



39th Annual American Marketing Association Sheth Foundation Doctoral Consortium

Mays Business School is hosting the consortium June 16 through June 20.

- The purpose of the consortium is for doctoral students to interact with leaders in the marketing field
- 90 leading faculty and 91 doctoral candidates will be attending
- One doctoral candidate is nominated from each of the leading universities in North America and around the world
- The first Doctoral Consortium was held in 1966



Above: Consortium Co-chair and Distinguished Professor of Marketing Rajan Varadarajan, left, greets Jerry Strawser, dean of the Mays Business School, during a welcome reception at the Hilton Hotel Wednesday afternoon.

RUBEN DELUNA • THE BATTALION
SOURCE: RAJAN VARADARAJAN
PHOTO: EVAN O'CONNELL

Mays Business School hosting doctoral marketing consortium

By Pammy Ramji
THE BATTALION

The Mays Business School at Texas A&M is hosting the 39th Annual Doctoral Marketing Consortium from Wednesday through Sunday.

The purpose of the Doctoral Consortium is for doctoral students to interact with well-known researchers in the marketing field and to introduce the next generation to present generation leaders in marketing, said Rajan Varadarajan, head of the Department of Marketing and distinguished professor of marketing.

"This is an assembly of the next generation as well as the present generation," Varadarajan said.

Some of the conference's objectives are to expose the consortium fellows to established and emerging scholars in marketing, provide the consortium fellows with an opportunity to network with others, in their cohort as well as with the consortium faculty, and sensitize consortium fellows to multiple facets of an academic career, including research, teaching, getting started and career strategies, Varadarajan said.

At the consortium, universities such as A&M, London Business School, Emory University, Columbia University, the Center for eBusiness at MIT, Northwestern University and Harvard Business

School will address topics such as ethics and the marketing educator, research, reviewing and publishing and passion for excellence in teaching.

"We are very excited to host this year's consortium," said Jelena Spanjol, assistant professor of marketing.

Approximately 90 leading faculty and 91 doctoral candidates are attending the 2004 AMA Sheth Foundation Doctoral Consortium and will make presentations on a variety of issues, Varadarajan said.

Venky Shankar, co-editor of the Journal of Interactive Marketing, said he is excited about the consortium. The Mays School of Business has invited editors of leading marketing journals.

"This is where the brightest and best doctoral students meet," Shankar said.

Each university has nominated a doctoral student in marketing to represent their institution as a Consortium fellow.

"This is a great way for students to interact and I know they will remember this forever," said Alina Sorescu, assistant professor of marketing.

"This is great for Texas A&M and the marketing department. It is very important," Shankar said.

For more information on the consortium you can visit <http://consortium.tamu.edu>.

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— Alina Sorescu
marketing assistant professor

Extension Center director to retire after 40 years

By Shawn C. Millender
THE BATTALION

Since Dr. Jose Amador came to the Texas A&M University System he has seen 40 years of progress. Now, poised on the brink of retirement, he said he's as busy as ever.



AMADOR

Amador was promoted to director of A&M's Agricultural Research and Extension Center in Weslaco in 1991. His retirement, effective July 2005, will cap a 40-year career in the A&M University System.

His travels after retirement will take him to work with faculty, staff and students at colleges in Spain, Mexico and Costa Rica.

Since he immigrated to the United States from Cuba, his agricultural research has taken him from Louisiana to the Rio Grande Valley to Washington, D.C., and back.

After earning a bachelor's degree in agronomy from Louisiana State University, Amador received his master's and Ph.D. in plant pathology. He came to the Center in 1965.

Amador served as assistant secretary of agriculture for science and education under President Bill Clinton in 1994

before returning to the Center.

"I love my job," Amador said. "I love being the Center director of such a fine organization as the Weslaco Center, but after 40 years with the Texas A&M System, it's just time to move on to other interests I have."

Ray Prewitt, president of the Texas Citrus Mutual and Texas Citrus Association, worked with Amador for more than 20 years.

"Jose is the kind of person who is truly interested in the well-being of the fruit and vegetable industry," Prewitt said. "He's done everything he could with the resources he has to help it. He's been a real friend to the industry."

Prewitt said that his 20 years working with Amador has been beneficial to them both.

"It's been a productive, strong relationship. He's going to leave some big shoes to fill," Prewitt said.

The Center's News Director and Communications Specialist, Rod Santa Ana III started working with Amador in 1988.

"Dr. Amador is a person that is totally dedicated to the concept of agricultural research and this Center. He always gives credit where it's due," Santa Ana said. "He lives and breathes A&M. His

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Clowning around



SHARON AESCHBACH • THE BATTALION

Three-year-old Amelia Wagnon of College Station paints her face at the Children's Museum of the Brazos Valley in downtown Bryan. The museum is open from

10 a.m. to 5 p.m. Monday through Saturday and offers various activities including painting, dress up and shopping stations.

SUPER CORN

Texas A&M professor Javier Betran developed a type of corn with increased protein called Quality Protein Maize.

- ▶ Quality Protein Maize is higher in the amino acids tryptophan and lysine than normal corn
- ▶ QPM is safe for humans and animals
- ▶ Livestock breeders who utilize QPM can save money by using less protein supplements in their feed
- ▶ Betran hopes that QPM will soon be commercially produced



WILL LLOYD • THE BATTALION
SOURCE: JAVIER BETRAN, SOIL AND CROP SCIENCES

Prof develops high-protein corn

By Natalie Younts
THE BATTALION

Texas A&M assistant professor of soil and crop sciences Javier Betran, and his corn breeding team are trying to develop corn with increased protein quality. The corn, Quality Protein Maize, would reduce the need for expensive protein supplements when fed to livestock.

"If we can increase the value of corn by incorporating good characteristics, that corn will be more appreciated by farmers," Betran said.

Corn producers would be interested in growing QPM if it would increase their income, said David Gibson, executive director of the Texas Corn Producers Board, which helps fund the research.

"It's important that (Betran) is doing what he's doing to

develop it at that level," Gibson said. "But it's also important that a market is developed to put a premium on those traits."

Gibson said producers have experimented with growing specialty corn in the past, and that the market did not put the value on it that it was worth.

"Producers are a little bit cautious about being ready to adopt it if it has any added cost in production or seed cost without knowing that they have a market," Gibson said.

Darrell Knabe, A&M professor of animal science, said that if QPM was the price of regular corn it would lessen the cost of the diet required for pigs.

"It would make sense economically when it's as cheap as regular corn because you get the advantage of higher nutritional value," Knabe said.

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A&M employee Cook appointed new dean of libraries

By Suzy Green
THE BATTALION

Colleen Cook, an employee of Texas A&M for 28 years, was appointed dean of the libraries by University President Robert M. Gates on June 1 following a national search.

Cook was offered the job while attending a meeting for library directors in Tucson, Ariz.

"I was very excited, thrilled. I was honored," Cook said.

Cook had served as interim dean of the libraries since August 2003.

"It is always satisfying when a national search effort reveals that the best person for a senior position is right here on campus," Gates said.

Cook's national and international reputation in library research was a key reason why she was selected, said

David B. Prior, Texas A&M executive vice president and provost.

"Her interaction with other research library leaders gives her a truly unique perspective on librarianship," Prior said.

As dean, Cook will work to advance the information needs of the University community.

"Whatever information people need for studies, research or service, we try to anticipate," Cook said.

Cook will also serve as the Texas A&M representative and spokeswoman to the larger information community.

"I don't think that there is a more exciting, right moment for the libraries and the university than right now," Cook said.

Cook will also hold the Sterling C. Evans Endowed Chair. This position gives Cook jurisdiction over funds for personal research to improve the library system. The funds will probably be

used for digital initiatives or library assessment, Cook said.

Cook plans to increase the amount of digital information available to A&M system users worldwide.

"I would like to continue the upward trajectory of growth," Cook said.

Although it took 100 years for A&M to collect its first million volumes, it

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