

# BEYOND SEARCHING OUTLAWERS

The mission of Baylor University is to educate men and women for worldwide leadership and service by integrating academic excellence and Christian commitment within a caring community. In many ways, this mission has helped shape the lives and hearts of these Baylor alumni as they serve others through their work as professionals.

**KRISTIN TODD**



**SCOTT JAMES**  
**BBA '94**  
**Founder, Fair**  
**Trade Sports**

When it comes to winning, Scott James enjoys helping others succeed.

Whether it is a father of four striving to provide for his family in an impoverished country, or a single mother caring for her children, James wants to see them triumph in the game of life. And using his love of sports and marketing, he's equipping them with jobs and income to overcome adversity.

Both passionate advocates about fighting child labor, James and his wife Susan (BA '93) established Fair Trade Sports, the first sports equipment company in North America to produce a full-line of eco-friendly Fair Trade sports balls. With a business model resembling that of the

company Newman's Own, all after-tax profits from Fair Trade Sports are donated to children's charities.

"Fair Trade means adults—not children—are paid a living wage and ensured healthy working conditions when producing a product such as soccer balls (or tea, or bananas, or apparel)," he said. "It is a third-party certification system that ensures a 'fair trade' for the producers of a product. It's a good start to fix the unsustainable economic system we've built over the past several hundred years."

At Baylor, James earned a degree in Information Systems and Marketing; however, his entrepreneurial spirit evolved after working in high tech corporate marketing positions for several years.

"I like the ability to affect change in a very direct and immediate way through entrepreneurial efforts," he said. "You can still accomplish positive social change in large

corporations, sometimes on a massive scale given the size of their marketing budgets, but it takes longer."

James said Baylor's emphasis on ethics and leadership helped create the foundation of his company.

"It is the core of the ethos on which I've built this company," he said. "You cannot have a truly ethical company, or exhibit true servant leadership, without considering the human and environmental impact created by every aspect of your company. Baylor professors like Dr. Chewing and Dr. Carini taught me that."



Fair Trade Sports is based on Bainbridge Island near Seattle, with products manufactured in Pakistan. James said his sports balls have landed in the hands of smiling, budding athletes all over the world, as far away as Africa and Southeast Asia.

Ultimately, James does not want to just run a business—he wants his company to be a catalyst in the movement for other socially responsible brands. James hopes to positively impact lives of people he may never meet, while serving as an example to his children.

"I want my children to grow up seeing firsthand what 'work' is, particularly as it relates to using business skills to make the world a better, more sustainable, more positive place," he said. "Work can include making a living and making a difference."





**JENNIFER HILTON SAMPSON, BBA '92, EVP/COO, United Way of Metropolitan Dallas**

“The competitive academic environment and the focus on Christian ethics and servant leadership at Baylor nurtured that seed and helped me to grow as a student, and later as a business professional.”

Jennifer Sampson knows about the powerful impacts of proactive social responsibility efforts. After all, she sees results every day through more than 90 local health and human services providers that her United Way chapter helps fund.

After graduating with an Accounting degree, Sampson entered the corporate world working for Arthur Andersen.

“I began working for Andersen after a summer internship and graduation,” she said. “As a student at Baylor, I was introduced to the fundamentals of corporate philanthropy and social responsibility. But Andersen taught me how to put those fundamentals into action. Giving back to the community was central to the culture and value system of the firm. It was at Andersen where I first learned about the importance of United Way’s role in building stronger communities.”

Sampson became an even stronger advocate for the United Way system when she became chief financial officer for United Way of Metropolitan Dallas in 2001.

“It was a big transition from serving corporate clients to working for a nonprofit organization,” she said. “However, accountability and transparency are two of the most important underlying factors of any organization—whether it is nonprofit or for profit.”

Sampson was named the executive vice president and chief operating officer in 2004.

“My parents planted a seed of confidence in me,” she said. “The competitive academic environment and the focus on Christian ethics and servant leadership at Baylor nurtured that seed and helped me to grow as a student, and later as a business professional. Hard work, persistence and determination pay off.”



Sampson said United Way's call to action for the community, Live United, is an invitation to give, advocate, and volunteer in order to create sustainable change and deliver results in three impact areas of education, income and health. Sampson said she is especially an advocate of early childhood education, mainly due to her 2-year-old son Hilton.

"It's very rewarding to work for a mission-based organization," she said. "Our mission is to improve lives. It's about advancing the common good and creating better opportunities for everyone. Through partnerships and collaborations, we hope to mobilize resources to create sustainable change."

**MAJOR  
AATIF SHEIKH  
MHA/MBA '08  
Pharmacist,  
Fort Leonard Wood,  
Missouri  
U.S. Army**

originally from Pakistan, his family immigrated to the U.S. when he was two-years-old.

After completing his pre-pharmacy requirements from the University of Maryland-College Park and attending pharmacy school at the University of Maryland-Baltimore, Major Aatif Sheikh began a career with the U.S. Army.

"During pharmacy school, I completed several rotations," he said. "I was inspired with my rotation at Walter Reed Army Medical Center. I was surrounded by these superior military professionals and became interested in pursuing my career through the Army."





Major Sheikh's career has taken him to places around the world including South Korea and Honduras. However, he made time to stop by Ft. Sam Houston in San Antonio, Texas, to complete the Army-Baylor graduate program in health and business administration.

"When people think of a pharmacist, they may picture something like a Walgreens or CVS pharmacist," he said. "In the Army, there are quite a few more responsibilities involved. I found out about the joint MHA and MBA program offered through Baylor and thought it would be a perfect fit for me."

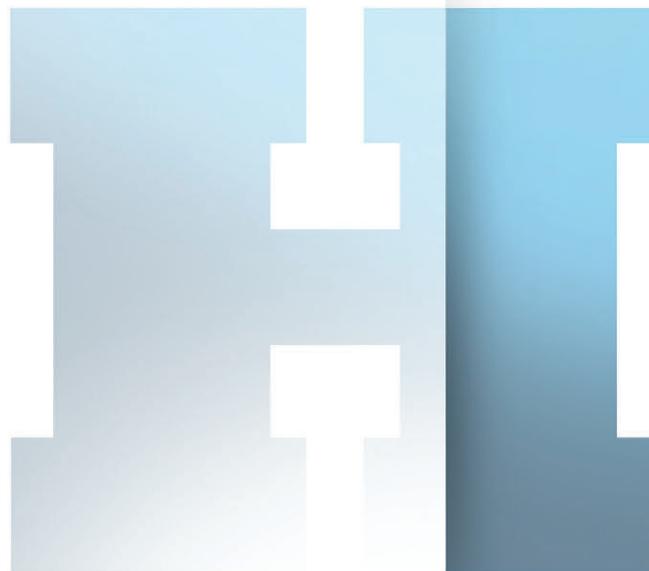
Using his training in health and business administration, Major Sheikh currently serves as chief of the Pharmacy Division at General Leonard Wood Army Community Hospital in Ft. Leonard Wood, Missouri.

"Running a pharmacy is a lot like running a small business with managing personnel and budgets," he said, "only we don't have to focus on profits. I use training from my organizational behavior and management classes I took through Baylor every day—from establishing strategies and managing the work environment to hiring personnel."

By serving his country and patients, Major Sheikh said he enjoys his job every step of the way.

"I love what I am doing in the Army," he said. "There have been many opportunities that I may not have had as a civilian. The reason I am at the hospital is to take care of patients in the best possible way. More importantly, we are taking care of patients that are returning from the war and patients with loved ones in the Army that are still deployed. It is our job to take care of our beneficiaries on the home front, so that those soldiers that are deployed can focus on protecting our freedom and American way of life without having to worry about their loved ones at home."

If you ask him, John Jackson will tell you he has spent a lot of time in prison.



However, the only record Jackson has is one for servant leadership and volunteerism.

When he's not in the office serving as CEO of Price Gregory Services, a pipeline construction firm, Jackson volunteers with the Prison Entrepreneurship Program (PEP). PEP is a national nonprofit organization consisting of business executives and MBA students who mentor inmates and help them evolve into legitimate business

**JOHN JACKSON**  
**BBA '79**  
**CEO, Price**  
**Gregory Services**  
**Volunteer, Prison**  
**Entrepreneurship**  
**Program**



people upon their release from prison. Catherine Rohr, former Wall Street investor, founded PEP in 2004.

"Catherine contacted me shortly after the program's inception to help with mentoring as a Houston business executive," he said. "Over the last five years, I have had the pleasure of witnessing this program become extremely successful."

Jackson serves as an executive business mentor to PEP graduates and is directly involved in the program's vision as a governing board member. He also teaches leadership, staffing and training courses at the PEP Entrepreneurship School located on the campus of Rice University.

Although he studied accounting at Baylor, Jackson holds a passion for entrepreneurship. And PEP is the perfect outlet. Through volunteering, Jackson said he has seen untapped potential transformed into success.

"These are inmates who may have been raised in negative environments and done harm to or stolen from their own family members," he said. "It's a pretty remarkable thing when I've seen some become top executives leading completely new lives—reintegrated into society and reconnected with their families."

Jackson was honored, or as he says "humbled," last July when former President George W. Bush presented him with the President's Volunteer Service Award for his work with PEP. Jackson, however, is more interested in the accomplishments of the inmates who graduate from the program than his own achievements.

"It is very rewarding to see these people succeed," he said. "As volunteers, we are there to facilitate, but the inmates are the ones who have the courage and determination to make sustainable life changes.

I think most people want to do good—it's amazing what a little encouragement and support can do for them."

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