaps join the party-planning process along with the 20-year reunion Class of 1984. The date was tentatively set next year for September 24, 2004.

Everyone was so glad that they came. Congratulations to the Class of 1983!
Tiana Scruggs

1993 Class Reunion

In a departure from what has been done in the past, the Class of 1993 elected to reflect on their OII experience via a 15 minute documentary film which was produced over the past year.

(For more about the reunion go to the Option II Website at: <http://www.optionii.com/93reunion.htm>)



Class of 1993



Class of 1993



Class of 1983

Seminar Golf Tournament Update

As usual, the class of 1993 dominated the competition with 8 classmates present for the tournament. Riverplace Country Club was chosen this year because of its use of Uplink Golf's GPS technology (Cornish/Connally-Class of 93). The course was in great shape and all the players agreed that we should hold next year's tournament at the same place. Note: The first place team was deemed ineligible for first place prize money due to their ability to golf too well together. Therefore, the coordinator decided to award the first place money to the more deserving second place team.

First Place Score: 66 Class of 1993: George Conwill, Robert Floyd, Larry Snyder, Dean Deckard \$40

Second Place Score 68 Class of 1997: Dave McCarron, Vijay Rengan, Alejandro Gutierrez \$60

Closest to the Pin: Lynn Bowman ('94), Jason Floyd (Guest), Dean Deckard ('93) Sleeve of Balls and \$5 each.

A fun day was had by all!

Debbie Day

The 2003 Fall Seminar Recap

This year's 2003 Business Seminar was a resounding success, thanks to all the volunteers and support of everyone involved. For those of you who did not make it, here are a few vitals. Once again, Courtside was sold out. There were over 100 pre-registered seminar attendees---a 20% increase in attendance over last year's figures. This year also marks the first time in Option II history that we celebrated the 20th anniversary reunion of a graduating class. Dr. Eli Cox (former director of the Option II program) was present to give his account of OII history and to reflect on the Class of 1983. He was joined by Harold Erbs ('83) and was followed by an entertaining video presentation by the Class of 1993.

Our speakers this year included Dr. Eun Kim, Robert Mead, Hank Jones, and Jim Menge; followed by a debate between Dr. Court Huber and Professor John Doggett. Dr. Kim spoke at length about the differences in culture and the pitfalls to be aware of when entering the China market. For example, it costs three times more to deliver goods because of the lack of infrastructure. Rough roads result in damaged goods, so items must have better packaging. The purchase of goods in China is predicated on the assumption that goods cannot be returned, so consumers must test to make sure items work before purchasing. There is rampant trademark infringement, a burdensome bureaucracy, and significant credit risk. Labor camps of a previous government regime resulted in an overwhelming lack of good project management and skilled labor force in the 40-50 year old age group. And there are numerous other nuances related to perception of lucky numbers, colors, and how Chinese culture focus on group identity compared to the U.S. culture's focus on individual identity.

Robert Mead's presentation brought new insight into the board of directors and how the flaws in corporate governance allowed management to go unchecked. From empirical evidence, we find that stringent rules and regulation "checklists" do not guarantee good governance, but following best practices in board selection increases the probability that the interest of shareholders will be well served. Good governance is based on key elements of public trust, which include developing a culture of open dissent, accountability, and integrity.

With a focus on technology, Hank Jones took us through a gamut of issues related to management challenges in a world of uncertain. We learned many new acronyms (my favorite is WYDSIWGY--What You Don't See Is What Gets You!), web site locations, and even a chat room where you can get the inside scoop on what's happening with companies ("SLASHDOT").

Jim Menge taught us how to navigate through roadblocks in innovation. Just remember that the first ideas are the easiest, and that your competitors likely have the same ideas. If that's the case, how do you innovate? One way is to change the rules and assumptions. Jim's anecdotes and many examples of how other companies "changed the rules," highlight the numerous possibilities that exist to innovate. For example, we make many assumptions about taxis. What if the taxi driver doesn't drive (Zipcar)? What if the customer doesn't pay (Atlantic Airlines limo service)? What if the customer doesn't have a destination in mind (Black Taxi of London)? There are real companies that flourish today based on revelations of doing business in a way that is substantially different (almost 180 degrees) from what we assume is the practice norm.

Is Venture Capital a Dead Model? The debate between Dr. Court Huber and Professor John Doggett showed us two opposing facets of that argument, each supported by insightful and relevant statistics. In the end however, we find these two viewpoints gravitating towards the gray zone and conclude that while Venture Capital is not a totally dead model, it is undergoing some major surgery.

Photos, video clips, and more will be posted on the Option II website soon. Stay tuned and check the website often (www.optionii.com).

Next year's seminar is scheduled for Friday, September 24, 2004. Mark your calendar now...because you wouldn't want to miss it!!

-Van Williams..

Ongoing Regional Events

Austin Area

Contact Kathy Crosby (01), (512) 731-7987, Kathy@furbrain.com for information.

San Antonio Area

Contact Stephanie Andrews at jandrews@swbell.net for information.

Houston Area

Contact David Taylor (99) david.r.taylor@hp.com for information. See inside for detailed special December event information.

Dallas Area

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 for additional information

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