HOEY and 58th as a corporate partner.s Baton advises private equity firms, companies on mergers and acquisitions, many of which involve carve-out acquisitions and sales. Previously, Baton worked at the New York office of Freiherrn Bruckhaus Deringer LLP, where he has developed nine real estate facilities with more than 1000 employees. EDGAR MCKEE, BBA 97, owns a real estate business development with a focus on senior living. He is the CEO of Woolridge Group Ltd, which was acquired in 2008 by JPMorgan Chase.

BRETT GRAHAM, BBA 90, has been appointed by Governor Greg Abbott to the Board of North Texas Specialty Physicians. This new appointment includes a 12-year term on the state's legislative body.

BEN CASHEMIRE, BBA ’00, has recently been appointed to the governing board of the Department of Information Resources (DIR) and chief operations officer of the Governor’s Office. He is a member of the Texas Senate Finance Committee and serves on the board of the Texas First State Bank.

ASHLEY FERGUSON, BBA ’91, chief executive officer of Harbert Farm Antique Show, was honored by the Mentoring Alliance of Tyler, Texas, for her support of youth and the agency’s programs.

ELIZABETH INGRAM CARLYLE, BBA ’92, has been named chief executive officer of Vision Source, North America’s largest network of independent optometrists. Carlyle has spent the last 13 years at Houston’s Second Baptist Church as general counsel and director of planned giving.

GREG DAVIS, BBA ’92, a photographer, displayed his “India’s Kumbh Mela” exhibit for the Houston Museum of Fine Arts. The display features photos Davis captured during the festival’s 2017-2018 cycle. Davis is a member of the National Geographic Creative assignment at the 55-day Hindu festival Kumbh Mela, which only occurs every 12 years.

HOLLY HAFLEY-MORGAN, BBA ’94, was named assistant vice president, Human Resources, for BNSF Railway—a Berkshire Hathaway company. In this role, Hafley-Morgan leads the team that is responsible for employment and staffing, employee relations, employee development, compensation, benefits, training, human resources, and administrative support. She is also the senior vice president of the National Geographic Creative assignment at the 55-day Hindu festival Kumbh Mela, which only occurs every 12 years.

ROBERT LANG, BBA ’95, is managing director of global professional services firm Alvarez & Marsal. Lang is also a member of the Texas Automobile Dealers Association and the Texas Tire Dealers Association. He is a trustee of the Passiboro Independent School District School Board, board secretary of Grayson Central Appraisal District, board chair of Texas Health Foundation and Denton Development Foundation, and a board member of Ameristate Bank.

DOUG BACON, BBA 97, has joined Morgan Stanley as a managing director. This role advises private equity firms, companies on mergers and acquisitions, and many of which involve carve-out acquisitions and sales. Previously, Bacon worked at the New York office of Freiherrn Bruckhaus Deringer LLP, where he has developed nine real estate facilities with more than 1000 employees. EDGAR MCKEE, BBA 97, owns a real estate business development with a focus on senior living. He is the CEO of Woolridge Group Ltd, which was acquired in 2008 by JPMorgan Chase.

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JAHVARI PAREKH, BBA ’02, MACC ’02, was inducted into the Who’s Who Among Students at the 57th annual hall of fame class. Parekh played tennis for Baylor University and was a three-time, all-Big 12 performer. She is the first woman’s tennis player to be inducted into the hall of fame.

WILLIAM (BILL) CORNELIUS, BBA ’03, has been named director of investment banking firm Crutchfield Capital Corporation, headquartered in Houston, Cornelius has 12 years of investment banking, principal investing, financial restructuring and operations experience. He has successfully executed private company mergers and acquisitions, sourced and provided debt and equity capital, and managed troubled company restructurings and bankruptcies.

CODY TURNER, BBA ’03, and his brother, Shane, plan to renovate part of downtown Waco into Franklin Square. The renovations will convert the Franklin Avenue buildings between 7th and 8th Streets into loft apartments, on-site parking, retail and restaurant space. The brothers have been presented with the Texas Business Star award from the Texas Economic Development Corp., which recognizes companies that make a significant impact on their communities. Their Turner Real Estate company has invested historic properties into lofts, offices and retail restaurant space. The brothers have been named one of the “Top 200 Real Estate Developers in the US” by Builder Magazine.

Diamonds

BAYLEYEAGLE DAYTON, BBA ’14, became the first African-American woman to win the Miss Missouri USA title. Dayton will advance to the national-level televised Miss USA Pageant this year.

JAKE COCKERILL, BBA ’15, and KEVIN RENOIS, BBA ’16, have organized the weekly meetings of the Waco, TX Million Cups, a national program that promotes entrepreneurship “based on the notion that entrepreneurs network and discover solutions over a million cups of coffee.” Cockeyl is manager of entrepreneurship and innovation for the Greater Waco Chamber of Commerce, while Renois is director of City Venture Waco.

HUNTER GORMAN, BBA ’16, started his own business, E2 Creative, making handcrafted products like wings, tables, cutting boards and beds. He seeks to make items out of recycled materials.

A POTENTIAL PROBLEM WITH YOUR DIET
Recent research by Meredith David, assistant professor of Marketing, found that health plan successes are often determined by “approach” and “avoidance” strategies, as well as a person’s level of self control. The study suggests consumers should focus less on avoiding unhealthy foods that they love and, instead, center on adding healthy foods that they actually enjoy. David’s research has been featured in the following media outlets: International Business Times, Consumer Affairs, KOLO-TV, Australian Network News, Today’s Dietician and Huffington Post.

HOW TO MANAGE INNOVATORS
A new study from Assistant Professor of Management Sara Perry and Associate Professor of Management Emily Hunter helps leaders better understand how to manage innovators, specifically scientists and engineers. Engineering 350 and Learning and Development have featured this research, Perry was also recently quoted in Fast Company about how summer can be a master challenge in time management for families.

OMNI-CHANNEL MARKETING IMPROVES SALES INTERACTIONS
Andrea Dixon, associate professor of Marketing and executive director of Baylor’s Center for Professional Selling, was recently cited for her research on how omni-channel marketing can improve how salespeople interact with customers and prospects and how it can provide new strategies for managing a salesforce. The research was referenced in Direct Selling News.

RETRIEVAL AND SOCIAL SECURITY ADVICE
William Reichenstein, professor and holder of The Pat & Thomas R. Powers Chair of Investment in Management, notes the traditional approach to calculating an asset allocation focuses on funds in a tax-deferred account, or gifting or a tax-exempt account to a beneficiary. Recently, he has also discussed when retirement should file for Social Security. Reichenstein blogs regularly for The Experts, a group of industry thought leaders who weigh in on topics for The Wall Street Journal.

CELL PHONE ADDICTION AND ITS EFFECTS
Gary Carrin, associate dean for Graduate Business Programs, wrote a column about how employees in the healthcare industry can avoid cognitive tunneling, a deep focus on one thing while avoiding everything else, by combining stretch goals and smaller objectives. The column was featured in D Healthcare Daily.

How to Retain Working Mothers
Recent articles on how employers can retain working mothers cited 2011 research led by Dawn Carlson, professor of Management and The H. E. Gibson Chair of Management Development. The research found that women who return to work after giving birth are more likely to stay on the job if they have greater control over their work schedules. Additionally, abusive bosses not only cause problems at work but can lead to strained relationships at home. The article appeared in Yahoo! Style and CPA Practice Advisor.