

Marketing Monthly

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Happy New Year!!

Lampo and Hollinger Receive Awards at December Meeting of the Mays Faculty and Professional Staff

Senior Lecturer Sandi Lampo and Assistant Director of the Center for Retailing Studies' Kelli Hollinger were recognized at the December 2008 Mays Faculty and Professional Staff Meeting. Sandi received an Association of Former Students' College-Level Distinguished Achievement Award in Teaching. Kelli received a Mays Outstanding Staff Award. Congratulations, Sandi and Kelli, on these well deserved honors!

Cocanougher Named Interim Dean of the Bush School

Dr. A. Benton Cocanougher, dean emeritus (and professor emeritus of marketing) of the Mays Business School, has agreed to serve as interim dean of the George Bush School of Government and Public Service, succeeding Richard (Dick) A. Chilcoat, Lieutenant General, U.S. Army (Ret), who is stepping down from his position at the end of this year. Dr. Cocanougher's appointment will be effective January 1, 2009. Mr. Don Powell, former chair of The Texas A&M University Board of Regents, will chair the search to identify a permanent dean.

Dr. Cocanougher served as dean of the Mays Business School from 1984 to 2001 and most recently served as interim chancellor of The Texas A&M University System. Dr. Cocanougher received his B.B.A. in finance, an M.B.A. in marketing, and a Ph.D. in marketing from the University of Texas at Austin.

In accepting the interim appointment, Dr. Cocanougher said, "My respect for former President and Mrs. Bush, and my appreciation of the importance of the George Bush School of Government and Public Service to Texas A&M University, prompted my decision to take on this interim role. I look forward to working with all constituencies of the School who have helped make possible the truly impressive progress of the past several years."

Provost and Executive Vice President for Academics Jeff Vitter noted, "We are very fortunate to have a man of Benton Cocanougher's character and experience to take over the reins from Dick Chilcoat. His administrative skills and knowledge of Texas A&M University make him a great choice for this interim position. Please join me in welcoming Dr. Cocanougher to the Bush School."

Department of Marketing News

► **Happy Birthday** wishes this month to:

Administrative Assistant Laurie Marshall (January 3rd)

- ▶ The Featured Faculty member for the month of January in the Marketing Department Display Case (located outside our main offices in Wehner 220) will be **Visiting Associate Professor of Marketing Lisa Troy**. Stop and read about Lisa's past accomplishments, current interests, and future plans when you are able. The display also highlights some of Lisa's favorite quotes, as well as her *Tips for Success*.
- ▶ **Congratulations to Assistant Professor Kelly Haws** on having her research profiled on CNNHealth.com on December 31st. As reported in today's *Mays Weekly*:

Have you already broken your New Year's resolutions? According to research from Kelly Haws, it may be because you have difficulty distinguishing between necessities and luxuries. Her work was summarized in the article "Necessity vs. luxury: What makes resolutions stick?"
<http://www.cnn.com/2008/HEALTH/12/26/self.control.resolutions/>

- ▶ **Distinguished Professor and Zale Chair Len Berry** recently made several key presentations based on his book, *Management Lessons from Mayo Clinic*:

December 10, 2008: Along with co-author, Kent Seltman, Len presented a mini-plenary session in Nashville at the 20th Annual IHI National Forum on Quality Improvement in Health Care. The presentation, "Service Quality: Enduring Lessons from Mayo Clinic," was "beamed" to more than 50 sites around the world, in addition to the audience physically present.

December 2, 2008: Along with co-author, Kent Seltman, Len participated in a global conference call for the IBM Executive Book Club. Their book, *Management Lessons from Mayo Clinic*, was the group's 4th Quarter book selection, one of four business books selected for 2008. Participants of the IBM Executive Book Club read the book in the weeks leading up to the telephonic presentation and then took part from their offices around the world, with interactive Q&A taking place at the end of the presentation.

December 3, 2008: "Service Quality: Enduring Lessons from Mayo Clinic," M.D. Anderson Cancer Center, Houston, TX; presentation made to physicians, administration, and staff.

- ▶ **Shell Oil Company** recently provided the Marketing Department with a \$4500.00 gift. Part of the donation is designated to the MS Marketing Program and part to Pi Sigma Epsilon (an undergraduate student organization for students interested in professional sales careers). Kerry Litzenberg, who is both teaching Marketing 435 (Personal Selling) and preparing to teach a new, advanced sales class for us next fall, has taken on the role of serving as their faculty advisor. Thank you, Kerry, and thank you Shell Oil!
- ▶ From **Sam Gillespie, professor emeritus of marketing**, comes the following link to an article from The Economist titled, "The Way the Brain Buys." Thank you, Sam, for sharing this.

http://www.economist.com/science/displaystory.cfm?story_id=12792420

We want to include your activities and news in the next issue of the *Marketing Monthly*. Simply submit them to Jeff Conant at:
j-conant@tamu.edu