



OPTIONS

March, 2004

www.optionii.com

Letter from the President



Fellow OII Alumni,

It is my honor to serve as your association President. Through your support and the commitment of all our board members, I'm confident we can continue building an organization that fosters community and camaraderie among our fellow classmates, strengthens the value of our degree, and enhances our quest for knowledge through the annual seminar and regional events.

Please join me in recognizing your board members, committee members, and all the other volunteers, past and present, who have taken

an active role in shaping our organization. It is through their unending effort, that we can look forward to many fruitful years ahead.

Last year, many of you saw the development of our CEADD strategy. This strategy was developed through insights gained in research studies conducted during the year of our alumni population and of alumni associations around the nation. It establishes the foundation from which our organization will evolve in the coming years.

This year marks the maiden voyage of the CEADD strategy, and sets in motion a series of initiatives beset by your board to define and execute specific strategies that address the needs of our alumni population. As we embark on these endeavors, I ask each of you to consider contributing your time and energy to this noteworthy cause by making yourself available either as a direct resource or

as an advisor. If you are inclined to do so, please contact a board member and make known your wishes to help.

The U.T. Executive MBA Association is YOUR association. And unlike many other alumni associations that function as an extension of university fundraising, our association's sole mission is to serve us, the alumni. I invite you to take part in shaping YOUR association by becoming a future board member! Contact me for details.

Thank you in advance for your participation and continuing vote of confidence.

Van V. Williams
President, U.T. Executive MBA Association
Class of 1994



All of your board members are volunteer alumni, with limited support from the Option II staff. So thanks for your support and continued participation.

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Special Points of Interest

- CEADD Strategy Team are working to implement the Board recommendations and priorities
- The calendar is filling up with Association and Regional Events, make sure you mark the dates!
- Keep in touch with us and send updates and news to : editor@optionii.com

Membership

Annual dues in the UT Executive MBA association are voluntary and are currently set at \$25 per year. Last year we achieved a record 30 percent contribution for paid alumni participation in the association.

Through your association dues we are able to provide the following to our alumni: the annual business seminar, this newsletter on a quarterly basis, regional events, class reunions, the alumni website and much more!

CEADD Strategy Update

Strategy and Org. Alignment

Here is an update from David Taylor on the CEADD Strategy and Organizational Alignment Team. His team has had several meetings and has put forth this proposed approach. They are seeking comments and input as they move forward.

Step One: Confirm team membership - - complete

Team membership at present:

Facilitator: DRTaylor
Members: Tiana Scruggs, Stephanie Andrews, Ed Paulson and Burton Anderson

Step Two: Install a team operating system (in process)

Ultimately: Tasks, commitments, meetings, interfaces, resource requirements and deliverables

Step Three: Develop a Clear Initiative Definition and Scope (deferred until after board meeting on February 7th)

The definition will eventually include the following elements: 1) a specific description of the initiative, 2) measurement data (metrics, goals, baseline and definition of success) 3) resist suggesting a plan at the onset and 4) will be agreed to by all participating team members.

Step Four: Propose Scope to Board

Step Five: Validate Board Recommendation(s) and adjust Definition / Scope as necessary

Step Six: Design Action Plan

Step Seven: Communicate Action Plan

Step Eight: Implement the Action Plan

Step Nine: Validate Success

Validate the success of the initiative implementation plan with predetermined measurement data.

Guiding principles:

- 1) Minimize overlap / redundant effort, ensure alignment with other teams and leverage board resources and activities (e.g. proposed finance committee)
- 2) Focus first on improving existing infrastructure (e.g. alumni directory, web site application, regional events etc)
- 3) Keep it simple
- 4) Make promises we can keep

Board Liaison Role

Through the CEADD initiative, a new position has been added to the Board of Directors this year: Board Liaison. Shared by Melissa Simpler '99 and Kandace Tornquist '91, the position has been established to promote closer relationships with the McCombs MBA Association (MMBA). Additionally, partnership opportunities with the other UT executive MBA groups will be developed. (Didn't know there were other UT executive programs?! There are three: Texas Executive MBA at DFW, Executive MBA/Mexico City, and Texas Evening MBA/"TEMBA"). Currently, the board liaisons are participating in the monthly MMBA Board meetings and meeting with representatives of the other programs.

A key focus will be cross-marketing of seminar and networking activities. Fifteen Option II alumni joined 35 TEMBA alumni at the first event, a one-day continuing education program on campus February 7. Professor Jim Nolen provided lively lecture, interactive discussions, group exercises and a case discussion on Small Business Finance and Entrepreneurship.

Through these efforts, we anticipate offering more continuing education

programs and more widely accessible networking events as well as other partnership opportunities that track with Option II association goals, including association organization mentorship, cross-participation in each group's activities, regional industry and/or profession dialogues, and seminar and speaker support. So stay tuned, watch your email, and check the Option II website for future joint MBA alumni association organized events.

Career Development

John Fanning ('00) leads a team to provide professional and career development opportunities for OII alumni. The team's focus is on ways to leverage the alumni professional network and UT alumni associations and provide job search and job posting opportunities. The team will be working closely with the Ford Career Center to align our efforts to help current students and alumni.

*Join the Executive
MBA Association
Board and help grow
our CEADD
Strategies!*

Regional Events in 2004

AUSTIN NEWS

As part of the Board's emphasis on continuing education and promoting alumni services, the Austin area alumni gathered at the MCC Auditorium on the evening of February 10th for the first "Option Tuesday" event of the year.

The first part of the program was a presentation and discussion with a representative from Envision Central Texas (ECT), a non-profit organization formed to assist in the public development and implementation of a regional vision addressing the growth of Bastrop, Caldwell, Hays, Travis and Williamson counties, with an emphasis on land use, transportation and the environment. We explored the various strategies for determining how and where the region will accommodate the estimated 1.25 million more people who may live in the Austin area in the next 20 to 40 years.

After a short break, we heard about a new career resource at the Executive Education office and the Ford Career Center (FCC) where a new dedicated position has been created to address career services for the EMBA students. The discussion centered on the vision for this service and the key factors to make it successful.

The next event will be a presentation and discussion with Dr. Court Huber on Tuesday evening, March 23rd. Visit <http://www.optionii.com> for details.

SAN ANTONIO NEWS

The San Antonio Alumni organization is reviving the organization in 2004! With many expressing interest in the networking and continuing education opportunities, we'll be gathering quarterly to pursue those goals.

The next meeting is Tuesday, March 9, 6:30 p.m. at The County Line on I-10. The speaker is Dr. Judi Craig on the topic of: "What do Olympians Have that You Don't? -- A Coach!" This interesting and educational program will provide information about executive coaching, the process for coaching, and how to use coaching with managers. There is a \$15 fee at the door. Appetizers will be served and a cash bar is available. The program is open to alumni, students and guests.

Future meetings will be held on June 8, September 14, and December 14. The programs for these meetings are "under construction"!

For more information, contact Stephanie Andrews, jandrews@swbell.net

HOUSTON NEWS

Houston will host three to four regional events this year:

1) Dr. Court Huber for recruiting and a speaking topic on April 13, 2004

2) Annual Seminar on September 24, 2004

3&4) Speaker series

Alumni News

Have you experienced, or do you know a fellow alumnus or alumna who has a new job, business, baby, spouse or address? We would love to keep your classmates up to date on the recent happenings in your life, but we need the information from you to publish it. Please send any updates you would like to appear in the newsletter to us at: editor@optionii.com.

As Advanced Micro Devices (AMD) moves to outsource all its IT functions, Burton Anderson ('00) has joined HCL Technologies America as a project manager/business analyst. In this position he will lead outsourced teams to implement global IT solutions for AMD. We wish him the best of luck in his new assignment.

FROM THE OPTION II OFFICE

We are planning a couple of joint Option II/TEMBA information sessions in Austin.

Wednesday, March 10, 2004 and
Wednesday, April 7, 2004

Dr. Freund, TEMBA Director and Dr. Huber, Option II Director will begin the presentation at 6:30 p.m. Alumni, current students and TEMBA and Option II staff will be available for Q & A.

Location: The MCC Auditorium in the MCC Building - 3925 W. Braker Lane (SW corner of Braker Lane and Mopac {Loop 1})

Please reserve a seat and access map at:

<http://www.mcombs.utexas.edu/TEMBA/>



Ongoing Regional Events

Austin Area

Contact Burton Anderson ('00) at burton@texas.net for information.

San Antonio Area

Contact Stephanie Andrews ('03) at jandrews@swbell.net for information.

Houston Area

Contact David Taylor ('99) david.r.taylor@hp.com for information.

Dallas Area

Contact Christopher Plummer ('01) christopherp@prodigy.net for information.

All Other Geographic Regions (At Large)

Contact Ed Paulson ('90) author@edpaulson.com for information.

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