

University of Oklahoma's Bob Lusch named dean of School of Business

DR. ROBERT F. LUSCH, PROFESSOR OF marketing and accounting and former dean of the College of Business Administration at the University of Oklahoma, is the new dean of the M.J. Neeley School of Business. The announcement came last Tuesday that Lusch will begin his duties on campus July 1.

Internationally recognized in the field of marketing as a consultant, researcher and scholar, Lusch is chairperson-elect of the American Marketing Association and on the board of governors of the Academy of Marketing Science. He is a member of the Academy of International Business, Association for Consumer Research, Southwestern Marketing Association and World Future Society. Lusch has served as a consultant to dozens of companies, including Adolph Coors, Ford Motor Company, Ford Motor Credit Company and Heartland Capital Partners.

Lusch has been associated with the University of Oklahoma for 26 years as a teacher, researcher and administrator in the College of Business Administration. He has been the Helen Robson Walton Chair in Marketing and George Lynn Cross Research Professor since 1996. He also served the college as dean (1987-92), director of the division of marketing (1983-84), and professor of business administration. Lusch

taught as professor of marketing at Arizona State University (1985-87), and as a visiting associate professor in business administration at the University of Arizona (1982-83) and University of Wisconsin (1979-80). He received his Ph.D. in Business Administration from the University of Wisconsin and his B.S. in Business Administration and M.B.A. from the University of Arizona.

"My family and I are very excited about joining the TCU family. There are limitless opportunities for partnerships, outreach and growth for a business school in a major business center like the Dallas/Fort Worth Metroplex. I look forward to working with the faculty, staff and trustees in making the Neeley School one of the preeminent business schools in the country," said Lusch.

"Bob not only brings years of experience in the academy and in private business to TCU, but an appreciation for the value of a broad-based education beyond the professional aspects of business education that will serve our students well," said Provost Bill Koehler.

The Neeley School has 52 full-time faculty, 17 part-time faculty, 24 staff and one executive-in-residence, **Bob Bolen**, who also serves as special advisor to the Chancellor. ♦

Photojournalism workshop on campus this week

PHOTOJOURNALISTS FROM AROUND the state will spend two days at TCU Thursday and Friday with faculty from the department of journalism and photographers from daily newspapers around the country for a workshop on improving the use of photography in community newspapers.

Funded by a grant from the Texas Newspaper Foundation and modeled after the seminar style of The Poynter Institute, a St. Petersburg, Fla.-based school for journalists, future journalists and teachers of journalism, these "shortcourses" were the brainchild of Tommy Thomason, chairman of the department of journalism.

"Community newspapers are the heart and soul of American journalism, but many

don't have the resources for professional development at a school like Poynter," said Thomason. "These seminars bring community journalists together with top professionals in an atmosphere that encourages hands-on learning and lots of interaction. Our alumni tell us that it gives them the kind of practical skills they can take back to the newsroom and implement immediately." ♦

Symphony concert tonight is preview of Mexico tour

THE TCU SYMPHONY, CONDUCTED BY **Germán Gutiérrez**, will perform at 7:30 p.m. tonight in Ed Landreth Auditorium. The concert is a preview of what the ensemble will perform during their Spring Break tour of Puebla, Toluca

EVENTS

March 6-10

Master of Fine Arts sculpture exhibition by Adriana Martinez, Moudy Bldg.***

Today

TCU Symphony, 7:30 p.m., Ed Landreth Auditorium, free admission.*

March 7-9

TCU Theatre Dept. presents a student-directed production of *I Hate Hamlet*, 5 p.m., Studio Theatre. Call ext. 7625 for more information.

March 7

Dan Burkholder lecture on digital photography, 12:30 p.m., Moudy Bldg., rm. 132N.

TCU Women's Tennis, TCU vs. S. Carolina, 2 p.m., Bayard H. Friedman Tennis Center.**

March 8-11

Horned Frog Women's Basketball - WAC Tournament, Fresno, CA.

March 8

International Women's Day celebrated with "Chicken Soup from Around the World," 11:30 a.m. Student Center, rm. 207. Reservations required. For more information, call **Marcy Paul** in the Women's Resource Center, ext. 5815.

Premiere of *Studio 13*, a student-written, -acted and -produced soap opera, noon, Moudy Bldg., rm. 164S. For more details, call RTVF at ext. 7630.

KinoMonda film presentation - *Mirror* (USSR, 1985), 8 p.m., Lecture hall 1, Sid Richardson Bldg. Call ext. 7198 for more information.

March 9-11

Horned Frog Men's Basketball - WAC Tournament, Fresno, CA.

March 9

Men's Tennis - TCU vs. UTA, 1 p.m., Bayard H. Friedman Tennis Center.**

RTVF presents *The Best Years of our Lives* (1946) starring Myrna Loy and Dana Andrews, 7 p.m., Moudy Bldg., room 164S. Call ext. 7630 for more information.

March 10

Recreational Sports' annual Spring Golf Tournament, Hidden Creek Golf Club. Call 257-PLAY for information.

March 11

Men's Tennis - TCU vs. Memphis, 10 a.m., Bayard H. Friedman Tennis Center.**

March 13-17

Spring Break

*Call the School of Music at ext. 7602.

**Call the athletic ticket office at ext. 7967.

***Call the Dept. of Art and Art History at ext. 7643.

and Oaxaca in Mexico.

Music student Arturo Rodriguez has composed a piece that will premiere locally tonight and in Mexico, with Rodriguez conducting. Titled *Mosaico Mexicano*, it was
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(From *Music on front*)

written as a tribute to noted Mexican composer Manuel Esperón who will attend the Symphony's performance in Puebla.

The program also includes *Overture to Candide* by Leonard Bernstein; *Carmen Fantasy* by Bizet/Sarasate with **Curt Thompson** as violin soloist, and *Symphony No. 9 "New World" in E minor, Op. 95*, by Antonin Dvorak. ♦

Host a table, book a spot at Women's Symposium dinner

DEADLINE FOR RESERVATIONS FOR THE annual Dinner Party associated with Women's Symposium is March 15. The event itself will be at 6:30 p.m. Wednesday, March 29 in the Student Center ballroom.

"Women and Community" is the theme. All TCU departments, faculty, staff and students are invited to participate by hosting a table and decorating it to honor significant women's organizations and/or women who've been significant contributors to their communities.

Each table seats eight and two or more may be combined. Individuals who wish to attend may choose a table to sit at that night. Cost of the dinner is \$15; checks payable to Women's Resource Center, should be sent to TCU Box 297350 by March 15.

The all-women dance troupe, elledanceworks of Dallas, will entertain. Michelle Manley Hanlon, a 1996 MFA graduate of the TCU dance program, is co-director of the performance group.

For more information, call **Marcy Paul** at ext. 7855. ♦

Self-defense class for females available

TCU Police and Risk Management will offer another free Rape Aggression Defense class for female faculty and staff from 9 a.m. to 4 p.m. March 25 and April 1.

The RAD system is a program of realistic,

self-defense tactics and techniques, beginning with awareness, prevention, risk reduction and avoidance and progressing to the basics of hands-on defense training.

RAD is not a martial arts program. Courses are taught by certified RAD instructors and provide you with a workbook/reference manual. This manual outlines the entire physical defense program for reference and personal growth.

Classes are 12 hours including an optional "dynamic simulation" exercise in which you apply what you've learned in a safe, but full speed, fight with a trained aggressor.

Class size is limited to 30 participants. Call **Glen Payton** at ext. 7220 to register. ♦

Lecture on digital photos, technology here Tuesday

DAN BURKHOLDER, AUTHOR OF *Making Digital Negatives for Contact Printing*, will speak at 12:30 p.m. March 7 in Moudy Bldg., rm. 132N. He will also meet with individual photography classes.

Burkholder's work is on the cutting edge of technology, but also contains historic references in his use of the platinum printing process. He describes his result as a "finely crafted, archival print with the precision and control offered by electronic imaging." ♦

Race for the Cure team honors Loretta Pierce

ADVANCEMENT SERVICES IS organizing a TCU team to participate in the Tarrant County Komen Race for the Cure downtown on Saturday, April 8. The group will honor the memory of longtime TCU staff member **Loretta Pierce** who died of breast cancer last November.

Those interested in joining must complete a race entry form and turn in a \$20 check to **Melissa McInnis** (Sadler Hall, rm. 318) today, Monday, March 6. Call her at ext. 7805 for more information. ♦

MARKETPLACE

Kids Who Care, a non-profit K-12 theater organization will offer a Spring Break theater camp from 9 a.m. to 5 p.m. March 13-17. Location is Wm. Edrington Scott Theatre, 3505 W. Lancaster, where there will be a closing performance for parents on the last night.

For more information and fees, call Kids Who Care at 737-KIDS.

NEW FACES

Debbie Coleman is the new assistant in financial services. She formerly worked at Grand Prairie High School.

Tara C. Gardner has joined information services as a systems analyst. She comes to TCU from Andersen Consulting in Atlanta, Ga.

Joanne Lott has been hired as a human resource specialist in HR. She was self-employed in a specialty advertising firm.

Randall Stayton has joined physical plant as a craft II supervisor. He was formerly employed at Suburban Propane.

BIRTHS

Congratulations to **Larry Kitchens** (Center for Instructional Services) and his wife, Carolyn, on the birth of their granddaughter, Avery Laine Lyda, on February 24. Proud parents are Kathy and Lance Lyda (both TCU grads).

DEATHS

Sympathy is extended to the family of **M. Jack Suggs** (emeritus dean of Brite Divinity) who passed away Feb. 27 in Fort Worth. Funeral services were held March 3 at University Christian Church.

Sympathy is also extended to the family of **William D. Hall** (emeritus professor of missions, Brite Divinity) who passed away Feb. 28. A memorial service was held on March 2 at University Christian Church.

Condolences are also extended to the family of **Keith Odom** (emeritus professor, English) in his death Feb. 28. A memorial service was held March 2 at Robert Carr Chapel.

CLASSIFIEDS

EXCLUSIVE NEIGHBORHOOD, TCU, Available March 1, studio, bills paid, pool, W/D, \$550; 216-0500.

JOB OPPORTUNITIES

The Human Resources office lists the following vacancies as of March 1. For more information on any of these positions, call ext. 7790.

- Dean of Education - School of Education
- Dean of AddRan - College of Humanities and Social Sciences
- Director of Nursing - Harris School of Nursing
- Director of Business Services - Business Services
- Network Specialist - Information Services
- Instructional Staff Member - English/Writing Center
- Study Abroad Coordinator - International Education
- Video Engineer - Radio Television Film
- Assistant Director of Facility Services - Facility Services
- Director of Jewish Studies - Brite Divinity School
- Assistant Director of Recreational Sports - Recreational Sports
- Administrative Assistant I - AddRan College
- Administrative Assistant I - Brite Divinity School
- Financial Services Assistant - Financial Services
- Administrative Research Assist. / 75% - Tandy Technology Scholars
- Police Officer - Campus Police
- Security Guard - Campus Police
- Craft Technician I/HVAC - Physical Plant
- Craft Technician I/HVAC Control Center - Physical Plant
- Craft Technician II/General Maintenance - Physical Plant
- Groundskeeper I - Physical Plant
- Groundskeeper II - Physical Plant
- Service Assistant - Facility Services

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Sandra Hawk Record, editor
Kelli Horst, director of communications
Tracy Syler-Doctson, assistant director of communications
Chad Lorange, communications specialist
Terri Gartner, administrative assistant
Cinda Clark, **Ashley Stoy**, student assistants

How to reach us:
257-7810
Campus mail: TCU Box 297050
E-mail: NEWS@TCU.EDU

Printing Services
Glen Bradford, manager
Joe Lusk

For delivery changes, call **Judy Cartmill** at 257-7899.