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SAM DONALDSON
A roast honors the UTEP alumnus, now a renowned newsman with a trademark raised eyebrow.

OUR TIME IS NOW
UTEP's newest ad campaign is short but powerful — and on the Web.

AIMING FOR SUCCESS
UTEP's women athletes are hitting the mark and making history along the way.
SPRING 2003 ENROLLMENT at UTEP soared to its highest-ever level: 16,476, a 7.5 percent increase over spring 2002. Even more significant is the 18.8 percent growth in the number of graduate students, who now account for 18.4 percent of total enrollment at UTEP.

"UTEP has inherent strengths—particularly its students and faculty—that will pull us through."

All of us at UTEP are pleased that more residents of this region are investing in their futures by enrolling in bachelor’s, master’s and doctoral programs. They are not only preparing themselves for more productive and satisfying lives, but also helping build a stronger economic development base and quality of life in this region.

One factor that has contributed to enrollment growth at the graduate level is the emphasis that UTEP has placed on scheduling courses at times and places that are more compatible with graduate students’ very busy lives. Courses are offered in the evenings and on weekends, and two new “minimester” sessions, the Wintermester (in late December and early January) and the Maymester (in late May) offer students the option to complete a course in an intensive two-week format. In addition, courses are offered at a variety of off-campus sites, enabling teachers in Socorro and business people in downtown El Paso to attend classes near their workplaces.

Sadly, this good news has been accompanied by an order that all state agencies reduce their current year’s appropriations by 7 percent to help address Texas’ multibillion dollar budget deficit. For UTEP, that represents a $4.8 million reduction in state funding.

Cutting budgets is never easy, but the task becomes even more difficult when the order comes well after the fiscal and academic years are underway. Reductions at this time in the budget cycle are necessarily more opportunistic than strategic. That is, we reduce the budget where funds have not yet been expended, rather than consider other options—however painful—that would be available to us at the beginning of a fiscal year.

UTEP’s recent enrollment growth has also made budget reductions more challenging, because we have already expended additional funds this year to hire faculty to meet the increased demand for courses during the fall and spring semesters. Although state funding accounts for only 37 percent of UTEP’s total annual budget, it is the primary source of support for all of our instructional programs. It is therefore extremely difficult to reduce state funding without jeopardizing the accessibility and quality of educational opportunities offered to residents of this region.

As we carry out these required fiscal year 2003 budget reductions, we will do all that we can to shield UTEP students from their direct impact. We will offer the Maymester, as promised, and we will offer a full set of courses in two sessions this summer, because we know that it is important to provide opportunities for our students to make steady progress toward their degrees.

What we must do, then, is to reduce our expenses in other areas. Among our strategies: we have imposed a flexible hiring freeze, in which only those positions deemed absolutely critical to our operations will be filled; we have deferred the acquisition of technology, library materials and other equipment; we have imposed restrictions on travel; and we have postponed a variety of facilities renovation projects.

Although we believe that these short-term budget-reduction strategies will help us achieve the 7 percent goal set by the state leadership for fiscal year 2003 with as little short-term damage as possible, there is no question that over the long term, such reductions will have a devastating impact on our ability to provide quality higher education to this region. To take but one example, postponing the acquisition of technology will, if forced to continue, seriously erode the quality of our academic programs and the efficiency of our operations.

All of the recent calls for “Closing the Gaps” in Texas higher education—for educating more Texans and especially Hispanic Texans—will be undermined by reduced higher education expenditures. Higher education should not be viewed as an expense, but rather as an investment by the state in its own future.

Within this sobering context, it has been most gratifying to receive comments from faculty and staff across the campus, such as: “UTEP has inherent strengths—particularly its students and faculty—that will pull us through.” “The focus will be on people first.” “Be aware and proud of what we have.” “Stay focused on our long term goals.”

This is the kind of commitment and spirit that UTEP can be proudest of, and it will surely help carry us through these difficult times.

— Diana Natalicio
Now in its 20th season, UTEP's Dinner Theater has acted its way into the heart of thousands of buffs. Story, page 18.

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UTEP's increasing donor portfolio bears testament to the generosity, trust and confidence that donors have in the university, its mission and its students.

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A legend remembered: Tyrone "Bobby Joe" Hill, a member of the UTEP 1966 Texas Western College champion basketball team, passed away Dec. 8, 2002, at the age of 59.
Whether it's in accounting, economics or marketing, the bottom line is that UTEP's College of Business Administration is leading the way in education, research and outreach when it comes to business matters.

What began as a single department in the College of Liberal Arts in the 1940s has evolved into one of UTEP's largest and most prestigious colleges. The College of Business Administration, founded in 1967, is one of fewer than 380 colleges worldwide accredited by the Association to Advance Collegiate Schools of Business.

From educating the next generation of business managers to growing a new breed of entrepreneur, the growth of the college traces the trajectory of American business itself.

Today's college is led by a world-class faculty; including a chief executive officer, advisors to state and local governmental bodies, consultants to international companies, and the president of a national organization. They go beyond textbooks and lectures to inspire students to become tomorrow's business leaders.

Housed in an impressive 85,000-square-foot building, with a computer applications learning center and three micro-computer laboratories, the college offers students the tools they need to succeed in today's business world.

Nearly 3,000 students each year seek degrees in programs ranging from the bachelor of business administration to graduate degrees including a master's degree in economics, a master's degree in information technology, a master of accountancy and a master of business administration.
Students enrolled in the College get the benefit of being taught by a distinguished faculty.

Tom Fullerton directs the Border Region Modeling Project. He forecasts everything from housing starts to water usage in the region stretching from Las Cruces to Ciudad Chihuahua.

Jim Haines, former president and CEO of El Paso Electric Company and currently the CEO of Westar Energy, Inc., is an adjunct professor and the Skov Professor of Business Ethics.

Christine Haynes, associate professor of accounting, teaches auditing and accounting principles. Her areas of expertise include auditing judgment and auditor independence.


Frank Hoy is the current president of the United States Association for Small Business and Entrepreneurship and the director of UTEP Centers for Entrepreneurial Development, Advancement, Research and Support.

M. Adam Mahmood, a Mayfield Professor of business administration, has taught information technology in the United States, Europe and England. He serves on the state board that oversees the Texas Department of Information Resources and is the editor-in-chief of the Journal of End User Computing.

Tim Roth, the A.B. Templeton Professor and Chair of the Department of Economics and Finance, is a former Reagan Administration official and congressional economist. Now working on his ninth book, Roth serves on the Texas State Sunset Commission Advisory Board.

The four departments that make up UTEP’s College of Business Administration are at the heart of the matter.

Accounting — Chaired by Gary Mann, the department provides a BBA in accounting, a master of accountancy, and a combined BBA-master of accountancy plan, each which provides the necessary qualification to sit for the Certified Public Accountant exam in Texas.

Economics and Finance — Chaired by nationally known economist Timothy Roth, this department offers graduate and undergraduate degrees in economics and finance, including a master’s degree in economics.

Information and Decision Sciences — Chaired by Godwin Udo, IDS offers a wide range of undergraduate and graduate courses in computer information systems, production/operations management and quantitative methods in business.

Marketing and Management — Chaired by Janice Joplin, this department offers graduate and undergraduate courses in marketing and management.

Reaching Out

The College of Business Administration accounts for more than helping students understand business. The community banks on its expertise to help business people hone their skills through a series of outreach programs, including the Franchise Center.

Grace Hauser owns one of El Paso’s most successful franchises, Baskin-Robbins.

But aside from running the top ice cream parlors in town, Hauser now helps others learn the secrets of her success through UTEP’s Franchise Center.

Hauser, who owns seven of El Paso’s nine legendary ice cream parlors, is a frequent lecturer at the Franchise Center’s twice yearly symposiums, offering her expertise on site selection and marketing.

Recently, each of her seven stores received her company’s Retail Excellence Award. Hauser won the coveted national Founder’s Award, an honor given to those who maintain superior standards, making her advice truly notable.

Hauser was hardly a business novice when she acquired her first two Baskin-Robbins stores 11 years ago — she was a successful commercial realtor in El Paso who once headed the El Paso Community College’s amnesty education program.

“If I just like business,” Hauser said. UTEP’s Franchise Center plays an important role for those considering starting a business because franchises have unique issues.

Twice a year, the Franchise Center offers tips on running a successful business. The seminar covers basic aspects of franchise ownership including site selection, marketing, human resource and legal issues.

“The Franchise Center makes people aware of what they don’t know,” says Hauser, who is a frequent symposium lecturer. “It makes people aware of how difficult running a small business can be.”

Hauser says that owning a franchise tips the scale in favor of making the business succeed.

“A franchise provides a proven system and process,” says Hauser, who points out the franchisor provides a recognizable trademark and proven product. In the case of Baskin-Robbins, who hasn’t tasted at least one of their famous “31 flavors”?

“People get a tremendous head start by franchising,” she says.

“You don’t have the same independence you might have starting your own business, but the benefits are there.”

Hauser continues to run her own independent companies in addition to operating the franchise.

Hauser, a mother of three who earned both a bachelor’s degree in business administration and master’s degree in linguistics from UTEP, still has her commercial realtor’s license and continues to run her real estate ventures.

Hauser has words of wisdom for other would-be franchise owners.

“If you are willing to be team player with the franchisor, it will work nicely,” she says.

“The Franchise Center makes people aware of what they don’t know.”

“Owning a franchise is really a partnership. The franchisor helps with standards and advertising, but the day-to-day operations are up to you. But a franchise tips the scale in favor of success.”
The College of Business Administration offers a series of outreach programs.

ArkLaTex Collegiate Entrepreneur Awards — The awards are recognition of exceptional entrepreneurial skill and creativity among undergraduate students enrolled in colleges, universities or other post-secondary institutions.

Border Region Modeling Project — The project is an independent research unit within the Department of Economics and Finance. Headed by Tom Fullerton, the project houses the 210-equation Borderplex Econometric Forecasting Model that encompasses El Paso; Ciudad Juárez and Ciudad Chihuahua, México; and Las Cruces, N.M. The model includes demography, employment, personal income, retail sales, residential real estate, transportation, international commerce, water consumption, and cross border manufacturing.

Institute for Policy and Economic Development — IPED provides expert and impartial research, leadership and coordination for objective analysis and interpretation of public and private policy. Led by Dennis Soden, IPED attracts more than $1 million in research investments to the El Paso-Juárez region.

The Center for the Study of Western Hemispheric Trade — The center promotes and studies trade among Western Hemisphere countries. The center provides a variety of international business and economic research to government agencies, the private sector and academic community.

The Small Business Institute — The institute, part of the college’s Marketing and Management Department, offers personalized, confidential consulting services to small businesses. The SBI teaches business owners ways to increase profits while providing students with practical experience.

Centers for Entrepreneurial Development, Advancement, Research and Support (CEDARS) — Led by former dean of the College of Business Administration Frank Hoy, CEDARS is an independently funded endowment of programs designed to help businesses thrive.

Family and Closely Held Business Forum — The forum brings in national speakers quarterly for its members and provides training in strategic and financial planning, interpersonal relationships and other topics.

The Franchise Center — The center offers a certification program with intense instruction. Under the direction of Carolyn Gough, the nationally acclaimed Franchise Center has established an affiliate program and center with the Riverside Community College of Riverside, Calif., and launched a satellite program at the University of Jyväskyla in Finland.

Secondary Education Entrepreneurial Development — The program is designed to bring expertise into the classroom, giving area high school students the basic tools to go into business. Last year, students at Americas and Riverside high schools learned how to start and operate their own businesses thanks to a one-year $50,000 grant from the Coleman Foundation.

Small Business Executive Education Program — Today’s marketplace demands strategic alliances along with technical and basic tools to boost small business growth. SBEEP provides such resources through a team of professionals with a wide variety of experiences. UTEP is the only university in the Southwest to offer SBEEP, sponsored by the U.S. Small Business Administration’s 7(j) program. The five-day intensive program is specifically for minority business leaders wishing to expand and strengthen their position as a small business owner.

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Offering Students Poise and Polish

Getting a degree in business requires more than just book smarts. It requires navigating an increasingly complex and sophisticated business world. And to make sure UTEP students are prepared to meet the challenge, the university offers two programs to instruct students on how to put their best foot forward during an interview, cope with cultural differences and master different social settings.

Every semester, the UTEP Women’s Resource Center, the Career Services Department and the Student Development Center sponsor etiquette training.

At a formal five-course dinner served by Sodexo Food Services, up to 60 students dressed in business interview attire learn interview skills as well as how to maneuver through a complex array of silver, glassware and china.

“The most common faux pas is that students often reach for the wrong glass,” says Lewanda Diaz, director of the Women’s Resource Center.

But in addition to teaching interview techniques and instructing students the correct way to squeeze a tea bag and pull apart and butter their dinner rolls, students also learn how to respond to e-mail messages from their prospective employers.

“It’s leadership/interview program,” says Diaz. “This program gives students an extra edge during a job interview.”

Elizabeth Dahl, coordinator for science in the UTEP Circles Program, also works with students to set them at ease.

“It dawned on me that students were going out to lunch or dinner with potential employers and most of them didn’t know which fork to use, or whether it was proper for them to salt their food, or what food to order.”

Through a series of independent seminars Dahl conducts through UTEP’s Professional and Continuing Education department and career expos, students learn to accommodate differences in cultures. For example, Dahl says, “It’s not uncommon for students on an interview in Mexico to wait for as long as an hour for their employer to arrive, or for Japanese businessman to expect prospective employees to bow their heads when meeting.”

Not only that, Dahl says, in some cultures, it’s considered bad manners to look your superior in the eye, but in others, it’s bad manners to stand too far apart.

“I tell students to learn to appreciate that particular culture and its customs,” she says.

Since 1994, when Dahl began her etiquette program, more than 400 students have learned how to manage meeting a prospective boss from a different country, and to feel at ease chatting with that person over breakfast, lunch or dinner.

“It’s very common for prospective employers to take employees out to dinner,” says Dahl. “For the most part, it’s a snapshot of what they expect the employee to do once they hired.”

Most importantly, Dahl offers her students words of wisdom.

“Getting interviewed over a meal lets you share your ideas and thoughts with your prospective employer. It lets students and employers find out if they are right for each other.”
The success of a college can best be measured by the achievements of its students and the success of its graduates. After all, students are what matter most.

Luis Arce is a case in point. Born in Chicago and raised in El Paso, the senior international marketing and management major is a full-time student who also works 20 hours a week directing marketing activities for the nonprofit company, Growing on the Border. The company makes natural and herbal soaps and bath salts.

Currently president of the Business College Council, which is comprised of representatives from every College of Business Administration student organization, Arce is typical of many UTEP students in that he is the first person in his family to earn a bachelor’s degree.

“He always had a firm career goal, I didn’t really connect academic preparation to my goals...I didn’t think about how I would become a good businessman,” says Arce. “When I came to UTEP, I saw the overall picture. From the start, I had great advisers and professors, and they showed me that you do need a lot of education to remain competitive in business.”

He credits the supportive atmosphere at the college with giving him the tools he needed to excel.

“My first semester at UTEP, my greatest surprise was how supportive everyone is. COBA promotes a very nurturing atmosphere.”

This nurturing atmosphere coupled with business knowledge has shaped Arce’s altruistic philosophy.

“I always knew that I wanted to go into business, but I’ve never been motivated by self-interest,” he says. “Of course, I want to be successful in business, to make money. But I think it’s what you can do with that money that’s important. I want to help people.”

Robert (Bill) Gilmer has come full circle. Recently appointed vice president of the El Paso branch of the Federal Reserve Bank of Dallas, the Amarillo native grew up in El Paso where he earned a bachelor’s degree in economics from UTEP.

“One of the things UTEP did for me was introduce me to my career in economics,” he says.

After receiving his undergraduate degree from UTEP in 1968, Gilmer earned master’s and doctoral degrees in economics from U.T. Austin. He was inducted into the honor societies Phi Kappa Phi and Omicron Delta Epsilon, whose members represent the top 1 percent of their class.

He spent the next several years working as an economist, first in research at the Institute for Energy Analysis in Oak Ridge, Tenn., and later for the Institute for Defense Analysis in Arlington, Va.

Gilmer then spent seven years on the staff of the Chief Economist at the Tennessee Valley Authority, producing TVA’s annual economic and energy forecasts.

He joined the Houston Branch of the Federal Reserve Bank of Dallas as a senior economist in 1989, where his research focused on energy and economic issues important to the Texas Gulf Coast.

From 1989 to 2002, he was the author of Houston Business, a newsletter on economic conditions in Houston and along the Texas Gulf Coast.

“This is the first time my title doesn’t contain the word ‘economist,’” Gilmer noted.

But in his new position, Gilmer oversees the bank’s activities in West Texas and southern New Mexico. Each branch of “The Fed” exists to help conduct the country’s economic policy and to keep the nation’s economy strong.

Honored as an outstanding graduate of the College of Business Administration at a reception in February, Gilmer was cited as an inspiration for Energy Analysis in Oak Ridge, Tenn., and later for the Institute for Defense Analysis in Arlington, Va.

Business Matters
Leading Students to Success

Helping students succeed in business requires more than just teaching them the basics of money matters. The College of Business Administration offers an array of student organizations that benefit their marketability.

UTEP lecturer Mary Stevens goes beyond teaching accounting practices by leading two student organizations — the Accounting Society and Beta Alpha Psi — designed to give scholars a closer look at business.

As the premier professional accounting and business information fraternity, Beta Alpha Psi recognizes academic excellence and complements members’ formal education by providing interaction between students, faculty, and professionals, and fosters lifelong growth, service and ethical conduct.

With a long list of student business organizations to choose from, scholars in every discipline will find a way to reach out to the community, broaden their skills and learn more about business.

Other UTEP business student organizations include:

- The American Society for Quality is a professional organization dedicated to the study and promotion of the field of quality.
- The Association of Latino Professionals in Finance and Accounting is the leading professional association dedicated to enhancing opportunities for Latinos in the accounting, finance and related professions.
- The Association of Information Technology Professionals is the largest organization representing information management professionals in the world.
- The American Marketing Association is the world’s largest and most comprehensive professional society of marketers and has more than 500 chapters throughout North America.
- The American Production and Inventory Control Society is a not-for-profit educational organization respected as an authority on integrated resource management.
- Beta Gamma Sigma is the honor society serving business programs accredited by AACSB International.
- The Business College Council, begun more than 15 years ago, coordinates selected activities of all organizations in the college and promotes professional and educational goals for the benefit of all business students.
- Delta Sigma Pi is a professional fraternity organized to foster the study of business in universities and encourages scholarship, social activity and the association of students for their mutual advancement by research and practice.
- Financial Management Association, established in 1970, is a global leader in developing and disseminating knowledge about financial decision making.
- Society for Human Resource Management is the leading voice of the human resource profession and provides its members with education and information services, conferences and seminars, government and media representation and publications.
- Society of International Business Students helps students learn more about global business environment, offers students opportunities to network with prospective employers and become more involved with the international business community.

Miguel A. Gamino is putting his UTEP degree to use in a big way.

After receiving his bachelor’s degree in accounting and computer information systems in 1999, he got a job with a noted El Paso-based insurance company — J.D. Williams.

Currently a vice president, chief information officer and controller for the 102-year-old internationally known company, Gamino is looking at ways to help current UTEP College of Business Administration students improve their learning experience — in and out of the classroom.

“I wanted to help business students gain more real-world exposure,” says Gamino, who also is a certified public accountant.

To that end, he created an internship program — The Technology Experience — that enables five students each semester to work at J.D. Williams, gaining hands-on experience in everything from using cutting-edge technology to building solutions for J.D Williams’ clients.

The internship is a joint venture between J.D. Williams and the company’s information technology department known as the Evolution Technology Group.

The students also receive free tuition and three hours credit for the internship class, as well as a chance to become a project leader for the next semester, which includes a scholarship up to $2,000.

“I can expose students who are excited about technology to the latest and greatest, and at the same time, immerse them in a true-to-life work environment,” says Gamino.

But Gamino’s enthusiasm doesn’t stop there. He’s also working on setting up a computer networking laboratory at the business college through a donation from his employer, which will give the college computers, equipment and hubs.

“We might name it the Evolution Lab,” says Gamino, founder and treasurer of the El Paso del Norte chapter of the Association of Technology Professionals.

The program also makes students more attractive to recruiters looking to hire savvy new graduates.

“We can insure our grads are getting an upper hand compared to graduates from other universities,” said Gamino, who hires UTEP alumni.

“Once you’re able to, as soon as you’re capable, you should improve things,” he says. “That’s how the university grows.”
Building Momentum

Accelerated MBA program

Responding to the needs of the community, the College of Business Administration recently began an accelerated MBA program targeted at rising business professionals.

Partnering with JPMorgan Chase and El Paso Electric Company, UTEP designed an 18-month and a 25-month program for professionals who do not have a business degree.

"We at JPMorgan Chase are pleased to play a role in this program by inviting classes in our boardroom," says Bob Snow, president and CEO JPMorgan Chase Bank.

Led by a team of internationally recognized faculty, the accelerated MBA curriculum builds business theory while exploring the best practices of firms from around the world.

"I am indeed excited about this new degree option that the college is offering," says Gary Hedrick, president and CEO of El Paso Electric Company.

New Doctoral Program — A new doctoral program in international business has been approved by the University of Texas Board of Regents and may receive approval from the Higher Education Coordinating Board as early as July.

College Dean Charles Crespy expects students to enroll in fall 2003.

"The benefit for the greater community is that we'll create a cache of high quality scholars who will investigate border trade and economic development," says Crespy.

For UTEP, the benefit is producing quality scholars who will make the university an even more vibrant intellectual environment.

MBA Online Program — Students interested in pursuing a masters of business administration degree from UTEP won't have to step foot inside a classroom. Instead, students can log onto the UT Telecampus Web site to earn an MBA degree in general management.

The MBA Online is a 48-hour degree program that pools the impressive resources and diverse perspectives of several accredited U.T. System institutions. Areas of study in this degree include accounting, finance, administration, business law, economics, marketing, statistics and technology.

For more information, contact Yoli Ruiz at 747-7726, the U.T. Telecampus, 1-888-TEXAS16 or visit the MBA Online Web site at www.utsystem.edu/telecampus/mbao/home.htm.

Business Leader Lecture Series — For students, hearing experts talk about their industries brings business to life. Started in the fall of 2001, the semi-annual Business Leader Lecture Series brings nationally prominent leaders to campus to discuss issues important to the region. UTEP students get the benefit of learning from business leaders who can inspire and challenge them.

Making Room for Achievement — While the college offers an innovative, exciting learning environment, plans are in the works to make it even more inviting to students.

"I want to create a space to make students feel more welcome," says Dean Crespy.

He unfolds a blueprint showing plans to create a space where students can work in teams, study quietly or access the Internet.

The building will allow students to use wireless personal computers and state-of-the-art technology.

Building On Success

Support for the College of Business Administration helps retain a talented faculty and benefits UTEP students and the El Paso area business community.

Corporations that support the college enjoy more extensive and intensive access to students who may be future employees and expand and enrich their involvement with college faculty and programs.

Some examples of programs that have received or are in need of donor support include:

• Research Excellence Support — A working paper series would fund the development, review, presentation and publication of research by the college faculty. The Working Paper Series would create a limited circulation series of in-depth studies. The work would acknowledge financial support at the conferences and in journals in which the work appears.

• Business Leader Lecture Series — In 2001, the college launched the program designed to draw business professionals, faculty and students into a closer relationship. Once each semester, a successful senior executive is invited to El Paso to share their expertise. The leader would normally stay in El Paso two days meeting with faculty and students in small groups and serving as the featured speaker in the semi-annual lecture series.

• Student Endowed Scholarship — Helping a student attend college is the most meaningful way to offer support. The average annual cost of tuition, fees and books for a UTEP student is $3,800. Scholarships can be established based on student financial need, academic achievement, academic specialization, banking experience or other characteristics.

• Internships — Introducing bright students to the workplace can benefit both the employer and the student intern. Internships give students an opportunity to learn about an organization, a job and a career path. They also give the employer a chance to assess whether the student appears to be worth a long-term investment.
Honoring
Sam Donaldson
By Erica Martinez

From his trademark raised eyebrow to his poignant smile, Sam Donaldson continues to set his mark nationally and locally.

On May 14 in Washington, D.C., friends and colleagues of the UTEP alumnus will roast those traits and raise their glasses to make a toast in his honor.

The Center for Communications Studies’ namesake is being “roasted and toasted” to recognize him as one of the nation’s leading newsmen - and one of UTEP’s most accomplished graduates. The center was named after Donaldson in April 2002.

Event proceeds will benefit the Sam Donaldson Center for Communication Studies to provide funding for its various endeavors, including the Spanish Language Media Initiative. The initiative is a series of programs aimed to prepare UTEP students to work in both English and Spanish media.

“The Sam Donaldson Center is the site of academic enrichment opportunities for our students. Funds that are raised for the Sam Donaldson Center will help send our students to media job fairs, minority job fairs, conferences and internships,” said Center Director Patricia Witherspoon.
"Never give up. Never decide that you can’t succeed or that the book is already in on you."

UTEP alumni and supporters have been encouraged to attend the roast, which, by definition, will include various humorous stories of Donaldson. The event will be co-chaired by ABC News anchor Cokie Roberts and UTEP President Diana Natalicio. Those who have expressed interest in attending the roast include former White House press secretary Jody Powell, New Mexico senators Jeff Bingaman and Pete Domenici, and ABC News journalists Ted Koppel and Helen Thomas, among other dignitaries.

Zita Arocha, roast committee chair and associate director of the center, said the event is being planned with tremendous enthusiasm by the university.

"My expectations are that this event will bring heightened visibility and support for our program, especially in communications, media and journalism," Arocha says.

While at Texas Western College, Donaldson majored in telecommunications and was station manager for KFOV-FM, now KTEP. He also worked as a disc jockey for KELP, then KEPO, where he hosted his own hour-long production called Sam’s Show featuring Bing and Gary Cosby’s, “Sam’s Song.”

In his international best-selling autobiography, "Hold On, Mr. President," Donaldson writes of his experience at KEPO: "During the summers, I would often open up the place at 6 a.m. as the morning man and sometimes also close it up in the evening as the night announcer. Long hours, but I got to do it all, playing records, reading the news wires, interviewing the famous people that came to town."

Since joining ABC News in 1967, Donaldson has covered history-making news events such as the Vietnam War, Watergate and the House Judiciary Committee impeachment investigation in 1974.

He served two appointments as chief White House correspondent for ABC News, covering former presidents Jimmy Carter, Ronald Reagan and Bill Clinton.

UTEP President Diana Natalicio has said Donaldson is one of the most respected journalists in the country.

"Sam is a great professional role model who has inspired our students through his tenacious reporting and journalistic conviction," she said.

Donaldson’s standard of excellence can in part be attributed to his widowed mother, Chloe Hampson Donaldson, who raised him and his older brother Tom in Mesilla, N.M. She would drive Sam 25 miles to the Radford School for Girls in El Paso, which accepted boys into its kindergarten class. He attended school in El Paso until the age of 14 when he was sent to the New Mexico Military Institute in Roswell, N.M.

In his book, Donaldson states the institute taught him what he preaches.

"Never give up. Never decide that you can’t succeed or that the book is already in on you," Donaldson wrote. "As a matter of fact, the person who comes up from the bottom in a big way is often noticed more favorable than someone who has always been in the safe, but unspectacular middle."

Sam Donaldson Roast and Toast
Contribution Information

- Anchor - $25,000 contribution
- Producer - $10,000 contribution
- Reporter - $5,000 contribution
- All contribution categories include a table for eight, recognition in the dinner program and permanent listing as a patron at the Sam Donaldson Center for Communication Studies at UTEP.
- In addition, anchor patrons receive an invitation for eight to a private reception and a prominent dinner host seated at their table. Anchor and producer patrons will be recognized at the roast.
- Information: 915/747-8236.
- Travel package available for May 13-16 through Sun Travel, 915/532-8900.

Sam at a Glance
The theme of this campaign encompasses all aspects of UTEP’s mission: teaching and learning, research and scholarship, and service to our students and this region,” UTEP President Diana Natalicio says. “Changing U.S. demographics and UTEP’s growing national reputation for quality academic and research programs have placed us in the spotlight. There is no doubt that our time is now.”

The message, though encompassed in a small phrase, has hit the airwaves on regional television spots and across billboards on major thoroughfares in a big way.

“If you want to be part of something larger than yourself, we give you every advantage,” the television commercial says. “If you want to know us, look in the mirror. We’ve done amazing things together. Let’s do more. UTEP—our time is now.”

“Our time is now” follows the previous ad campaign, “Success begins at UTEP,” which featured various successful alumni on billboards throughout El Paso. It has also garnered professional notice—winning a prestigious Golden Addy award for creative excellence by the Advertising Federation of El Paso in February.

Steffen Poessiger, a 2001 UTEP graduate and account executive at Sanders, Wingo, Galvin & Morton Advertising company, had the task of retooling the marketing campaign. He spent this past year, along with a creative team at SWG&M, studying UTEP’s accomplishments and progress to develop the most successful way to market a university.

“It was a unique opportunity for a college graduate to play an important role in delivering the message of his university to the community. “This process has been very self-fulfilling,” Poessiger says. “I had an excellent opportunity to stay in El Paso and UTEP has provided me with many valuable lifelong tools. This was an opportunity to give something back to the university.”

Poessiger says the first step he and the SWG&M team took was to develop a message that would brand UTEP—a permanent means of recognition that would come to mind when a person thinks of the university.

“Brands offer a set of values, and these values make up a personality, as the audience perceives it,” he says. “Why would an institution like UTEP want to be branded? It is a legitimate first-choice university. We want to showcase the recent accomplishments and give our broad audience the feeling of staking claim in the university’s excellence.”

Poessiger says campaigns change when the time is necessary—when institutions like UTEP make newer and greater strides.

According to Poessiger, “Our time is now” takes a less literal approach to the message.

“Instead of highlighting an individual and communicating his or her major, as with previous campaigns, we took the position of making the audience feel included in the message,” Possiger says.

For a campaign to be successful, it needs to be embraced from within.

Harry Meeuwsen, professor and chair of kinesiology, participated in the creation of the “Our time is now”—he appears in portions of the ad featured on billboards and television commercials.

“The university brought in a high caliber crew to do the filming and editing,” Meeuwsen says. “I think it turned out looking very professional—clear and concise and this reflects positively on the university.”

Shown are billboard and video images from UTEP’s new advertising campaign. View the ad on the Web at www.utep.edu and click on “UTEP’s Campaign.”
UTEP's increasing donor portfolio shows more than growing dollar figures. It bears testament to the generosity, trust and confidence that donors have in the university, its mission and its students.

"Regardless of the size of each gift, the donations add up and make a difference in the education and lives of our students," said Steve Meador, associate vice president of Institutional Advancement, the department charged with raising and accepting gifts for the university.

UTEP ranked second in private donations among U.T. System academic components the past two fiscal years, behind the University of Texas at Austin.

UTEP reported $19.9 million in private gifts and grants for fiscal year 2001-02, nearly $2 million more than the previous year. That represents an increase of more than 10 percent - the third-highest increase among U.T. System components.

"The success at UTEP proves that donors believe in the course that the university is on, and they believe in our commitment to providing opportunity, access and excellence in all our programs," said Meador. "Furthermore, it proves these alums, individuals, corporations, foundations and civic groups all share commitment to improving the future of our community."

One of the most unique gifts ever came to the university last fiscal year.

Alumni Roger and Evelyn Bell donated more than 700 political buttons, pins and presidential inaugural medallions. The collection is on permanent display on the first floor of the University Library.

"This impressive collection is an invaluable teaching tool because it personalizes what students are learning in history and political science classes," said UTEP President Diana Natalicio. "It is also a remarkable gift to the community."

And whether giving to building infrastructure, research, technology, professorships or scholarships, donors are helping UTEP meet its most basic goal - educating students.

UTEP has made tremendous progress - from record-breaking enrollments to increased doctoral and research programs - furthering the need for private contributions to keep the university on the track of excellence.
BOTTLING HOPE AND DREAMS

By Cindy Ramirez

It’s not blood that runs through Stephen J. Wolslager’s veins. “It’s Coca-Cola,” the 35-year-old vice president of the Wolslager Foundation jokes.

But it’s no joke that Wolslager’s family history is contained in the millions of Coke cans and bottles consumers purchase daily.

Wolslager’s grandfather, J.W. Wolslager, was the founder, owner and operator of several Coca-Cola bottling plants in the Southwest, including Magnolia Coca-Cola in El Paso. The senior Wolslager started with half interests in Las Cruces and San Angelo plants in the early 1950s, and bought the El Paso plant in 1985. At that time, the Wolslaggers moved their headquarters to El Paso.

“My grandfather lived for Coca-Cola and the family of workers that was formed through his franchises,” Wolslager said. “He still does. He can’t walk into a store without looking over at the Coke displays.”

The senior Wolslager, 82 and retired in San Angelo, still serves as president of the foundation. Other board members include director, secretary and treasurer Shirley M. Rogers and members, J.W. “Butch” Wolslager, James A. Carter and Bob Murski.

The San Angelo-based Wolslager Foundation was started by the senior Wolslager and his wife Josephine in 1992, though it wasn’t fully funded until the sale of the franchises. The El Paso plant was sold in 1998. The Wolslaggers received shares in stock from Coca-Cola Enterprises, a publicly traded company.

Two years later, the foundation started making gifts to colleges and universities, health care facilities, community development programs such as the Boys and Girls Clubs, and social causes including domestic violence awareness and homelessness.

Already the foundation’s impact is flowing across the Southwest, including UTEP, which continues to be one of the largest recipients of the foundation’s generosity.

The foundation gave about $2.6 million in grants last year in San Angelo and El Paso; Las Cruces, N.M.; and Tucson-Huachuca in Arizona.

“Education is one of our major initiatives,” said Wolslager, who received his bachelor’s degree in finance from Southwest Texas State University in San Marcos and his master’s degree in finance from New Mexico State University in 1998.

“It’s a much greater task than I could have ever envisioned,” he said. “We want people to get an education, go out and provide for themselves and their family, but then provide for their community in return.”

In 2001, the Wolslager Foundation gave UTEP $100,000 in scholarships and $100,000 for the Community Partnership Health Education Clinics. The amounts were increased in 2002 to $140,000 and $250,000, respectively. The scholarships were awarded to students transferring from El Paso Community College.

Gustavo Gonzalez is one of them. “The Wolslager Foundation Scholarship has helped me pay for my tuition and books,” Gonzalez said. “But most importantly, it has given me the opportunity to start a new cycle within my family — a cycle of hope, fulfillment of dreams and educational enrichment. I was the first in my family to attend a university, and thanks in large part to the Wolslager Foundation, I know I won’t be the last.”

Wolslager said those are the students he and his grandfather hoped to reach through the foundation’s scholarships even though he’s been in El Paso for only a decade.


“It takes hard work and dedication to succeed, but you gotta have a few breaks,” Wolslager said. “The foundation is giving people a break.”
Spring semester marks record-breaking enrollment
By Donna Lynn Dennis

The spring 2003 semester marked the largest spring enrollment in UTEP’s history with 16,476 students registered, according to data from Census Day Jan. 29.

The record-breaking enrollment represents a 7.5 percent increase over spring 2002 and surpassed the fall 2001 enrollment of 16,220.

Fall 2002 enrollment was also a record-breaking semester, recording the largest enrollment since the university began tracking figures in 1968. The 17,232 students enrolled in fall 2002 represented a 6.24 percent increase over fall 2001, and a 13.19 percent increase since 2000.

“This enrollment growth shows that more people are investing in their education and looking to UTEP and our programs to provide those opportunities,” said UTEP President Diana Natalicio. “UTEP plays a very important role in the community’s human and economic development.”

The university’s graduate school also saw an increase over last year with 3,025 students, an 18.8 percent jump over spring 2002.

Doctoral enrollment of 230 this semester represents a 10.6 percent increase over last year.

“Our two areas of graduate studies enrollment show very strong growth,” said Charles Ambler, dean of UTEP’s Graduate School. “We’ve seen growth both in the doctoral programs that are heavily research based, and in master’s programs that appeal to working professionals such as engineers and teachers.”

Undergraduate enrollment totaled 13,451 compared to 12,787 in spring 2002 — a 5.2 percent increase.

Not counted in the spring enrollment figures are the students enrolled in the new College of Business accelerated MBA program, which began in February. Those students will be counted in the summer census. The figures also don’t include the 596 students who enrolled in UTEP’s first-ever Wintermester, an accelerated 10-day session that ran from Dec. 30 to Jan. 10.

Budget cuts hurt momentum

By Cindy Ramirez

Reductions in state appropriations won’t directly impact course offerings and other basic student services, but may dramatically impact UTEP’s momentum, University President Diana Natalicio said.

UTEP recently complied with the state mandate to cut current appropriations by 7 percent, but the university, like others across Texas, has grown increasingly concerned that more cuts are likely for the next biennium.

“In the short term, we can manage to comply with the required budget reductions,” Natalicio said. “In the long term, however, such reductions will have a devastating impact on this region’s future.”

University officials emphasize that every effort will be made to continue a regular schedule of course offerings, summer school and the popular Maymester and Wintermester programs.

UTEP’s plan to reduce its fiscal year 2003 spending by 7 percent, or $4.8 million, was provided to the U.T. System, which in turn submitted its system-wide plan to state officials in February. The university’s plan included a hiring freeze, energy conservation, travel restrictions, and postponement of state-funded construction and renovation projects through Aug. 31, 2003.

Natalicio said the university has also been informed that the general revenue base for the next biennium is to be reduced by 12.5 percent from the current level of state funding. For fiscal years 2004 and 2005, that means an annual reduction of $7.5 million from UTEP’s $60 million base.

“It’s going to be very difficult to cope with such significantly reduced state appropriations during the next biennium, especially when UTEP’s enrollment is growing so rapidly,” Natalicio said.

UTEP reported record-breaking enrollments in the fall 2002 and spring 2003 semesters, with 17,232 and 16,476 students registered, respectively.

To shield students from reductions in appropriations, Natalicio said that department chairs and directors have been asked to identify cost savings, to ask tough questions about how services and programs can be consolidated or made more efficient. Each vacant faculty and staff position will be carefully evaluated to determine whether it should be filled.

At the same time, the university will continue its efforts to respond to the state’s “Closing the Gaps” goals by working together with area school districts and the El Paso Community College to raise educational aspirations and attainment in El Paso County.

“Education is the best single investment that we can make in El Paso’s future,” Natalicio said. “Although the state’s financial condition is creating short-term challenges for all public universities in Texas, we cannot and will not permit it to jeopardize our long-term commitment to create educational opportunities for the talented young people in this region.”

Going online: Print era ends for Horizons
By Cindy Ramirez

As part of the university’s effort to make full use of its technology and expedite delivery of news, Horizons will be available only online starting this spring.

Horizons, the UTEP faculty and staff newsletter published by University Communications, will undergo a format change over the next few months and will be accessible at www.utep.edu/horizons starting in March.

Nova Quarterly will continue to be delivered in print format. Horizons will continue to be published electronically monthly, offering the latest information in campus and higher education news, including stories on faculty and staff accomplishments and other features that celebrate the university’s successes.

E-mail subscriptions for Horizons may become available in the coming months, improving the accessibility and delivery of the newsletter. The frequency of the newsletter may also be revised, officials said.

Horizons had a print circulation of about 4,000 and had been distributed primarily around campus. The newsletter was also mailed out to some community members and organizations and other education institutions across the state and the nation.

“Going online is the first step in our strategy to make Horizons more timely and relevant to members of the UTEP community. We can use technology to make it more interactive and speed up our delivery of news,” said Wendy White Polk, director of University Communications, which oversees Horizons, Nova Quarterly and other university publications.
The accomplishments over the history of women’s sports at UTEP are impressive and paint a picture of dedication and determination — and there is no better month than March to celebrate these achievements.

In March of 1980, President Jimmy Carter issued a message to the American people, encouraging the recognition and celebration of women’s historic accomplishments during the week of March 8th, Women’s History Week.

A National Women’s History Month Resolution was quickly enacted in 1987, and in 1992, a Presidential Proclamation carried the directive for what is now a major national and international celebration.

At UTEP, women are making their mark in athletics, hitting it big with fans and earning a spot in university history along the way.

Seven women’s sports are offered at UTEP — basketball, track and field, golf, rifle, soccer, tennis, and volleyball. From these, six women have earned the prestigious title of All-American and the incoming athletes promise the same potential as their predecessors.

“Women’s sports have come a tremendous distance since 1972 and the passage of Title 9,” says Stephanie Rempe, associate director of athletics and senior women’s administrator. “There are more opportunities now than ever for women to participate in athletics. It’s also exciting to see the increase in attendance that has occurred for all of UTEP’s women’s sports. We’ve seen numbers jump dramatically and it lets us know that the public is supportive of our athletes.”

Title 9 mandated all educational institutions that receive federal funds provide equal programs, facilities and opportunities for women participating in sports.

When Title 9 was enacted, one in 27 girls in high school participated in athletics — today that number has grown to one in three girls.

With nearly 100 women participating in athletic teams on campus, UTEP is fast becoming an institution that produces well-rounded, educated and competitive women prepared both in and outside the sports arena.

This spring, UTEP participated in the National Women and Girls in Sports Day. Members from all women’s teams signed autographs and spoke with local youth interested in playing sports, at the same time establishing a new following of fans and inspiring the next generation of athletes.
STANDOUTS AMONG WINNERS

Standouts in the school's history include Debbie Mitchell, a member of the only women’s athletic team to win a national title in school history.

The UTEP women’s track and field team won the 1980 Association of Intercollegiate Athletics for Women (AIAW) Indoor Championships. Mitchell was the sole individual winner, taking the 2000-meter run in a collegiate record time.

More recently, Saidat Onanuga was a nine-time All-American from 1997-2000. She placed in the top six of the 400-meter hurdles in each of her four seasons.

This past fall, the women’s soccer team finished the best season in school history with a 16-3 record.

Senior Holly Cohen was named to the first team 2002 Verizon Academic All-America Women’s Soccer University Division — the first in program history to receive this honor.

Cohen, a criminal justice major with a 3.75 grade point average, was the team’s leading scorer with a school record of 22 goals and 51 points. Honored as a first team All-Western Athletic Conference selection, the native El Pasoan was the fourth-leading scorer in the NCAA with 2.83 points per game and fifth in goals, averaging 1.22 goals per game.

AIMING FOR SUCCESS

One of the most successful of UTEP’s current programs, the rifle team has produced a winning line up, including current standout, senior Christina Hernandez. The standout shooter earned a spot in national competition this spring. Hernandez, a Minnesota native, has won All-Collegiate, All-America, and Academic All-America honors.

Hernandez finds pillars of support in coach George Brenzovich and most importantly, in family. Hernandez’s husband is in the military and is stationed overseas.

“It’s been a very hard year for me and I’ve found comfort and security in my academic and athletic activities,” she says. “I get a lot of support from my family and his—although both families live out of town. It adds to the stress a bit, but this is a learning experience that will make me stronger in the long run.”

Hernandez says changing the skewed perception of college athletes also requires strength.

“On the road there are occasions when finding time to study can be difficult,” she says. “I know that many might see our excused absences for competitions as unfair, but I see the trips that we are required to go on as business trips where we are expected to represent UTEP to the best of our ability—athletically and academically.”

LEGACY IN THE MAKING

Continuing the legacy set by the more established sports, women’s softball is on the horizon.

Coach Kathleen Rodriguez is eager to finalize her roster and begin the preseason in fall 2003 and regular season play in February 2004.

“I’m excited to be a part of UTEP athletics,” says Rodriguez, UTEP’s first female minority coach. “I look forward to building a strong softball tradition.”

A participant in sports since she was 10 years old, Rodriguez played baseball with boys until she was a freshman in high school. Rodriguez, a native of Santa Fe, N.M., began her life in softball at Santa Fe High School from 1988-90 as an All-State player.

She went on to become a four-year starter for Saint Mary’s national tournament softball team from 1991-94, playing catcher and third base.

Rodriguez graduated from Saint Mary’s University in San Antonio in 1994 with a degree in exercise and sports science. She is nearing completion of her master’s degree in human performance and leisure sports from Eastern New Mexico University.

Rodriguez understands the sacrifices and pressures that collegiate athletes face — and the importance of athletics in a woman’s life.

“With dedication and commitment, I believe involvement in sports can offer women and girls a great amount,” Rodriguez says. “The most important thing is to work as hard as you possibly can.”
Building Success:
Construction projects on target
By Erica Martinez

UTEP is undertaking $45 million of renovation and construction projects this year to enhance cultural and research capabilities at the university.

The construction plan includes new buildings for biosciences research, academic services and the engineering department, and renovations to Seamon Hall.

After renovations, Seamon Hall will showcase the work of internationally recognized visiting artists and provide added space for UTEP's growing Department of Art programs. The main gallery will be named after its generous contributors, Stanlee and Gerald Rubin.

Helen of Troy CEO Gerald Rubin and his wife Stanlee, a member of the Helen of Troy Board of Directors, made a generous donation to the project. Both Rubins are UTEP alumni.

"The renovation of Seamon Hall into essential gallery and exhibit space is not only a giant step forward for the arts. It is also a testament to the remarkable generosity and vision of those donors who made this project possible," said UTEP President Diana Natalicio.

2003 Construction Plan
• Seamon Hall: Cost for renovations is $2.25 million. The facility was originally built in 1927 as a chemistry building. The renovated Seamon Hall will include three exhibition galleries, two large classrooms and studio space for students, for a total of 14,700 square feet. Construction is set to begin in May and completed in March 2004.

• Engineering Addition: The $7 million project will house a student support center, offices for faculty and staff and free up current offices in the existing engineering building for research and class instruction. The new building will be 46,900 square feet. Construction is set to begin in May and will be completed by July 2004.

• Academic Services Building: The new $10 million building will be 52,000 square feet, twice as big as the current one. All student services needed to register will be housed in this building. Construction is set to begin in July and will be completed by September 2004.

• Biosciences Building: The $25 million, five-level 99,800-square-foot building is designed to provide more laboratory space, allowing the university to expand its capacity to conduct research. Construction is set to begin in May and completed by May 2005.

WRITING IN THE SAND

By Cindy Ramirez

It took a handful of candy to get Ekallmana to attend school lessons. But he soon learned that education was his ticket out of the war-torn country in which he lived.

Ekallmana grew up in Kenya during the 1960s famine. Food was scarce and paper and pencils were not a priority. Ekallmana learned to write in the sand.

Forty years later — his native Kenya oceans away — Ekallmana received his doctoral degree in geological science from UTEP in December 2002. He'd come a long way, and had a special guest in the audience whom he had not seen in 25 years.

Sister Bernadette Gilsenan of the Medical Missionaries of Mary, traveled from Chicago where her missionary order is based to El Paso to see Ekallmana receive his degree.

Gilsenan, who spent some 30 years in Kenya, was Ekallmana's first teacher. She showed him how to read and write, sometimes bribing him with a handful of sweets.

"It's like a dream to share this with him," Gilsenan said. "This is something I could not have imagined would happen, but I'm glad it did."

Growing up in Kenya

Ekallmana believes he was born in 1954 — though he doesn't know the exact date or year because there were no official records of births. His mother died when he was about 8 years old. That's when Gilsenan stepped in.

"She pulled me away and said, 'I'm going to be your mother now,'" Ekallmana recalled. "And from that moment on, she was my mother figure, my first teacher and my good friend."

Ekallmana didn't much like school growing up. But encouraged by Gilsenan, he eventually finished school and later earned bachelor degrees in physics and math education and geophysics.

He married and had four children. His wife died in 1985 soon after the birth of his youngest child. In 1989, Ekallmana met his current wife, Donna Ekall, while she was in Kenya through a program for her doctoral degree in education from Cornell University.
From Peace Corp to Classroom
By Donna Lynn Dennis

Jim Burkett fondly remembers the two years he spent in Ecuador as a Peace Corps volunteer in the 1960s.

He earned $100 a month and shared a small apartment with other volunteers. He experienced the seasonal heavy rains of the country, but also its beauty.

The nation, the smallest country in the rugged Andean highlands and no bigger than the state of Nevada, is packed with well-preserved colonial architecture, volcanic landscapes and dense rainforest. There he taught villagers how to crop and raise livestock.

A month away from his 18th birthday, he was the youngest member of the organization's first cohort and had to receive a waiver from the John F. Kennedy Administration before leaving the country for his assignment in Ecuador.

Then a teenager not quite old enough to vote, Burkett was a long way from his hometown of Clyde, Ohio. But his experiences in Ecuador didn't make Burkett as nervous as his first day before a classroom of eager pupils.

Burkett, 58, teaches biology and chemistry at the Tejas School of Choice, an alternative school in the Ysleta Independent School District.

After an extensive 20-year military career which included time in Vietnam and Germany, Burkett entered UTEP and earned his bachelor's degree in natural sciences in 2001.

He was inspired to become a teacher by Charles Hastings, his agriculture instructor and Future Farmers of America advisor at Clyde High School. Hastings introduced Burkett to the Peace Corps program.

"I have a hard time telling what I would have done had I not joined the Peace Corps," Burkett said.

Burkett is still involved in the corps through the Peace Corps Fellows program at UTEP, where he's enrolled in the Alternative Teacher Certification program. The one-year fellows program pays part of the tuition of a Returned Peace Corps Volunteer and includes an internship and 20 hours of course work.

Members also teach full time in El Paso area schools and have the option of entering the master's program at UTEP following the first year.

"One of the goals of the Peace Corps is to go out into the world and take America with you," said Christina Mayne, coordinator of the Peace Corps program and in the Alternative Teacher Certification Program. "Another goal is to bring back what they learned from their Peace Corps experience and share it with America."

UTEPC is one of only two universities in Texas that offers the Peace Corps Fellows program and has provided teacher certification and/or a master's degree to almost 80 participants in more than 10 years, she said.

Once Burkett completes his teacher certification, he plans to attend UTEP for his master's degree and says he will remain a teacher.

UTEK runs in the family. His wife of 30 years, Michelle, earned her master's degree in education in 1996 and their daughter Nancy Burkett earned her bachelor's degree in criminal justice in 1998.

Aside from what he learns at UTEP, Burkett incorporates his Peace Corp experiences into his lessons.

"The students aren't much different than I was at their age," he said. "You have to be real patient with them. When they do well on tests you are pleased. When you see success stories, you are pleased."

There is one more thing Burkett remembers about Ecuador, a place he says he hopes to revisit one day.

"The best bananas in the world come from Ecuador," he said. "And bananas, a major industry of Ecuador, have found their way into Burkett's teaching agenda ... the DNA of a banana that is.

"It gets them introduced to the subject of DNA, it gets them interested when they can see the DNA themselves that they extracted from the banana."

Students mash a banana into a liquid pulp, and add detergent to break down the wall of the fruit's cell. The mixture is screened to separate the liquid from the pulp. Alcohol is then added to the watery substance allowing the DNA to rise to the top of the liquid, which students gather and contain for viewing under a lens.

"The kids love to do this kind of thing," Burkett said.

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Photo by Javier Vicencio

SPRING 2003 • 17
Standing Ovation
Dinner Theater celebrates 20th anniversary

By Erica Martinez

After nearly 90 productions, the UTEP Dinner Theatre has acted its way into its 20th season this year.

From the first production of "Joseph and the Amazing Technicolor Dreamcoat" with a $1,000 budget to its recent performance of "The King and I" with a budget of about $30,000, the UTEP Dinner Theatre is doing what it has done best since the beginning - selling out shows.

Theatre Director Greg Taylor says that the organization has built a paramount reputation with its variety of shows, including "Chicago," "The Music Man" and "Evita," all of which sold out. The theater has attracted more than 12,000 patrons per season since 1983.

Taylor admits that for the first 10 years, he worried that the Dinner Theatre would come to an end due to budget constraints.

"But after 12 years, I thought, 'Maybe this will last,'" Taylor says. "It is part of UTEP's mission, to provide students and faculty with artistic endeavors and cultural experiences."

"We have built the theater over 20 years. We deliver a quality product," Taylor says. 

The "we" Taylor speaks of are the actors and backstage team, most of whom are UTEP alumni who have seen the theater blossom.

Taylor, technical director Mike Spence and costume designer Kerri Harrison have been with the Dinner Theatre since its beginning. Music director Patricia Provencio and choreographer Lisa Lopez have been with the theater for 17 and five years, respectively.

"It was all started by students. It's truly a great accomplishment," says Taylor.

Jaime Barba, a 1994 UTEP alumnus who has been involved with the theater for more than a decade, said his experiences have helped his curriculum at Montwood High School where he teaches theater arts.

"The experience levels you gain here are immeasurable," he says. "To be an actor, you have to like that sick feeling in your stomach. Even though I've been performing for many years, I still get that feeling every night."

The grandeur of this year's 20th season is a concert rendition of "Jesus Christ Superstar" April 14 at the Don Haskins Center.

The concert will feature the UTEP Dinner Theatre Band, UTEP Symphony Orchestra, 100-voice choir of current and former dinner theatre singers, and guest stars from the original album and production.

"We get quality people in the shows, because they see the quality-staff that works here," says Taylor. "The actors know that if they do a show here, there will definitely be an audience to see it."

Upcoming Performances:

- Jesus Christ Superstar in Concert: 7:30 p.m. April 14 at the Don Haskins Center.
- How to Succeed in Business Without Really Trying, June 27-July 13 at the UTEP Dinner Theatre.
- For information, contact the Dinner Theatre at 915/747-6060, via e-mail at udt@utep.edu or through the Web site at www.utep.edu/udt

Awards and Accolades

The UTEP Dinner Theatre has received the following awards from the American College Theatre Festival:

- 1989-1990: Chess - National Award, Richard A. Weaver Award for Best Play, Director's Choice Award for Best Show, Critic's Choice Award for Best Show and Excellence in Technical Direction
- 1988-1989: Blonderl - Critic's Choice Award for Best Show
Association president seeks members
By Cindy Ramirez

Anthony Woo, a full-time lecturer at UTEP, boasts a resume filled with teaching, engineering, business and management experience from his years of working in industry along the border.

He served as vice president of operations for Pollak Electronics in Juárez before accepting a full-time position at UTEP.

His resume now holds a new title: UTEP Alumni Association president.

Before being elected in December, Woo served on the board of directors for the association in 1991 and as treasurer last year. He will serve a one-year term.

“We need to maintain our graduates informed on what UTEP is doing and get them to get involved, to give back,” Woo said.

Serving along with Woo as the 2003 board of directors are Richard Gutierrez, vice president for membership; Kay Mooy, treasurer; Marilyn Munden, vice president for communications; and Mike Rosales, vice president for scholarships.

The association aims to keep alumni connected to their alma mater through various programs, and informing them about the latest news and accomplishments at the university.

“We’re looking to implement a strategic plan that will improve and increase the association and its role at the university,” Woo said.

To achieve that, Woo and the rest of the board have three key goals:

• Increase membership, particularly among more recent graduates, and enlist their help to help move the university forward.
• Increase the association’s endowment fund that benefits students through scholarships.
• Sustain annual activities such as the Season of Lights, Homecoming events and the association’s role in selecting distinguished alumni and the Top 10 students.

Woo admits not knowing much about the association until he met another alumnus on a business trip to Chihuahua. He was hooked.

“I believe graduates care a lot about their university, but I don’t think they understand the benefits of joining the association and becoming more directly involved with what we do,” Woo said.

Woo earned a bachelor’s degree in electrical engineering from UTEP in 1968 and a master’s degree in 1972. In 1992, he was honored as a Gold Nugget, or outstanding alumni, in engineering.

The honor was especially welcome in the Woo family: five of his seven siblings and his three children are UTEP grads.

Hard work in the face of adversity also runs in the family.

He was born in Juarez, one of eight children of Chinese parents who migrated to Mexico in the early 1900s. Woo spoke Chinese at home but was later immersed in Spanish in elementary school.

Woo learned English in middle school at the Lydia Patterson Institute in South El Paso, a school that specializes in teaching international students.

Neither language nor his roots, however, impeded Woo from reaching his goals.

“We all understood that education was important,” Woo said. “It was never an issue. Our goal was to attend UTEP and achieve some level of success. Now I’m giving back to my alma mater, and I want others to do the same.”

—By Cindy Ramirez

Alumni Association Announcements

• The UTEP Alumni Association is seeking nominations for its board of directors. Nominees must be active members. Directors are elected by the membership and serve a three-year term.

• The 2002 UTEP Alumni Association Collectible, featuring the Larry K. Durham Sports Center and the Sun Bowl, is still available.

• Sign-up for your UTEP permanent e-mail at alumni.utep.edu. No matter how many times you change e-mail provider, with the forwarding address, you can keep the same e-mail address.

• Mark your calendar for Homecoming 2003: October 6-11.

• Join the Movin’ Miners on a cruise of the Western Caribbean this fall. The cruise departs from Galveston, Texas, on Sept. 27 and will make stops in Cozumel and Calica/Playa del Carmen before returning on Oct. 2.

• Visit the Christmas Markets of Germany, Austria, France and Switzerland with a nine-day trip that departs on Dec. 7 and is $1,799 per person (double occupancy). For more information contact the Alumni Office or e-mail Lee Nelson at LNELSON@utep.edu.

Membership makes a difference!

More alumni than ever are staying connected to their alma mater and making a difference for students, fellow alumni, and the university through their Alumni Association membership. In 2002, membership more than doubled.

Revenue from membership dues is vital to the association’s ability to provide programs and services. Annual membership dues are $25 per individual, $40 per couple or $15 for those who graduated within the past three years.

Member dues support Homecoming, Season of Lights, student and alumni award programs, scholarships and the formation of alumni chapters.

In an effort to grow the Alumni Association’s Scholarship Endowment Fund, the Board of Directors recently voted to add Life Member contributions to that fund. Life Memberships are $500 per individual or $750 per couple, or $250 and $375 for alumni over the age of 60.

Through direct donations from members, life member contributions, and proceeds from sponsored events, the scholarship fund has reached $100,000. At that level, the association will be able to award four scholarships per year.

It’s easy to stay up-to-date with the UTEP Alumni Association or find the latest information on your alma mater.

• Write us at Alumni Relations Office, de Wetter Center, 500 West University Ave., El Paso, Texas, 79968-0724;

• Call us at 915/747-8600 or 1-866-GO-MINERS;

• Visit us on the Web at www.utep.edu/alumni;

• E-mail us at alumni@utep.edu. Sign ups for free permanent e-mail addresses are available through this e-mail system.

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Paul D. Daniggelis (B.A. ’69) of El Paso is the Region 3 (Southwestern United States) representative of the England-based Bronté Society.

Mario T. García (B.A. ’66; M.A. ’68) received the Teacher of the Year Award for excellence in the field of history at the University of California, Santa Barbara.

Leila Safi Hobson (B.S. ’69; M.Ed. ’69), a shareholder with El Paso-based Gilbert, Coffey and Hobson law firm, was selected by her peers for the 2003-2004 edition of The Best Lawyers in America in the category of trusts and estates.

Manuel R. Ybarra (B.A. ’68) retired as secretary of the International Boundary and Water Commission, United States Section, El Paso Headquarters, following 27 years in this diplomatic post.

Victor Arias Jr. (B.B.A. ’78) is a diversity consultant at Spencer Stuart, a global executive search firm in Dallas. He was recently appointed to the Commission on White House Fellows by President Bush.

Hector Delgado (B.B.A. ’74) of El Paso-based Delgado, Acosta, Braden and Jones law firm was named one of the top five international law attorneys in the state by the Texas Lawyer’s Guide of Texas’ Top-notch Lawyers.

Ray González (B.A. ’75), a University of Minnesota professor, was nominated for a Pulitzer Prize for his book of poetry, The Hawk at Tierra Grande, which previously earned him the Book Critic’s Circle Award Notable Book Citation for 2002. His recent book of essays, The Underground Heart, was one of the 10 Best Southwest Books of the Year by the Arizona Humanities Commission and one of the Best Non-fiction Books of the Year by the Rocky Mountain News in Denver. He also received a Lifetime Achievement Award in Literature from the Southwest Regional Border Library Association in El Paso.

Julia Hambrick (B.S.Ed. ’77; M.A. ’98) of Horizon City, Texas, has had her first book published, Charreada — Mexican Rodeo in Texas. M. Sue Kurita (B.A. ’75), county court judge in El Paso, is the District 11 director of the National Association of Women Judges, a group dedicated to fairness and gender equality in American courts. She represents members of the judiciary from Texas, Oklahoma and Arkansas.

David J. LaBrec (B.A. ’71) is the Texas state representative for the Defense Research Institute, the nation’s largest association of civil litigation defense lawyers. He is a resident of Dallas.

Carlos Morton (B.A. ’75) is professor of dramatic arts and director of the Center for Chicano Studies at the University of California, Santa Barbara.

Josefa Tinajero (B.S.Ed. ’73; M.Ed. ’76), interim dean of UTEP’s College of Education and a professor of teacher education, was named the 2002 Texas Professor of the Year by the Carnegie Foundation for the Advancement of Teaching. She also received the National Multicultural Educator Award for 2002 by the National Association of Multicultural Education.

Gustavo Barraza (B.A. ’89) is the news director at KINT Channel 26 in El Paso.

Martha Beckage (B.S.E.E. ’86; B.S.N. ’91) is a registered nurse assigned to the trauma unit in the emergency room at Brackenridge Hospital in Austin.

Pauline A. Dow (B.A. ’84; M.A. ’87; M.Ed. ’89), director for academic language services with the Canutillo Independent School District in El Paso, is serving a three-year term on the national board of directors for the Girl Scouts of the USA.

Judith F. Frost (B.A. ’84) is the director of fund development for the Girl Scouts of the Rio Grande in El Paso.

Luis H. Ito (B.S. ’88) is the director of environmental health and safety for the El Paso Electric Company.

Richard Luna (B.A. ’81; B.B.A. ’84) is the managing editor of The Indianapolis Star.

Michael D. Marin (B.A. ’89) is a partner with Vinson & Elkins, L.L.P., in Austin. Marin is a member of the law firm’s litigation practice area and his trial practice focuses on business and tort litigation.

Dr. C. Patrick Mitchell (B.S. ’85), a general dentist practicing in El Paso since 1990, has been installed to a third term as editor of the Texas Academy of General Dentistry, overseeing the quarterly newsletter, Texas GD, and serving on the board of directors.

John C. Petrozza Jr. (B.S. ’86) is the director of the Division of Reproductive Medicine and In Vitro Fertilization at Boston’s Massachusetts General Hospital, which is the largest teaching hospital for Harvard Medical School.

Pilar Williams (B.S.N. ’85) is the administrative director of Del Sol Outpatient Services in El Paso. She also is the administrative director of Del Sol’s Diagnostic Center, Women’s Health Center and Regional Oncology.

Christine Alarcón (B.B.A. ’94) is assistant vice president of private banking services with State National Bank in El Paso.

John Aranda (B.B.A. ’97) is vice president of private banking services at El Paso’s State National Bank.

Oscar Chanez (B.S.Ed. ’91), a sixth-grade teacher at R.E.L. Washington Elementary School in El Paso, was a state finalist for the 2002 Presidential Awards for Excellence in Mathematics and Science Teaching.

Lisa Hamilton (B.L.S. ’95) is an associate attorney in El Paso with Kemp Smith, P.C. She practices in the firm’s Labor, Employment and Immigration Department.

Martha Herrera (B.S.Ed. ’90) is the children’s librarian at the Claridy Fox Branch of the El Paso Public Library.

Robert P. Maddox (B.B.A. ’95) is an associate attorney with Kemp Smith, P.C., in El Paso and practices in the firm’s Business Department.

Víctor Parra (B.S.N. ’94) of El Paso is an associate attorney with Kemp Smith, P.C. and practices in the firm’s Labor, Employment and Immigration Department.

Julie L. Partlow (B.I.S. ’96), a kindergarten teacher at Hueco Elementary School in El Paso, is the Region 19 Regular Teacher of the Year for 2002, selected by the Texas Council of Administrators of Special Education.

Alejandro Erives (B.S.E.E. ’00), a field applications engineer with Motorola in San Jose, Calif., is vice president of operations for the Bay Area Professional Chapter of the Society of Mexican American Engineers and Scientists.

Stacey F. Osborne (M.A.I.S. ’02) is communications and sales development manager at the El Paso Convention and Visitors Bureau.

William C. “Bill” Ross (B.S.Ed. ’76) Aug. 6, 2002. Ross, who retired from the U.S. Army Reserve as a captain after 20 years of service, also worked at Western Electric and as a teacher in the Ysleta Independent School District in El Paso. After his second retirement, he was a substitute teacher and a Red Cross volunteer at William Beaumont Army Medical Center.

Olga Esperanza Whitehead (B.S.Ed. ’63) Sept. 11, 2002. Whiteside, a resident of Silver Spring, Md., was the girls’ tennis coach at Walt Whitman High School in Bethesda, Md. She led the team to five consecutive Montgomery County Division I championships and five county titles. In 2000, she was the All-Met Coach of the Year and The Washington Post Tennis Coach of the Year.

Maria Teresa Perez Suryguy (B.S. ’43) Oct. 4, 2002. Suryguy taught Spanish for 20 years at North Harris County College in Houston.

Mary B. Harding (B.S.Ed. ’63) Oct. 9, 2002. Harding was a resident of Oklahoma.

Sharon Louise Reynolds McGarry (B.A. ’65) Oct. 25, 2002. She was a resident of Fresno, Calif.

Darla F. LePera (B.S.Ed. ’61) Oct. 26, 2002. LePera was a resident of Harrisonburg, Va. She was an English-as-a-second-language teacher with the Harrisonburg City Public Schools and retired.
from Stone Spring Elementary School in 2001. LePera served as president of the Waterman Elementary School PTA, as an advisor to the James Madison University chapter of Delta Gamma, and treasurer of the university’s Women’s Club.

Preston Cook Jr. (B.B.A. ’71) Oct. 27, 2002. Cook owned and operated General Systems Corp., an El Paso accounting firm he founded in 1977. He was a detective with the El Paso Police Department for 11 years, holding the rank of sergeant. Cook also was a decorated veteran of the U.S. Army, retiring as a major after serving in Germany, Korea and Vietnam.

Alfalfa “Alfie” Kowalewski (B.A. ’44; M.A. ’54) Oct. 29, 2002. Kowalewski, a lifelong resident of El Paso, was a teacher for the Ysleta Independent School District for more than 30 years.


Adalida M. Ratner Nov. 5, 2002. Ratner retired in 1979, having taught for 20 years at Houston Elementary School in El Paso. In 1965, she was appointed to the State Commission for the Blind by then-Gov. John Connally. In 1979, she was awarded the Hannah G. Solomon Award (B.A. ’42) Nov. 23, 2002. Mireles was a biology teacher at Ysleta High School and a lifelong resident of El Paso.

Stanley Andrews Wright (B.M. ’42; M.S.Ed. ’67) Nov. 23, 2002. A longtime El Pasoan, Wright began his career at Palm’s Shoe Store, which he later purchased. After closing the business in 1968, he served as a coordinator of distributive education at Jefferson High School and coordinator of vocational education for the El Paso Independent School District, retired in 1981 and worked for El Paso Community College. Wright was a captain in the U.S. Army Corps of Engineers during World War II.

James R. Martin (B.A. ’41) Nov. 19, 2002. Martin, a resident of Bryan, Texas, joined the U.S. Postal Service in 1936. He served as postal inspector in Albuquerque, N.M.; assistant superintendent of accounting and director of budget and administrative services at the postal headquarters in Washington, D.C.; and regional controller for Texas and Louisiana. He retired in 1974 as director of the Dallas Postal Data Center, and went on to teach public administration at the University of North Texas. He was a Navy lieutenant during World War II and also served in the Navy Reserve.

Jennifer Mireles (B.S. ’01) Nov. 23, 2002. Mireles was a biology teacher at Ysleta High School and a lifelong resident of El Paso.

The Obituary

James R. Martin

James R. Martin (B.A. ’41) Nov. 19, 2002. Martin, a resident of Bryan, Texas, joined the U.S. Postal Service in 1936. He served as postal inspector in Albuquerque, N.M.; assistant superintendent of accounting and director of budget and administrative services at the postal headquarters in Washington, D.C.; and regional controller for Texas and Louisiana. He retired in 1974 as director of the Dallas Postal Data Center, and went on to teach public administration at the University of North Texas. He was a Navy lieutenant during World War II and also served in the Navy Reserve.

Jennifer Mireles (B.S. ’01) Nov. 23, 2002. Mireles was a biology teacher at Ysleta High School and a lifelong resident of El Paso.

Loss of a Legend

By Megan E. Baeza

Tyrone “Bobby Joe” Hill, member of the UTEP 1966 Texas Western College champion basketball team, passed away Dec. 8, 2002, at the age of 59.

“Bobby Joe Hill made history on the basketball court, and a difference in the lives of those he touched,” UTEP President Diana Natalicio said. “He will be sorely missed and we extend our sympathy to Bobby Joe’s family. It was an honor knowing him.”

He was born on June 12, 1943, in Highland Park, Mich., the fourth of five children born to Virgil and Etta Hill. Hill came to El Paso in 1964 as a member of the Texas Western College basketball team, where he was a starting point guard throughout his career at TWC. In 1966, after defeating Kentucky, Hill and fellow teammates became the first and only men’s Division I basketball team from Texas to win the national title in basketball. Then coach Don Haskins made history in that game by starting five African-American players and Kentucky coach Adolph Rupp credited Hill’s two steals in the first half to turning the tide of the game in TWC’s favor.

“I am deeply, deeply saddened by the death of Bobby Joe Hill,” Haskins said. “Bobby Joe was the greatest leader, the greatest competitor I have ever had.”

Hill married his college sweetheart, Waltina, and had one daughter, Michelle Hill-Scheffield. He was an employee of El Paso Natural Gas Company for over 30 years and retired in 1996 as an executive senior buyer. He remained in Northeast El Paso after his retirement.

Hill-Scheffield also spoke at her father’s funeral, held Dec. 13 at Sage Hall on Fort Bliss. Over 600 people attended the service.

“He will be remembered as a humble, loving and pride-filled person who lived a full and spiritual life,” Hill-Scheffield said. “He took in stride what most would have reveled in. He used to say ‘If you’re going to play, play to win. That’s it.’ It was simple to him.”

Compiled by Howard Rigg and Ana-Maria Valero
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