Special Issue on INNOVATION & ENTREPRENEURSHIP

Mays Transformational Leaders
Students, staff, faculty, and former students living the Mays mission
p. 14

Honoring Jim Benjamin
Proposed naming for the Department of Accounting
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Howdy!

I am delighted to share with you the spring 2018 issue of @Mays magazine. As you will see on the pages that follow, we continue to make remarkable progress on our strategic plan to advance the world’s prosperity by being a vibrant learning community that creates impactful knowledge and develops transformational leaders.

This issue spotlights examples of our notable alumni who have stepped up to help us create exciting opportunities for innovation and entrepreneurship. The creation of the Mays Innovation Research Center, dedication of the McFerrin Center for Entrepreneurship, and endowment of our Entrepreneurship Bootcamp for Veterans Program are just a few.

Through these and other activities, Mays Business School is strengthening its commitment to the Mays Grand Challenge Area of Entrepreneurship. All of our efforts, past and future, are made possible by our generous former students. We are grateful for the support they provide and the example they set as transformational leaders.

Looking ahead - this year marks the 50th Anniversary of our beloved business school. I invite you to join us at our celebrations and share your memories and photos of “Mays over 50 years” via email memories@mays.tamu.edu or on social media, tag #maysmemories.

Thank you for your support as we write the next chapter in the remarkable story that is Mays Business School.

DR. ELI JONES ’82
Dean and Professor of Marketing
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#MAYSMEMORIES
EMAIL MEMORIES@MAYS.TAMU.EDU

We are collecting memories across Mays Business School to celebrate 50 years of excellence. Send your stories or share them.

Subscribe to our monthly e-newsletter at mays.tamu.edu/news/subscribe
Engage with @maysbusiness
On a cool winter afternoon, three long-time leaders who helped shape Mays Business School huddled together in a cozy lobby to reminisce, regale, and at times roar with laughter at their good fortune that brought them to this place. It was an intersection of legacies - a rare conversation that will be treasured for decades to come.

Accounting Professor Jim Benjamin moderated the conversation between the two longest-serving deans, who account for almost 60 percent of the school’s 50-year history: Benton Cocanougher (1987-2001) and Jerry Strawser (2001-2015). Eli Jones became dean in 2015. Benjamin has spanned all three stints, serving as a faculty member since 1974.

This is an abridged version of their conversation. Watch a video and read a full transcript of the conversation at tx.ag/howitwas.

BENJAMIN: WHY DID YOU COME TO MAYS?

Cocanougher: I had been dean of the business school and then provost at the University of Houston, but it was really a proactive option to come to A&M. It is a flagship university, and it was an exciting period of growth and transition. The previous deans had positioned it well for the future, and I thought there was tremendous opportunity to take it to the next step.

Strawser: I was also the dean at the University of Houston when I had an opportunity to come here. Most people assumed I came here because I got my degrees here and that this was coming back home, but honestly, I was looking at this as a job opportunity and a transaction.

Benton took this school from being a regional business school to a nationally recognized and prominent business school, and it was just a wonderful platform to operate off of.

Once I came back here, I realized what a special place Texas A&M is. There are lots of very good, elite universities, but there are very few special places, and I think Texas A&M is one of those places.

(ON NAMING MAYS BUSINESS SCHOOL)

Cocanougher: That was a situation of a great fit – a fine family with incredible success in the business world became interested in what we were doing. We made a proposal (to Lowry Mays), and his only question was, would it help us make strong additional strides towards excellence? We assured him that it would make a tremendous difference – and it has.

THE MEDIAN TENURE OF A BUSINESS SCHOOL DEAN IS FIVE YEARS NATIONALLY. WHY DID YOU STAY 14 YEARS?

Cocanougher: I stayed because it was an exciting challenge and it was fun because we were making progress. I was working with great people. I never saw anything that looked like a better
opportunity than where I was. But you reach a point where you say it’s probably time for somebody else to bring in some fresh ideas and excitement.

**DR. STRAWSER, WHAT THINGS DURING YOUR 14 YEARS DO YOU FEEL MADE A DIFFERENCE?**

Strawser: Probably about five years into my deanship, we put together an honors major. Also, the director of our entrepreneurship center came to me and wanted to do a program to recognize A&M-owned business – the Aggie 100. It is now a very significant event on our campus. Campus wide, entrepreneurship is a big initiative.

**WHAT ADVICE WOULD YOU GIVE YOURSELF WHEN YOU STARTED BEING DEAN?**

Strawser: Don’t underestimate the power of just listening, meeting with people, talking to people. If I could change something I did, I would spend a little more time on the front end getting to meet faculty, know them, get their thoughts, get their ideas, learn a little bit about what they do.

Cocanougher: Communicate as thoroughly as you can, and try to get everybody going together. Also, identify the people you can trust to get things done, and give them as much latitude as possible. You can’t do it all. In fact, you may not do very much if you don’t get people on board with a shared vision.

**WHAT ADVICE WOULD YOU GIVE TO GRADUATES?**

Cocanougher: Continue to learn, and never walk into a situation thinking you know everything. Also, be open to new experiences and new learning opportunities.

Strawser: I would echo that. Work hard, and when you’re young, take an opportunity. The time to do that is when you’re freshly graduated. The value in terms of your professional and personal development of living somewhere else is huge, and the impact on your resume is significant.

**WHAT DO YOU THINK WILL BE GOING ON AT THE 100TH-YEAR ANNIVERSARY OF MAYS?**

Cocanougher: I suspect there will be some of the same issues in 50 years – keeping talented people motivated and seeking out challenges. Some things just don’t change.

Strawser: Our students are not as driven by what many people would say success is: having a prestigious job, or having a high salary. Something different is motivating them. I think it is going to be even more so 50 years from now.

Cocanougher: I feel excited about Eli’s tenure as dean. We will be watching and being as supportive as we can be. I hope I am around to watch a number of years beyond him, because I think it is going to continue to be an upward and exciting journey.

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Special thanks to The George, a hotel in College Station that offered a beautiful setting and warm hospitality for our interview.

[thegeorgetexas.com](http://thegeorgetexas.com)
Mays Business School officially launched its new strategic plan after hundreds of Mays faculty, staff, students, and former students worked together to develop it. The strategic planning process itself was innovative and unique among business schools, using Appreciative Inquiry — a positive approach to change — to affirm Mays’ past and present strengths, to discover what makes Mays truly distinct, and to envision ways to amplify that distinctiveness.

**APPRECIATIVE INQUIRY MODEL**

- **DISCOVER** Appreciate the best of what is.
- **POSITIVE CORE** Imagine what could be.
- **DESTINY** Create what will be.
- **DESIGN** Determine what should be.

**The Musoma Touch**

Henry Musoma attracts attention just by being himself, expressing his trademark kindness. What began as a Facebook post in mid-September from student Ashton Robinson thanking her professor blossomed into a whirlwind of worldwide media attention. Both were invited to the Ellen DeGeneres show twice, and Musoma was given the first Mays Spirit Award, created in his honor. Just four months later, a subsequent social media post by a student expressing her gratitude to Musoma for helping collect funds for her textbook stirred another flurry of activity. Local media outlets have produced stories about him, and a “Discovery” TV show on kindness will feature Musoma and Robinson. Musoma says he doesn’t do any of it for the recognition. “I am blessed to bless others.”

Watch “The Ellen Show” clip at tx.ag/ellenshow
Mays Business School gave the inaugural Peggy and Lowry Mays Impact Award to the award namesakes during the 25th-Year Anniversary Outstanding Alumni Awards Dinner. The award was created to recognize outstanding contributions to the vision and mission of the school. Recipients must exhibit a long and distinguished record of impacting Mays Business School in significant ways, which include exemplary giving and strong leadership.

The Texas A&M Foundation receives a commitment of $25 million from the Mays Family Foundation, the largest single commitment in the school’s history. The gift is part of an overall lifetime giving of $47 million, including a $15 million commitment in 1996 to rename the school to Mays Business School.

The Strategic Philanthropy class at Mays awarded $100,000 to nonprofits — double what was given the first year — in the spring of 2017 and another $62,500 in the fall. The funds are distributed by students in the class.

Texas A&M University is tied with the University of Michigan for having the most graduates currently serving as CEOs of Fortune 500 companies, according to a *Fortune* magazine study. Three Fortune 500 CEOs are Mays graduates: Bruce D. Broussard ’84, CEO of Humana; David M. Cordani ’88, CEO of Cigna; and Jeff Miller ’88, CEO of Halliburton.

Many anniversaries of Mays programs were celebrated this past year, including the 50th of the MBA, the 5th of the Professional MBA, and the 1st of the MS Business program.
The Texas A&M Foundation received commitments of $3 million from the Mays Family Foundation and $2.6 million from the Charles Koch Foundation to establish the Mays Innovation Research Center within Mays Business School and engage in the study of innovation to advance knowledge in this important field.

Mays Business School explored “Strategies for Navigating the Path to Executive Leadership” in its semi-annual Women’s Leadership Initiative (WLI) conference on Oct. 20. More than 400 women from corporations, the campus, and the community attended this inaugural conference at Texas A&M University. The WLI was created in 2013 as a vehicle to boost the number of women in leadership positions and demonstrate the school’s commitment to developing women as transformational leaders.

Mays hosted the 10th Annual Entrepreneurship Bootcamp for Veterans. It was renamed this year to the Reynolds and Reynolds Entrepreneurship Bootcamp for Veterans Program in recognition of a $2 million dollar endowment.

Mays faculty, staff, and students stepped up to provide aid after Hurricane Harvey. One effort was #BTHOHarvey, a student-led initiative that raised more than $350,000 in monetary donations and collected thousands of donated goods.

The entrepreneurial spirit of the late Arthur “Artie” McFerrin Jr. ‘65, a longtime supporter of Texas A&M University, continues to inspire future generations of Aggies. Mays renamed the Center for New Ventures and Entrepreneurship (CNVE) in his honor. The center is now a powerhouse of innovation, encompassing 27 programs and serving more than 3,000 students and 1,000 former students per year.
1. Business school with a heart
When Mays junior Ashton Robinson shared her touching photo of Mays Clinical Assistant Professor Henry Musoma holding her baby during a lecture, it immediately went viral. From the headline “Mommy Was Able to Graduate” in People to a guest appearance on “The Ellen DeGeneres Show,” news quickly traveled around the world about the culture of caring and connectedness at Mays Business School. It all started with the simple act of Musoma inviting Ashton to bring Emmett to his “Ethical Decision Making and Conduct” class when she didn’t have a babysitter. To recognize Musoma for his selfless service, Dean Eli Jones presented him with the first “Mays Business School Spirit Award” on Sept. 14.

Watch “The Ellen Show” clip: tx.ag/ellenshow

2. Choices and kindness in health care
Patients often exhibit hostage-like behaviors when dealing with their medical caregivers – underplaying serious symptoms, reluctant to ask questions, and fearful to express concerns about treatments. The trend is so prevalent, distinguished professor of marketing Leonard Berry and his three co-authors titled their paper in the September 2017 issue of Mayo Clinic Proceedings: “When Patients and Their Families Feel Like Hostages to Health Care.”

Learn more: tx.ag/hostages

3. Harvey’s economic trajectory
Hurricane Harvey distorted measures of the U.S. economy in its aftermath, making it more difficult for economists and policymakers to gauge its trajectory at a sensitive time for the Federal Reserve. James Gaines, chief economist of the Real Estate Center at Mays Business School, weighed in the The Wall Street Journal Sept. 7, “How Hurricane Harvey will Ripple Through the U.S. Economy.”

Learn more: tx.ag/txeconomy

4. Magnolia Market outlives ‘Fixer Upper’
An article featured in USA Today and numerous media outlets around the county claims the local impact of Magnolia Market could long outlive HGTV’s hit remodeling show “Fixer Upper.” The Silos attracts more tourists than the Alamo. Kelli Hollinger, director of the Center for Retailing Studies, has talked with Magnolia officials when they have come to Mays for recruitment visits. Hollinger was quoted as saying she’s impressed with the company’s strategy of starting with “content, brand and story” and moving into merchandise and experience. “They will have continued national visibility due to huge investments in their brand.”

Photo courtesy of historicwaco.org

5. Fastest-growing Aggie businesses
2017 marked the 13th anniversary of the annual Aggie 100 Awards, presented by the McFerrin Center for Entrepreneurship at Mays Business School. The recipients were also recognized in the media, from a Nov. 8th Houston Chronicle article “Bison Coolers Receives Aggie 100 Award Recognition” to outlets such as The Dallas Morning News, Houston Business Journal, San Antonio Express-News, SeattlePI, The Advocate Online, and SFGate.

Learn more: tx.ag/2017aggie100

6. Wasted vacation days
Most U.S. employees don’t use all of their vacation days, and those who do take a break are increasingly likely to work while doing so. In a May 25th CNN Money article, “The average American doesn’t use half their vacation days,” Wendy Boswell, head of the department of management, says employers should recognize the importance of breaks and model good behavior. Bosses need to take vacations, too.

7. Crazy quarterly earnings
It comes four times a year: earnings season. For better or worse, shareholders, analysts, and the media follow the latest corporate figures and news tidbits. With so much on the line, companies go to great lengths to portray themselves as well positioned. A research paper co-authored by Accounting Professor Nathan Sharp, “Managing the Narrative,” may be the first of its kind to study the people most responsible for managing corporate narratives: investment-relations officers (IROs). “The quarterly earnings game is far crazier than you could ever imagine,” Sharp stated in the May 25 issue of The Motley Fool.

For a monthly update, subscribe to “Mays Impacts”: mays.tamu.edu/news/subscribe
Mays Business School is rich with entrepreneurs, and one of the most notable is namesake Lowry Mays, who describes himself as an accidental entrepreneur. The school’s story entwines with his — a training ground for those who follow the path he took as he developed some of the country’s most memorable companies: Clear Channel Radio, which has evolved to iHeart Radio, Clear Channel Outdoor, and Live Nation.

Lowry Mays is passionate about growing the next generation of entrepreneurs, and he supports them through his gifts to Texas A&M University. In 1996, Mays endowed the college with a $15 million gift. To honor him, the college was renamed the Lowry Mays College & Graduate School of Business, later renamed Mays Business School.

In 2017, the Mays Family Foundation gave a record-setting $25 million gift to the school. It will help develop students’ entrepreneurial capabilities through a new Lowry Mays Entrepreneurial Leadership Academy program with the McFerrin Center for Entrepreneurship and will support several areas of innovation in the school, including the proposed expansion of the school’s headquarters, the Wehner Building.

The move toward educating entrepreneurs is spread campuswide, from the Blackstone LaunchPad and its mobile kiosks that move around campus to the new Mays Innovation Research Center, which will collaborate with the Texas A&M School of Innovation, or I-School.

Tyson Voelkel, president of the Texas A&M Foundation, wrote recently in Spirit magazine, “While we commonly associate entrepreneurship with new technologies and products, it’s also a mindset that can be developed. The cornerstone of entrepreneurship is the development of teamwork and creative problem-solving skills, leadership abilities and adaptability in an ever-changing environment. With these investments in entrepreneurship, Texas A&M can develop the next generation of Aggies who love learning new things; who have ideas to improve the status quo; who believe in themselves; and who want to create value to make the world better.”

Eli Jones, dean of Mays Business School, said entrepreneurship is embedded in the framework of Mays, particularly now that it is one of three Grand Challenges in the strategic plan. “Looking through the lens of entrepreneurship, we encourage our students, faculty, and staff to adopt an approach of explorer, producer, and promoter in all they do,” he said. “It is an exciting way to create transformational leaders, which is part of our mission.”

National and regional business executives help round out the school’s vision of being a vibrant learning organization that creates impactful knowledge and develops transformational leaders. They partner with the school financially and as guest speakers and judges for events.

Students from across campus can opt in for training through entrepreneurial programs that offer short-term business boosts, training for pitching ideas, and ongoing support. More than grooming specific skills, these programs train students to develop an entrepreneurial mindset: to believe they can achieve and not give up when the going gets tough.

The Mays Innovation Research Center that the Mays Family Foundation and the Koch Foundation funded will be a multidisciplinary outreach to the engineering, the arts, and the sciences disciplines.

“I’m very excited about what we have done in setting up the Mays Innovation Research Center with the Koch Foundation,” Lowry Mays said. “Mr. Koch is so interested in innovation and education, so we have a common ground there that made it very easy to reach the goal that I wanted to achieve.”

This is a pivotal time for the university, he added. “If we can somehow, through this center, start a fire burning in a student and provide an education that helps her get over the stumbles that are bound to come — prepare them through this center to overcome what would normally stop other individuals — then I will consider it a great success. It will be part of my legacy.”
Commitment to Innovation & Entrepreneurship

1980
- Mays begins offering undergraduate courses on family businesses and small business start-ups

Late 1980s
- Most early entrepreneurial courses are eliminated because of funding issues

1999
- CNVE endowed by C.W. Conn

2001
- Ideas Challenge begins

2008
- Richard Lester is named CNVE executive director

2013
- The EBV is renamed the Reynolds and Reynolds Entrepreneurship Bootcamp for Veterans Program to recognize the company's establishment of a $2 million endowment

2014
- Blake Petty is named CNVE director

2015
- Texas A&M joins BlackStone LaunchPad

2017
- The Center for New Ventures and Entrepreneurship is renamed the McFerrin Center for Entrepreneurship via a $10 million gift from Dorothy and Arthur "Artie" McFerrin Jr. '65
- Blackstone LaunchPad opens in the Koldus Building during the spring semester

2020
- Ideas Challenge is renamed the Raymond Ideas Challenge to recognize Frank Raymond's gift of $50,000 annually over a 20-year period

2021
- The Center for New Ventures and Entrepreneurship (CNVE) launched in the fall semester to encourage entrepreneurship, innovation, and creativity across campus
- The Reynolds Entrepreneurship Bootcamp for Veterans Program (EBV) renamed the Reynolds Entrepreneurship Bootcamp for Veterans Program to recognize the company's establishment of a $2 million endowment
- In August, Texas A&M University System Board of Regents approved the establishment of Mays Innovation Research Center with initial funding from the Charles Koch Foundation and the Lowry Mays Family Foundation
- Representatives from CNVE's Startup Aggieland and Blackstone LaunchPad invited to make presentations to all Fish Camp participants
- Texas A&M joins BlackStone LaunchPad
- Startup Aggieland holds first competition
- The freshman Startup Living Learning Community in Hullabaloo Hall forms
- NSF Innovation Corps (i-Corps) program kicks off
- The Reynolds Entrepreneurship Bootcamp for Veterans Program (EBV) renamed the Reynolds Entrepreneurship Bootcamp for Veterans Program to recognize the company's establishment of a $2 million endowment
- Blake Petty is named CNVE director
- Ideas Challenge begins
- CNVE endowed by C.W. Conn
- Mays begins offering undergraduate courses on family businesses and small business start-ups
Take a journey down the path of Mays Business School, from the very first business related course to the present.

1800s

1893: Bookkeeping taught in the Department of Drawing

1896: A&M offered a commercial course “designed to meet the wants of young men who contemplate entering upon business pursuits”

1900s

1914: Cost accounting and marketing taught in the Department of Agriculture

1915: Economics department evolved from the Department of History and Economics, offering classes in business law, business organization and management, and cooperative credit and marketing

1920: Accounting, marketing, and money and banking taught in the Department of Economics

1926: Accounting Department created

1927: Thomas W. Leland joined with 10 other accounting professors to organize the Texas Association of University Instructors in Accounting

1946: Department of Business and Accounting created

First master's degree awarded in accounting and statistics

1950: Department of Business Administration authorized to offer BBA (five majors) and MBA degrees

1953: Center for Executive Development established

1965: Formal departments formed in business

1966: Implementation of MBA degree

1968: College of Business Administration formed, John Pearson named dean

Ph.D. program in business authorized

1970: Jack K. Williams appointed president of the university, altered the course of the business school

1971: The Texas Real Estate Research Center (now part of Mays) created by Texas Governor Preston Smith

1972: First Ph.D. graduates

First AACSB undergraduate and master's accreditation

1980: First business career fair held

1981: Moved into new Academic and Agency Building (now known as Blocker Building)
1982: James Benjamin appointed head of the Department of Accounting
Center for Retailing Studies created

1983: Fellows Program created

1985: Center for International Business Studies created

1986: Business Honors Program created

1987: Texas Real Estate Center moves from College of Agriculture

1989: Center for the Management of Information Systems created

1990: Center for Human Resource Management created
Center for International Business funded as a center for International Business Education and Research

1992: Professional Program (PPA) created
Outstanding Alumni Awards created

1995: Moved into Wehner Building

1996: College is renamed the Lowry Mays College & Graduate School of Business to honor Mays family endowment

1999: Center for New Ventures and Entrepreneurship endowed by C.W. Conn
   Executive MBA Program accepts first class
   Reliant Energy Trading Center created

2002: College renamed to Mays Business School

2003: Jerry and Kay Cox Hall opens

2008: Executive MBA Program ranked #1 by Wall Street Journal
   First Entrepreneurship Bootcamp for Veterans with Disabilities (EBV) program offered at Texas A&M

2009: Paul Kruse ’77 and Blue Bell Creameries fund chair in business at Texas A&M

2011: Accounting Professor Mary Lea McAnally takes helm of Mays graduate programs
   First students complete Trading, Risk and Investments Program (TRIP)

2012: Full-Time Public Mays MBA rises to Top 10 in Bloomberg Businessweek ranking
Mays opens custom educational facility in CityCentre Houston for Professional MBA and Executive MBA

2013: Accounting program ranked 10th worldwide by Financial Times
Mays undergraduate receives A’s in national rankings
Mays team wins national Wall Street Journal competition

2015: MS Business program created
Professional Selling Initiative created
Top Mays Business School leaders through the years

1926
Thomas W. Leland takes over direction of business courses

1968
College of Business Administration formed, John Pearson appointed dean

1978
William V. Muse appointed dean

1983
William H. Mobley appointed dean

1987
A. Benton Cocanougher appointed dean

2001
Jerry R. Strawser appointed dean

2015
Eli Jones appointed dean

2016: Mays moves up in U.S. News & World Report “Best Business Programs” rankings of undergraduate business programs nationwide to 17th among public universities and 27th overall

Mays moves up in 2016 Bloomberg rankings to 18th overall and 4th public for “Best full-time MBA programs"

Office of Diversity and Inclusion created and directed by Annie McGowan

2017: Mays presents inaugural Peggy and Lowry Mays Impact Award to Peggy and Lowry Mays

Mays recognized as “Top Tier” in CEO Magazine’s 2017 Global MBA Rankings

Reynolds and Reynolds Entrepreneurship Bootcamp for Veterans Program named

KPMG named the 2017 Mays Business School Corporate Partner of the Year

Mays recognized by AACSB International with 2017 “Innovations that Inspire” award

2016:
Mays moves up in U.S. News & World Report “Best Business Programs” rankings of undergraduate business programs nationwide to 17th among public universities and 27th overall.

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Mays Transformational Leaders

The Mays Transformational Leader Framework is a blueprint for success at Mays Business School, an ideal combination of values, skills, and capabilities that lead students to have a transformational impact on people and organizations. The messaging of the strategic plan that everyone at Mays and our external partners worked so diligently to craft in 2016-17 comes to life through our various Transformational Leaders. These leaders are entrepreneurial, analytical, global, ethical, utilize systems thinking, and strive for social impact. They also live the Aggie core values of excellence, integrity, leadership, loyalty, respect, and selfless service. Discover a few of the many Mays Transformational Leaders who work, study, and partner with us.

LEONARD L. BERRY

To call Leonard L. Berry a marketing professor doesn’t come near describing his impact on the world of service – particularly in retailing and healthcare. He has brought healthcare services to the forefront of focus with his research on hospital operations, cancer patient treatment, and end-of-life care. To recognize his impact, he most recently received the American Marketing Association (AMA) William L. Wilkie “Marketing for a Better World” Award. It honors thinkers who have significantly contributed to our understanding and appreciation for marketing’s potential to improve our world and from whose work notable advances have ensued – in the mold of Bill Wilkie of the University of Notre Dame.

“Receiving this award is especially meaningful to me, as I have always believed that marketing’s true mission is to improve people’s quality of life,” Berry said. “Throughout my career I have tried to contribute to this mission in my teaching and research. I am deeply honored to be recognized by my peers for this very special award.”

Berry is a University Distinguished Professor of Marketing, Regents’ Professor, Presidential Professor for Teaching Excellence, and holds the M.B. Zale Chair in Retailing and Marketing Leadership. He founded the Center for Retailing Studies at Texas A&M in 1982 and served as its director through 2000. He also is a Presidential Professor for Teaching Excellence. He is a former national president of the American Marketing Association.

As a Visiting Scientist at Mayo Clinic in 2001–2002, he conducted an in-depth research study of healthcare service, the basis for his book, "Management Lessons from Mayo Clinic" (2008). Concurrent with his faculty position in Mays Business School, Berry is a Senior Fellow of the Institute for Healthcare Improvement studying service improvement in cancer care for patients and their families.

He received bachelor’s and MBA degrees from the University of Denver and a Ph.D. from Arizona State University, where he was selected in 2014 as the inaugural recipient of the Outstanding Doctoral Alumni Award.

Berry has written 10 books, including "Discovering the Soul of Service;" "On Great Service;" "Marketing Services: Competing Through Quality;" and "Delivering Quality Service." He is the author of numerous academic articles and an invited lecturer throughout the world.
MARTHA LOUDER

Martha Louder will step down as associate dean of undergraduate programs in May 2018 and will remain on the accounting faculty in the Department of Accounting, where she is Presidential Professor for Teaching Excellence and Regents’ Professor for Service. Mays has transformed tremendously since she became associate dean in 2005.

Every department and center has adopted a commitment to “high-impact” learning experiences. Some that Louder’s Special Programs Office created:

- **Strategic Philanthropy** – a class in which undergraduate students learn about philanthropy then allocate up to $100,000 per semester to nonprofit organizations. The program has received major funding from foundations to teach students how to run a nonprofit organization that provides competitive grants to help local organizations serving the community.
- **Learning Portfolios** – piloted in the Business Honors program, this is now in the second year of including every undergraduate at the college. It was renamed the Mays Transformational Leadership Portfolio in 2016.
- **SUMMIT** – an offsite leadership retreat designed to help students become more self-aware through reflection and portfolio development.
- **Medal of Excellence** – a multi-year program to encourage and reward students who want to achieve a level of high-impact experiences substantially beyond the required curriculum.

Under Louder’s leadership Mays created the Business Honors Major Degree Program, which is now one of the premier programs in the state, as well as the nation, competing with the top private and public schools. In 2017 there were more than 1,000 applicants for 85 places in the freshman class. Honors students have been instrumental in creating and assisting faculty in delivering high-impact experiences – for example, the one-hour mini-seminars on special interest topics.

She launched the Freshman Business Initiative (FBI) in 2000, and it has increased from an enrollment of 50 to almost 900 freshmen under her tenure. It is one of the (if not the) largest freshman learning communities in the nation.

She established the Mays Communication Lab, where student mentors coach undergraduate and MBA students in their verbal and written communications skills, as well as the development of their learning portfolios.

Louder has overseen recruiting, retention, and graduation efforts. Mays leads the university in success metrics because of the many strategic decisions to recruit a diverse and high-quality student body that succeeds academically and socially during the college experience. For example:

- Leadership Initiative Conference (LINC) for freshman prospects;
- High level of participation in recruiting by former students and donors on the Dean’s Advisory Board;
- High-impact advising that begins before the students enroll and continues into the major department until graduation.

VERONICA STILLEY ’90

Realizing her “Aggie experience has come full circle,” Texas A&M University Distinguished Achievement Award winner Veronica Stilley ’90 reflected in Texas Aggie magazine on her time as both a student and a staff member with Mays Business School. As director of student services in the Department of Information and Operations Management, Stilley oversees advising for graduate and undergraduate students, as well as the management of recruiting and admissions for the MS-MIS program.
KPMG

KPMG was named the 2017 Mays Business School Corporate Partner of the Year as part of the Mays Connection program, which celebrates the school’s partnerships with both businesses and alumni. During KPMG Corporate Day on campus, several KPMG partners and professionals visited classes, attended a reception, and accepted awards from Dean Eli Jones.

KPMG is a professional services firm – offering audit, tax, and advisory services – and it is one of the Big Four accounting firms. In 2016, the firm hired approximately 75 students for internships and full-time opportunities at both the undergraduate and graduate level.

KPMG’s contributions to Mays are numerous, including the KPMG Chair in Accounting (2001), the KPMG Professorship in Accounting (1988), the KPMG Fellowship (1987), KPMG Endowed Scholarship Fund (2007), and the KPMG Data Analytics/Technology Development Endowment (2015). Former Dean Jerry Strawser holds the KPMG Chair in Accounting.

KPMG Audit Partner Randy Hill calls the partnership with Mays “a labor of love more than work” and said the firm couldn’t do what it does without Mays and Texas A&M University producing young people who are “not only polished, but have great all-around skills. They are as dedicated and hard-working as anybody we hire.”

2017 OUTSTANDING ALUMNI

Mays 2017 Outstanding Alumni honorees Gregory M. Cokinos ’79, Cydney Collier Donnell ’81, and Carri Baker ’84 were recognized at the 25th-Year Outstanding Alumni Awards Dinner. The award recognizes graduates who are leading lives of distinction and who embody the Aggie Core Values – excellence, integrity, leadership, loyalty, respect, and selfless service. Recipients come from all industries, have been active in their communities, and continue to serve their alma mater.

“Here at Mays, we have no shortage of leaders who have excelled beyond their college years and who help advance the world’s prosperity.”

Dean Eli Jones, at Outstanding Alumni Awards Dinner

Cokinos ’79 is co-founder of Houston-based Cokinos, Bosien & Young, the largest law firm in Texas focusing on construction and engineering law. He has been named as one of The Top 100 Super Lawyers in the State of Texas by Texas Monthly every year since 2007. Cokinos was instrumental in the creation of the Construction Law Journal and has been the journal’s editor since its inception. He is also an arbitrator for the American Arbitration Association. Cokinos is a graduate of the Department of Management.

Donnell ’81 is the Julio S. LaGuarta Professor in Real Estate, executive professor and associate department head of finance at Mays where she teaches graduate level classes in real estate capital markets. She is also the director of Real Estate Programs, overseeing the Master of Real Estate program and undergraduate real estate finance classes.

Baker ’84 has served for 32 years as a key executive and chief operations officer for San Antonio-based Linebarger Goggan Blair & Sampson, a nationally recognized law firm representing governments and school districts throughout the U.S. Her civic leadership has made a significant impact in the education, health, and economic development of San Antonio.
REID RUSSELL

Reid Russell plans to graduate in May 2018 with a bachelor’s degree in finance. He is a member of the Corps of Cadets, where he is Head Public Relations Sergeant and has been Corps of Cadets Distinguished Student for two consecutive semesters. He is also in the Air Force Reserve Officer Training Corps – Detachment 805.

At Mays, he is in the Business Fellows program, where the challenge to “know thyself” encouraged him to expand his leadership competencies.

“I think I can speak for everyone when I say we are going out into the workforce equipped for success.”

When Russell spoke to an audience of 850 at the annual Mays Scholarship Banquet, he said despite Texas A&M's record enrollment, Mays feels “just the right size” and “provides us a truly fun and enjoyable environment to study business.” In addition, he said, most Mays students seize opportunities for challenge and growth through special programs, case competitions, and study-abroad trips. “I think I can speak for everyone when I say we are going out into the workforce equipped for success.”

MAYS TRANSFORMATIONAL LEADERSHIP ACADEMY

Mays is organically growing its own Transformational Leaders with the Mays Transformational Leadership Academy, an innovative leadership and career development program designed to encourage high school students from groups underrepresented at Mays to pursue business degrees at Texas A&M. Mays plans to host 50 rising high school students for an all-expense-paid experience at Texas A&M, offering a combination of workshops and high-impact activities to give the students a real taste of Mays. Mays faculty will lead rigorous seminars designed to prepare participants for the culminating business development competition. In addition, executive leaders will be on hand to discuss opportunities and critical leadership skills for aspiring business leaders.

The July 8–13 academy was created by Annie McGowan, the school’s Assistant Dean for Diversity and Inclusion, and is coordinated by Angela Catlin.

Learn more: mays.tamu.edu/diversity/MTLA

MAYS STAFF COUNCIL

The Mays Staff Council is a distinct group because of its democratic nature, consultative role, and consensus-seeking process. It attempts to be the “eyes and ears” of Mays Business School staff.

Jeffrey Jones – Chair
CityCentre (At-Large)

Lauren Welford – Vice-Chair
Department of Finance

Hannah Cole
Department of Marketing

Valerie Brown
Department of Management

Angela Catlin
Office of the Dean

Terri Zimmerman
Department of Accounting

Sarah Bugh
Career Management Center

Ashley Hilgemeier
Center for Executive Development

Donna Shumaker
Department of Information and Operations Management

Sarah Hooper
Undergraduate Advising
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Rico’s

David Lockett
Austex Fence & Deck

Gina Luna
Luna Strategies LLP

L. Lowry Mays
Mays Family Enterprises

Cindy McClain
Advanced Beauty Systems

Susan McFarland

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Gallagher Benefit Services Inc.

Chaz Neely

Nick Nichols III

David Norcom
NorCap Advisors LLC

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Kildare Partners

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Tracy Stephens

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Oil States International Inc.

Mark Taylor
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David Van Houten

Hallie A. Vanderhider

Tony Weber
NGP Energy Capital Management

Brian Weiner
PMG International Ltd.

Dean’s Advisory Council Liaison
K.K. Eschbach
USD Group LLC
Mays Business School hosted the 2017 Scholarship Banquet Nov. 2 in the Hall of Champions at Kyle Field. More than 700 scholarships totaling more than $5 million were given to Mays students for the fiscal year 2017.
NEW DEVELOPMENT ACTIVITY

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<th>2014</th>
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VALUES BY ENDOWMENT TYPE

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<th>Market Value</th>
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ENDOWMENT MARKET VALUES

In Millions

Proposal to name Accounting Department honors

JIM BENJAMIN

A proposal to name the Department of Accounting in honor of James J. Benjamin was set in motion with two lead gifts totaling $4 million in a $10 million fundraising campaign. The donors wanted to honor Benjamin’s decades-long commitment to students and education at Texas A&M University.

Benjamin is the Deloitte Foundation Leadership Professor and head of the accounting department. He joined the faculty at Texas A&M in 1974 and has served as department head since 1982. After obtaining his undergraduate degree and CPA license, he received his MBA and Doctorate of Business Administration degrees from Indiana University. He previously served as the Ph.D. coordinator for Mays Business School and director of the school’s honors program.

The idea to name the Department of Accounting stemmed from discussions between Mays Business School, David Baggett, and Ernst & Young partner T. Randall “Randy” Cain, a 1982 graduate from the accounting program and a Texas A&M Foundation trustee. Baggett, a 1981 graduate of the university with a degree in accounting, and his wife Denise have committed $2 million to the campaign. Ernst & Young committed a gift of the same amount. Both gifts will be endowed to support the needs of the department and to ensure its future growth.

The campaign to rename the department is intended to enhance the visibility of the department and provide young people in the field additional opportunities to explore the accounting profession. The endowment will allow the department to recruit outstanding faculty, develop international opportunities for students to learn global accounting practices, and support high-impact educational programs, such as the Professional Program and the Energy Accounting Program.

In addition to the two lead gifts to the campaign, Mays has received commitments from KPMG LLP, Deloitte, Karen Pape ’80, Karen and Rodney Faldyn ’88, Becky ’76 and Monty Davis ’77, Lina and Kenny Lawson, Marian ’82 and Willie Langston ’81, Wanda and Lou Paletta ’78, and Kay ’02 and Jerry Cox ’72, Tracy and Randy Hale ’85, and Mark Kelly ’79. Combined, these pledges, along with other commitments, total nearly $7.5 million.

To join this effort, contact Brian Bishop at bishop@tamu.edu.
"While I have been gratified to be a part of the growth and success of the accounting program, I have always recognized that our growing reputation was a product of exceptional students and talented and dedicated faculty."

JIM BENJAMIN
Read more about Jim Benjamin's legacy at Mays Business School by visiting mays.tamu.edu/stories

David: "Over the past almost four decades, Jim Benjamin has been a driving force in the transformation of our business school … With Jim’s personality, business savvy, and leadership skills, he would have been very successful in the corporate world. Fortunately for me and thousands of other accounting and business graduates, Jim dedicated himself to our success."

Denise: "We are excited to be part of this effort to name the accounting department after Dr. Jim Benjamin and know the resulting endowment will serve future students for decades to come."

DENISE & DAVID BAGGETT ’81

"When I think of Texas A&M, I can’t think of a better place to invest when we’re trying to live our purpose. Students come out with a set of instilled values, and this marries up with the EY purpose. You have to give credit to Jim Benjamin, who has been an extraordinary visionary in the world of accounting education."

T. RANDALL "RANDY" CAIN ’82
Mays Business School
4113 TAMU
College Station, TX 77843-4113