

## **VITA**

Dr. Lynda Y. de la Viña

### **PERSONAL INFORMATION**

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Citizenship: U.S.

Languages: English and Spanish

### **EDUCATIONAL BACKGROUND**

Ph.D. Rice University  
(Economics)

M.A. Rice University  
(Economics)

B.A. University of Texas, Pan American  
(Economics and Government)

Post-Graduate Study Columbia University  
(Economics)

Advanced Statistical/Forecasting Seminar, Association of Business Economists

### **SUMMARY OF HONORS AND AWARDS**

Exceptional Service Award, U.S. Department of the Treasury, Secretary Lawrence H. Summers

University of Texas Million Dollar Scholar

University of Texas, Pan American Distinguished Alumni Award

Howard E. Johnson Award for Pediatric Research, American Society of Pediatrics (Principal: Dr. Erika Kirsch) Wilford Hall Medical Center, Team member (statistics/econometrics)

UTSA Faculty Development Award in International Business, University of South Carolina  
Faculty, University of Michigan AACSB Summer Seminar  
International Grant Scholar (U.S. Dept. of Education: London Chamber of Commerce,  
American Chamber of Commerce of Paris)  
UTSA College of Business Advisory Council Service Award  
San Antonio Women's Hall of Fame  
Faculty of the Year Award  
Who's Who in Texas Today  
Who's Who of Emerging Leaders in America  
Rice University Young Alumni Achievement Award  
Who's Who in the South and Southwest/Notable Women of Texas  
Ford Foundation Doctoral Fellowship for Mexican-American Students (First Mexican-  
American woman to receive a Ph.D. in Economics)

## **PROFESSIONAL EXPERIENCE**

July 2001 – Present

Employer: Johns Hopkins University

Address: 10 N. Charles St.  
Baltimore, MD 21201

Position: Associate Dean and Director of the Graduate Division of Business &  
Management (Johns Hopkins Business),  
Chair of the Department of Finance & International Business,  
Professor of Financial Economics

Description John Hopkins University, via the School of Professional Studies, initiated a renewed emphasis on graduate business in 1999 with the creation of the MBA degree. A search for an Associate Dean and Director to replace the interim appointment ensued. In July 2001, I was appointed to provide overall leadership, vision, and direction to the Graduate Division of Business & Management ("Johns Hopkins Business") and was directly charged with all aspects of Johns Hopkins Business – academic, operational, and financial. Specific areas of leadership have included: developing a collegial process for the formation of the division's vision and strategic plan; enhancing the University's sustained commitment to creating "knowledge for the world"; building partnerships and synergies within the University; enhancing the collaboration between the University and the business sector; creating an academic legacy that explores innovation and the redefinition of graduate business education; providing knowledge leadership for global challenges; developing a world-class reputation in defined business and management disciplines; achieving excellence in student services; recruiting distinguished faculty; and

actively expanding the division's resource base by diversifying operating funds, gifts, and research grants and contracts.

The Graduate Division of Business and Management at Johns Hopkins University in 2003 is the largest division in the School of Professional Studies. The MBA is the largest graduate program in the university; the largest flex MBA program in the Washington-Baltimore area; and the 4<sup>th</sup> largest flex MBA in the United States. The graduate division of business and management has approximately 2800 total graduate students that are enrolled in five Master of Science degrees; two specialized MBA degrees with eleven concentrations including the new concentration in non profit management; a Weekend MBA in Washington DC and Columbia, MD; five joint degrees with other Johns Hopkins graduate programs including the schools of medicine, nursing, arts & sciences, public health, and the Institute for Policy Studies; development of a Health Executive MBA, full time MS in Real Estate, and international track in the MS in Real Estate. The MBA programs enroll approximately 1200 students and in the Fall 2003 encompass one-third of the MBA students in the Washington-Baltimore metro-area. In the Fall 2003 the division is composed of 195 academic and practitioner faculty, and 200 professional staff distributed across four sites (Baltimore, MD; Washington, DC; Rockville, MD; Columbia, MD and Tysons Corner, VA). Concomitantly, the student profile has changed significantly with the focus on quality assurance and innovation including increases in entrance requirements; the hiring of new academic faculty; and notable program innovations. A result of this policy is the #19 ranking for the MS in Finance by Global Derivatives (December 2003).

Infrastructure newly formed includes in the Johns Hopkins Business Advisory Board, the MBA Alumni Association, and an expansion of the Real Estate Development Advisory Board. The formation of the Center for Global Entrepreneurship is an effort of high priority with significant personal affiliation and support (note grants/contracts pending).

February 2001 – Present

Employer: U.S. Mexico Foundation &  
U.S. Mexico Chamber of Commerce

Address: Ronald Reagan Bldg. & International Trade Center  
1300 Pennsylvania Ave. N.W., Suite 270  
Washington, D.C. 20004-3021

Position: Senior Policy Advisor

Description: Advised the President and CEO with respect to private and public sector issues and policies between the U.S. and the Americas, particularly Mexico and the Southwest Border; developed position papers and research analyses; represented the President at meetings and in policy making bodies; and designed and developed conferences such as the Congressional Border Conference, the NAFTA Forum, Good Neighbor Awards, and the Wiring the Border Meetings.

Supervisor: Mr. Al Zapanta, CEO

June 1998 –January 20, 2001

Employer: U.S. Department of the Treasury

Address: 1500 Pennsylvania Ave., N.W.  
Washington, D.C. 20220

Position: Deputy Assistant Secretary  
For Economic Policy Coordination

Description: Advised the Secretary and Deputy Secretary of the Treasury, and the Assistant Secretary for Economic Policy with respect to U.S. and Global economic policy

Assisted in the execution of economic policies and programs.

Represented the Secretary, as designated, on critical policy making bodies, interagency groups and other high-level policy assignments such as the National Economic Council, the Domestic Policy Council, and the Council of Economic Advisers to the President.

Planned, monitored and evaluated Treasury research efforts, including the establishment and achievement of time and quality targets.

Advised on research policy requirements and on the policy implications of research results such as serving on the Interagency Task Force on Research Misconduct.

Directed and closely supervised research efforts conducted by the Office of Economic Policy (OEP) and coordinated these efforts with other offices within and outside of Treasury including all government departments, the White House, National Economic Council, Domestic Policy Council, Council of Economic Advisers.

Coordinated the efforts of the Office of Economic Policy with other

offices within Treasury such as International Affairs, Domestic Finance, Tax Policy, Public Affairs, and Legislative Affairs, as well as, interagency groups formed by the National Economic Council, the Domestic Policy Council, the Council of Economic Advisers, the White House, other cabinet level departments, and the U.S. Congress.

Supervisor(s): Secretary Robert Rubin (7/98 – 7/99)  
Secretary Lawrence H. Summers (7/99 – 1/01)  
Deputy Secretary Stuart Eizenstat (7/99 – 1/01)  
Assistant Secretary David Wilcox (7/98 – 1/01)

Summary of Relevant Experience:

Management: The Office of Economic Policy (OEP) is one of the core offices of the Department of the Treasury. The OEP encompasses the Office of Microeconomic Analysis and the Office of Macroeconomic Analysis with 37 professional staff, most of whom are at the Ph.D. level. Accomplishments:

- Supervised general human resource planning and management activities for the OEP;
- Supervised the transfer of the international data collection department, including OEP personnel to the Federal Reserve Board, the Federal Reserve Bank of New York, and the Office of the Assistant Secretary for International Affairs;
- Assisted in the development of OEP management meetings and weekly action plans;
- Designed and implemented a career enhancement program for professional staff of the OEP entitled, *Career Pathways*;
- Redesigned the legislative commentary system for the OEP;
- Led efforts in developing Treasury activities and organizing personnel for Hispanic Heritage Month;
- Designed and developed *Internships for Opportunity* - a Treasury internship program for disadvantaged students.

BusinessLINC – Learning, Information, Networking, and Collaboration: BusinessLINC was a Vice Presidential initiative that encouraged large businesses to link with and advise small businesses particularly those located in distressed areas of the United States. Secretary of the Treasury Robert Rubin and SBA Administrator Aida Alvarez were appointed to lead the BusinessLINC effort. Accomplishments:

- Initiated, designed, and implemented the U.S. Department of the Treasury Mentor-Protégé program, *Success Partnerships*;
- Initiated, designed, and contracted the Treasury BusinessLINC website and negotiated the hosting and maintenance of the site by the Small Business Administration and the Business Round Table;
- Assisted in the writing and editing of the final report:  
**“BusinessLINC: Business-to-Business Relationships that Increase the**

**Economic Competitiveness of Firms,” A Report to Vice President Al Gore,**  
Presented at the Second White House Business and Entrepreneurial Roundtable:  
New Opportunity, A Stronger Economy, December 1998.

- Designed and developed the Southwest Border BusinessLINC Coalition in coordination with the U.S. Mexico Chamber of Commerce that pairs U.S. maquiladoras in Mexico with small businesses on the U.S. border.

Community Development Financial Institutions (CDFI) Fund:

- Led a team from OEP in a collaborative effort to develop the research and policy function of the CDFI Fund;
- Supervised and produced the first performance evaluation survey of the fund. Results of the survey evaluation function and of the case studies were used in testimony before the House Appropriations Committee and the Senate Finance Committee in the hearings for Y2K appropriations and reauthorization of the CDFI Fund;
- Wrote a case study for the INAISE meetings and chapter in a book on social banking entitled, “The Community Reinvestment Act: Working for America’s Communities,” (June 30, 1999).

North American Development Bank:

- Collaborated with Office of the Assistant Secretary for International Affairs (OASIA) on numerous NAD Bank issues, particularly the expansion of NAD Bank mandate; the financial restructuring options designed to activate the NAD Bank loan portfolio; the proposed changes to the U.S. tax code;
- Reviewed the NAD Bank equity proposals and the ten year bank strategic plan;
- Attended the NAD Bank Board of Directors meetings;
- Contributed to the Treasury comments on the GAO Report on Border Economic Development.

North American Development Bank – Community Adjustment Investment Program (CAIP):

- Initiated and developed the revisions to the CAIP eligibility requirements in order to permanently make Southwest Border counties eligible for CAIP funding;
- Assisted in the development of and review of the grant and technical assistance guidelines, policies, and procedures of the CAIP;
- Assisted in the development of strategic plans and infrastructure of the CAIP;
- Consulted and advised the Finance Committee on decisions before the committee.

Southwest Border:

- Developed the Southwest Border research and policy strategy for the U.S. Department of the Treasury;
- Initiated an intradepartmental working group on Border Issues that consisted of OEP, Office of Community Development Policy, Domestic Finance, Legislative Affairs, Enforcement Policy, and CDFI;

- Initiated a National Economic Council (NEC) process on border issues that included the Departments of Labor, Commerce, Agriculture, Housing & Urban Development, Environmental Protection, State, Health and Human Services, Interior, Transportation, Energy, Small Business Administration, and the OMB.
- Developed and drafted the Executive Order #13122 establishing an Interagency Presidential Task Force on the Economic Development of the Southwest Border that was signed by President Clinton on May 25, 1999.
  - Designated by Secretary Summers to be his designee in Chairing the Task Force and to develop and implement the action plan for the Task Force.
  - Worked with the Vice President's office on border issues and planning and conducted the Capital Access component of the White House Empowerment Conference in May 1999.
  - Assisted the Department of Commerce in the development of the U.S. Mexico Infrastructure Conference held in Tijuana, Mexico, June 1999.
  - Designed and developed all material for the Task Force including logo, web site, briefing folders and reports;
  - Planned the Southwest Border Regional Government Directors conference in Phoenix, Arizona, September 8, 1999.
  - Planned and executed six public forums on the Southwest Border.
  - Coordinated the seventeen agency Task Force and created two major Task Force reports:
    - Interim Report - The first compendium of federal government border programs
    - Annual Report - A report that included 16 new agency initiatives; 4 general recommendations; and 65 agency recommendations.
- Designed, developed and coordinated five U.S. Treasury initiatives on the Southwest Border: Wiring the Border, The Southwest Border BusinessLINC Coalition, Border Saves - A Financial Literacy Program, CDFI Border Outreach, and Border Financing Summit.
- Communicated and coordinated activities of the Task Force with the U.S. Congress particularly the Border Caucus and the Hispanic Caucus.

Bankruptcy and Gambling Study: “ A Study of the Interaction of Gambling and Bankruptcy,” U.S. Department of the Treasury, July 1999.

- Authored, supervised and coordinated all aspects of the study (methodology, research, data collection, empirical work, report writing & editing and, and final publication). The project team was composed of three career Ph.D. economists, several interns, and administrative staff.
- Met with Senate and House staffs regarding the issue of bankruptcy and gambling.
- Coordinated data collection with the National Opinion Research Center (NORC) of the University of Chicago
- Coordinated with the National Gambling Commission Director and staff and testified before the Commission.
- Led Treasury team in assisting President's Domestic Policy Council in developing U.S. policy on internet gambling.

Money Laundering Study:

- Participated in the study of the measurement of money laundering in the United States that was initiated by the Financial Crimes Enforcement Network (FinCEN) of the U.S. Department of the Treasury, Office of Enforcement.
- Assisted in all contract negotiations for external firm services.

District of Columbia Development:

- Participated in the steering committee that guided the Strategic Economic Development Plan for D.C.
- Participated in the Economic Summit, "The Economic Resurgence of Washington, D.C.: Citizens Plan for Prosperity in the 21<sup>st</sup> Century," December 1998.

Community Reinvestment Act (CRA):

- Supervised the writing and edited the paper, "CRA: Working for America's Communities," in coordination with the Community Development Policy.
- Participated in the conference, "Business Access to Capital and Credit," A Federal Reserve System Research Conference, March 8-9, 1999.
- "The Community Reinvestment Act: Working for America's Communities," published in Banking and Social Cohesion (INAISE), 2000.

Other activities: Served on numerous National Economic Council Working Groups and Interagency Task Forces including recognition for work on the economic development efforts of the Mississippi Delta Initiative.

March 1986 – June 1998; September 2001 to Present

Employer: Operational Technologies Corporation (OpTech)

Address: 4100 N.W. Loop 410, Ste. 230  
San Antonio, TX 78229

Position: Co-Founder and Secretary of the Board of Directors (1986-1998); Board of Directors (2001 to present).

Chair of the Human Resources Committee  
Member of the Finance Committee and Strategic Planning Committee  
Served on the Environmental Technologies Trade Advisory Committee, U.S. Commerce Dept.

Description: OpTech was developed from a business incubator in downtown San Antonio, Texas to one of the leading minority owned technology companies in the U.S. OpTech specializes in four major technology areas: Information Systems and Technologies; Environmental Management and Technical Services; Telecommunications and Communications Security and

Installation; and Logistics Management. Engineering. OpTech grew from seven employees and \$350K annual revenues to 200 employees with annual revenues of \$32M. In fiscal year 2001 Optech reached \$150M in revenues. OpTech now includes OpTech de Mexico, a fully owned subsidiary, that operates in Mexico with its partners as Soluciones Tecnologicas Integradas. OpTech was noted by *Inc. Magazine* as the 227<sup>th</sup> fastest growing privately held business and *Hispanic Business Magazine* announced OpTech as the 8<sup>th</sup> fastest growing Hispanic business and the 32<sup>nd</sup> largest high-tech Hispanic-owned business. The *San Antonio Business Journal* in 1997 showed OpTech as the 2<sup>nd</sup> largest Hispanic business in San Antonio. Company leadership includes:

- Co-founder of company and the architect of the leveraged buyout of Performance Metrics Corporation
- Developed and Chaired the Human Resource Committee that built the human resource infrastructure of the company.
- Co-Chaired the Strategic Planning Committee that developed long term operations and market planning.
- From 1986 until a leave of absence in 1998 was part of the three member Board of Directors that created, planned, and monitored the development of the company. Resumed Board membership in September 2001.

#### June 1993 to June 1998

Employer: College of Business

Address: The University of Texas at San Antonio  
San Antonio, Texas 78249-0639

Position: Associate Dean for Graduate Studies and Research (1993 – June 1998)

Description: Developed all infrastructure for this newly formed COB function including professional and administrative staffing, office design, and short/long term strategic planning. Responsible for the administration of all College of Business graduate programs which consist of the Master of Business Administration (MBA), MBA International, Master of Science in the Management of Technology, Master of Science in Accounting, and Master of Taxation. Also responsible for the development of new programs: Master of Arts in Economics, Master of Science in Information Systems, Master of Science in Finance, the Ph.D. in Business and the Executive MBA Program.

Chaired of various College of Business Committees: Graduate Studies Committee, Ph.D. Committee, Research and Travel Committee, Faculty Professional Development Committee. Responsible for all faculty research support activities in the College of Business including Graduate Assistants, research awards competition, and programmer/statistical support.

Responsible for the design and management of the COB web site; its interface with the university web site; and the management of the COB Web Site Advisory Board. Responsible for the development and administration of strategic planning initiatives of the College of Business regarding research and graduate studies and the integration of those activities with all areas of the university. Responsible for all functions of the Institute for Studies in Business and all grant and contract activities of the College of Business. Responsible for grant/contract development of more than \$3 million of funding per year for the College of Business.

Supervisor: James Gaertner, Dean (Former), College of Business  
Currently, President of Sam Houston State University,  
Huntsville, TX.

June 1985 to June 1998

Employer: Institute for Studies in Business

Address: The University of Texas at San Antonio  
San Antonio, Texas 78249-0639

Position: Executive Director (1985 – June 1998)

Description: Responsible for the general administration of the Institute and the Tourism Research Center, which included a staff of ten and a yearly administrative budget of over \$500,000. The Institute, during this tenure, was the focus of University applied research in the business and economics disciplines. As Director functioned as principal investigator and project administrator, encompassing the development of research topics, methodology, and funding proposals and acted as a liaison to other educational institutions and community/state agencies/organizations. Other duties included sponsorship of faculty research forum, working paper series, and management of various government databases. The Institute was designated as a state data center for the Texas Data Management Program and an Innovation Center for the Texas Innovation Information Network System (TIINS). Also, creator and editor of two business publications: **The Economic and Business Review of San Antonio and South Texas** and **STRATEGIC-LINKS: Soluciones al Desarrollo**. Soluciones was the first Spanish language business newsletter in The University of Texas System distributed to businesses, government agencies, and universities in Mexico.

Responsible for developing a comprehensive career path development program for Business/Economics Research Associates and Assistants. Program was accepted by the UT System and incorporated in the 1989-90 Personnel Manuals for all System member universities.

Responsible for developing and creating the Hispanic Research Center at UTSA. The research center, a multidisciplinary center, continues to be housed directly under the Vice President for Academic Affairs. The Center provides the centralized location for varied campus Hispanic research.

Supervisor: James Gaertner, Dean (Former), College of Business

June 1982 to June 1998

Employer: Division of Economics and Finance

Address: The University of Texas at San Antonio  
San Antonio, Texas 78249-0633

Position: Professor of Economics (1990 – 2001)  
Associate Professor of Economics (1985 - 1990)  
Assistant Professor of Economics (1982 - 1985)

Description: Division of Economics and Finance

Teaching: Econometrics, Managerial Economics, Public Finance, Economics Forecasting; Developed both undergraduate and graduate curriculums in Business and Economics Forecasting.

Member: Served on twenty six University Wide Committees including:

Historically Underutilized Business (HUB) Committee  
Multicultural Conference Committee  
Business Outreach Planning Group for Strategic Plan Update  
Space Evaluation Committee/Phase II, Bioscience Building  
University Task Force on 21<sup>st</sup> Century Jobs  
University Financial Resources Committee  
University Human Resources Committee  
University Strategic Planning Committee  
Resources Planning Committee  
Task Force on Institutional Planning and Evaluation

Member: Served on twenty one College of Business Committees including:

Quality Assurance and Continuous Improvement Committee  
Professional Development Committee, Chairperson  
College Council and Executive Committee  
Faculty Grievance and Appeals Panel

Dean's Recruitment Committee  
M.B.A. Graduate Studies Committee  
Committee for Ph.D. in Business, Chair  
Building Design Committee

Supervisor: Dr. Lila Flory-Truett, Director (former), Division of Economics and Finance

August 1979 to January 1982

Employer: The University of Texas at San Antonio  
Human Resources Management and Development Program (HRMDP)

Position: Assistant Director, HRMDP

Description: HRMDP: Responsible for assisting the Director in general administration; for supporting research to principal investigators on projects conducted within or outside the university; and for assisting in the development of research topics, methodology and proposals.

Program development support:

(a) Internal: Assisted in curriculum, faculty and student development through working with faculty, students, and staff toward the accomplishment of program goals.

b) External: Assisted in linking the program with other educational institutions, prime sponsors, Department of Labor, and other agencies including the planning of a "Round Table Discussion on the Future of San Antonio: A Human Resource and Economic Development Perspective."

Teaching: Public Finance, Managerial Economics,  
Macroeconomics/Microeconomics

Supervisor: Dr. Antonio Furino, Director, Human Resources Management and Development Program

August 1978 to May 1979

Employer: University of Houston  
Department of Economics

Address: Houston, Texas 77004

Position: Visiting Assistant Professor

Description: Teaching: Macroeconomic Analysis (Graduate), Urban Economics

### **RELATED GRANTS (as Principle Investigator/Project Director)**

Department of State Middle East and North Africa Entrepreneurship Program (pending) – JHU via the Center for Global Entrepreneurship. Provide training programs for entrepreneurs from the Middle East and North Africa followed with alumnus programs in Cairo and Dubai.

World Bank Marketplace Entrepreneurship Program (pending) – JHU via the Center for Global Entrepreneurship will provide analysis and training to entrepreneurs throughout the developing world that are chosen by the World Bank Marketplace competition. Collaboration of graduate business students and SAIS students will take place through a partnership with the Center for Global Business Policy at the School for Advanced International Studies.

International Finance Corporation Entrepreneurship Training (pending, Principal Investigator) – Provide training to Pakistani entrepreneurs under the auspices of the IFC.

City of San Antonio Metropolitan Health District— (Principal Investigator and Project Director, 1998) grant from the City of San Antonio Metropolitan Health District. To analyze the public health facilities in San Antonio by improving organizational efficiencies at the San Antonio Metropolitan Health District’s public health clinics and headquarters; increasing patient utilization of these public health facilities; and discussing and reviewing the possibilities for the integration of the public and private health care systems.

Economic Development Study for the City of Balcones Heights, Texas: Strategic and Tactical Planning (Principal Investigator and Project Director, 1997) —grant from the City of Balcones Heights. The Institute has been contracted by the City of Balcones Heights to conduct research concerning tourism promotion and economic development, strategic and tactical planning.

Market Feasibility Study: Corpus Christi Cruise Line (Principal Investigator and Project Director, 1997)—grant from the City of Corpus Christi. The Institute, in coordination with the Tourism Research Center, completed a market feasibility study of a cruise initiative from the Port of Corpus Christi, Texas to ports in Mexico. The project was coordinated with City of San Antonio and the surrounding counties.

Economic Development Process for the City of Leon Valley, Texas (Principal Investigator and Project Director, 1996)—grant from the City of Leon Valley, Texas. To conduct research concerning economic development strategic and tactical planning. The study involves comprehensive analysis of the present and future Leon Valley economy and a framework for an ongoing economic development planning process.

The Economic Impact of the Alamo Bowl on the Economy of San Antonio (Principal Investigator and Project Director, 1996)—grant from the Alamo Bowl. To measure the estimated economic impact to the San Antonio economy generated from the Alamo Bowl.

Hotel Occupancy Tax Revenues in the City of Leon Valley, Texas (Project Director, 1996)—grant from the City of Leon Valley, Texas. To investigate the Hotel Occupancy Tax (HOT) revenue uses, mandated by the State, within the broader context of the economic and sociostructural implications of tourism industry development in Leon Valley.

The Impact of Tourism on San Antonio (Principal Investigator and Project Director)—grant from the City of San Antonio Convention of Visitors Bureau. To study the value to the San Antonio area of the Hospitality or Visitor-Related Industries segment of the economy.

The Economic Impact of the Sunset Station Development —grant from the Sunset Station Development Group. Responsible for measuring the direct and indirect impacts on the San Antonio economy of the proposed Sunset Station entertainment/retail/hotel development in terms of tax revenues, total output, earnings and employment. (Project Director, 1995)

The Impact on Employment in the San Antonio Metropolitan Area of the Proposed Expansion of the Henry B. Gonzalez Convention Center—grant from the San Antonio Convention and Visitors Bureau. The Institute was contracted to conduct a study of the employment impacts of the proposed expansion to the Henry B. Gonzalez Convention Center. (Project Director, 1995)

Hospitality Industry Economic Impact Study—grant from the San Antonio Convention and Visitor's Bureau. The Institute was contracted to conduct a study of the value to the San Antonio area of the Hospitality or Visitor-Related Industries segment of the economy. The focus of the research consists of an estimation of the total economic impact of these industries in terms of wages paid, products and services purchased from area firms, and the direct ripple effect of this activity throughout the San Antonio community. (Principal Investigator and Project Director, 1994-1995)

An Examination of the Net Impact of Fiesta Texas and Sea World of Texas on San Antonio's Economy—This project was a cooperative effort between the Institute for Studies in Business and the Center for Professional Excellence. This study examined the net impacts of visitors to Fiesta Texas and Sea World of Texas on the local economy. (Principal Investigator and Project Director, 1994)

Bandera Road Interchange Study—grant from the Texas Department of Transportation to conduct a study of the proposed Bandera Road interchange with IH-410. (Project Director, 1993)

San Antonio Apartment Association Wage and Salary Study—grant from the San Antonio Apartment Association to obtain compensation data for occupation in the apartment industry in San Antonio. For each identified occupation, the requested surveys detailed information on wages, employment figures, benefits, age of sites and more. (Project Director, 1993)

San Antonio Wage Survey—grant from the San Antonio Human Resource Management Association and the City of San Antonio, Department of Community Initiatives to conduct a wage and benefit survey for selected occupations in the San Antonio MSA. Statistics were gathered for 132 occupations and included: wage by range and actual; comparisons by industry, union/non-union; public/private, manufacturing/non-manufacturing; fringe benefits; productivity; and other variables. (Project Director, 1993)

Mid-Continent Technology Transfer Center (MCTTC)--grant from the Southwest Research Institute. The Institute for Studies in Business designed, constructed, and implemented a management information system for tracking the marketing and project management efforts of MCTTC. The project reflected a convergence of activities conducted by a consortia of interested parties, including Texas A&M University, University of Houston at Clear Lake, University of Texas at San Antonio, Southwest Research Institute, and the National Aeronautics and Space Administration. (Project Director, 1993)

Port of Corpus Christi Study—grant from the San Antonio World Trade Association, and the Department of Education to conduct a study on the utilization of the Port of Corpus Christi by San Antonio businesses. (Project Director/Principal Investigator, 1993)

Disadvantaged Business Enterprise (DBE)--grant from the Texas Department of Transportation to create a comprehensive data base for Bexar County to include small, minority, women-owned, and handicapped business enterprises to provide associated resources and intergovernmental agencies with information regarding experience and expertise. Responsible for all data base design methodologies. (Project Director/Principal Investigator, 1993)

San Antonio Labor Market Information System (SALMIS)--grant from the Private Industry Council of San Antonio and Texas Employment Commission. Responsible for administration of project and for all forecasting procedures. This is the only metropolitan-level microcomputer based labor market system in the nation. In 1989 it was nominated as a meritorious system by the National Urban Regional Information Systems Association. Total grant funding for the LMI System and related products is approximately \$1.5 million. (Project Director/Principal Investigator, 1985 to present)

Infrastructure Needs of South Texas and the North American Free Trade Agreement (NAFTA)--grant from Southwest Voter Research Institute, and the Hispanic Research Center to critically analyze several existing studies on the effect of NAFTA on the infrastructure of South Texas and to recommend innovative policy solutions to the problem. (Principal Investigator, 1992)

Evaluation of JTPA Placement—grant from the City of San Antonio, Department of Community Initiatives and the San Antonio Works Board to study the placement of participants enrolled in the San Antonio SDA JTPA training programs. The purpose of the study is to design and document a report analyzing the placement of JTPA skills training participants. (Project Director/Principal Investigator, 1991-92)

Economic Development Information System (EDIS)--grant from the City of San Antonio, Department of Community Initiatives, and the San Antonio Works Board. Responsible for developing a user friendly software system for accessing the demographic, educational, and economic statistics available for the San Antonio MSA. (Project Director/Principal Investigator, 1991-92)

Tourism Index and Forecasting Models—grant from the City of San Antonio, Department of Community Initiatives, and the San Antonio Convention and Visitors Bureau. Responsible for developing forecasting models for tourism expenditures, activity, and employment, and an index for the San Antonio Tourism/Visitor Industry. (Project Director/Principal Investigator, 1991-92)

Technology Transfer Project—grant from the Air Force Human Systems Division. Joint effort

between the College of Business and the College of Sciences and Engineering, involving the transfer of technology from the military laboratories of the Air Force Human Systems Divisions to the commercial sector. Responsible for all College of Business faculty and output with regard to various commercialization efforts (Principal Investigator, 1990-91)

Southwest Trade Adjustment Center (TAAC) Study—grant from the Southwest Trade Adjustment Center. This project was to conduct a needs assessment review of Texas manufacturing firms for the Southwest TAAC to obtain information regarding the needs and perspectives of Southwest TAAC's target area to aide in supplying technical assistance to qualified businesses within its region. (Project Director/Principal Investigator, 1991)

South Texas Initiative—grant from the State of Texas. The Institute was involved in a cooperative effort with the UTSA Hispanic Research Center to develop a data base establishing a need for engineering programs in the Rio Grande Valley that would provide engineers for the Valley as well as the rest of Texas. An analysis is conducted of the potential economic impact that an engineering program would have on that region. (Project Director/Principal Investigator, 1991)

Economic Development System Study—grant from the Homeport Steering Council. In coordination with the Ingleside Homeport Steering Council of San Patricio County and the Center for Economic Development, this project developed an Economic Development Information System (EDIS) for the San Patricio/Ingleside area for use in assisting companies in making relocation or expansion decisions. (Project Director/Principal Investigator, 1991)

Texas Education Agency Regional Planning Grant—grant from the TEA and Region 20 Service Center. Responsible for administration of project which involved budgeting and planning activities for all school districts in the San Antonio area regarding vocational/technical curriculum coordination and interface with local labor market demands. (Principal Investigator)

**Venture Capital Network of Texas**—grant from Greater San Antonio Chamber of Commerce to create all aspects of the VCN, Inc. of Texas. The VCN provided a computerized matching service that produced referrals between investors and entrepreneurs. This was the first venture capital network in the southwest and included a Board of Directors from throughout Texas. Responsible for creation of system and management of all operations. (Project Director/Principal Investigator, 1988-1990)

Texas Innovation and Information Network System (TIINS)--grant from TIINS and the State of Texas. The Institute was selected as a Regional Innovation Center for TIINS, a project approved by the state legislature which is designed to assist in identifying and accessing scientific, engineering, and business research capability in order to improve the state's research competitiveness and to foster economic growth. (Project Director, 1989 to present)

Emerging Technologies and Emerging Occupations—grant from Texas Department of Commerce and TIINS. This project involved the identification of emerging and growth occupations in the state of Texas. The study incorporated an in-depth literature review, occupational and industrial analysis, and key opinion surveys/focus group sessions. (Project Director/Principal Investigator, 1989-90)

Mortgage Bankers Association of America, Subcommittee on New Investment Opportunities Grant, “An Estimation of the Demand for Mortgage Backed Securities by Pension Fund Managers (Project Director/Principal Investigator, 1984-85)

American Assembly of Collegiate Schools of Business Grant, “A Study of the Educational and Career Experiences of Anglo and Hispanic College of Business Graduates.” (Principal Investigator, 1983)

#### **PUBLISHED RELATED ARTICLES:**

De la Vina, L., C. Brunetti, and W. Clark, Analysis of OPEC Oil Pricing in the Dollar, Euro, and Yen/Yuan Currencies: Scenarios Utilizing a Time Series CoIntegration Model in W. Clark, U.S. Foreign Policy, Oil, and Iraq (forthcoming).

de la Vina, L. & D. Lingelbach, Global Entrepreneurship: Design Structures and Case Studies, to be presented at the Society of Advanced Management and published in the SAM Journal (March 2004).

de la Vina, L., H. Beladi & F. Firoozi. On Information Value and Mean-Preserving Transformations, (submitted, Journal of Economic Theory).

de la Vina., L. & Martinez-Rogers, N. A Seemingly Unrelated Regression Model of Job Satisfaction of Mexican American Women in Higher Education, Hispanic Journal of Behavioral Sciences .(accepted with revisions)

de la Vina, L., & Ford, J. Revitalization of Bedroom Communities: Analysis of the Perception and Attitudinal Differences Among Stakeholders. Economic Development Quarterly. (accepted with revisions)

de la Vina, L., & Bernstein, D. (2002) The Impact of Gambling on Personal Bankruptcy Rates, Journal of Socio-Economics. 31 (4), 503-509.

de la Vina., L. & Ford, j. (2001). Logistic Regression Analysis of Cruise Vacation Market Potential: Demographic and Trip Attribute Perception Factors, in Journal of Travel Research 39 (4), 406-410.

de la Vina, L., & Ford, J. (1999) The Economic Impact of the Cruise Ship Industry to a Regional Economy: A Case Study, Annals of Tourism Research, 26 (1), 204-207.

de la Vina, L., Barr, M., Personic, V., & Schroder, M. (1999). The Community Reinvestment Act; It's Impact on Lending and Local Investment in Banking and Social Cohesion, C. Gruene, Ed. International Association of Investors in the Social Economy (INAIS), Brussels, Belgium.

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de la Vina, L., & Ayres, R. (1995) Information Systems: A Labor Market Adaptation, Urban-Regional Information Systems Journal, 7 (2).

de la Vina, L., & Fernandez, J. (1994) Telepower: The New Corporate Culture, Hispanic Business 16 (7) 8.

de la Vina, L., Hollas, D., Merrifield, J. & Ford, L. (1994) A Principal Components Derived Tourism Index Journal of Travel Research, and presented at the Southwestern Economics Society meeting of the Southwestern Federation of Administrative Disciplines (SWFAD), March 1993.

de la Vina, L. and Ayers, R., (1993) Skills Training: Are JTPA Programs Really Helping Those in Need? Workforce, 11 (3). Presented at the 1993 Annual Conference of the Western Social Science Association (WSSA), April 1993.

de la Vina, L. (1993) The North American Free Trade Agreement: Labor Impacts and Policy Implications, Workforce (ICESA) 1 (4)

de la Vina, L. (1991) Labor Issues and the Free Trade Agreement with Mexico," Texas Department of Commerce, Business Development Division Report, Texas Consortium on Free Trade,

de la Vina, L., & Villarreral, V. (1990) The Issue of Skill Transferabilities for Job Substitution and the Implication on Labor Market Demand, Journal of "The Southwestern Society of Economists, 16 (1), 149-155.

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de la Vina, L. (1986) The Department of Labor and the Institutional Grants, Journal of Employment and Training Professionals, 6 (1& 2) 23-36.

de la Vina, L. (1985) Female Occupational Distribution: Treiman and Terrell Revisited, Social Science Quarterly, 66 (3), 680-686.

de la Vina, L. (1985) Econometrics Software for Microcomputers, Journal of Business and Economic Statistics, American Statistical Association, 3 (1), 89-91.

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de la Vina, L., & Ayres, R. (1984) Profile of the South Texas Urban Economy: What the 1980 Census Reveals About Growth, South Texas Business Journal, 6 (12), 16+.

de la Vina, L., Penley, L., & Gould, S. (1984) The Comparative Salary Position of Mexican American College Graduates in Business, Social Science Quarterly, 65 (2) 444-454. Also Published in the Mexican American Experience: An Interdisciplinary Anthology. Bean, Frank et. al., Editors. University of Texas Press (1985).

de la Vina, L. (1984) A Study of the Educational and Career Experiences of Anglo and Hispanic College of Business Graduates: A Summary of Results, Intercambios Femeniles: The National Network of Hispanic Women (Stanford University), 2 (1), 1 (14)

de la Vina, L. & Penley, Y. (1984) A Discriminant Analysis of Career Related Attitudes, Strategies, and Progress Between Anglo and Mexican American Females, in Women and Work Sheila Collins and Marjie C. Barrett (Eds.), Women and Work Resource Center, University of Texas at Arlington,

de la Vina, L. (1983) Option Prices: A Simplified Forecasting Model (An Easier and More Accurate Way to Forecast Option Prices). Journal of Business Forecasting Methods and Systems, 2 (2) 10-12.

de la Vina, L. (1982) The National Women's Employment and Education Program: A Model of Welfare Reform, Journal of Sponsored Research, 5,(1) 31-35.

de la Vina, L. (1980) A Discriminant Analysis of Development in Texas: Its Application to the Area Redevelopment Acts, Studies in Economic Analysis, 4 (1), 25-40.

## **PUBLISHED ABSTRACTS**

de la Vina, L. & de la Cruz, J. (1997) The NAD Bank: Developments and Current Status, Business Association for Latin American Studies (BALAS), 1997.

de la Vina, L. (1982) Effects of Occupational Share, Female Share, and Labor Force Growth Between Two Time Periods, Southwestern Journal of Economic Abstracts, 3 (1) 54.

de la Vina, L. (1981) Women, Government, and Labor Force Redistribution During World War II, Southwestern Journal of Economic Abstracts, 3 (1) 54

### **SURVEY OF RELATED PROCEEDINGS, PUBLICATIONS, AND UNIVERSITY RESEARCH SERIES**

de la Vina, L. (1999) The Community Development Financial Institutions Fund in the U.S.: The Case of Housing in Boston," Prepared through the Community Development Financial Institutions Fund of the U.S. Department of the Treasury for the International Association of Investors in the Social Economy meetings in Brussels, Belgium

de la Vina, L. (1994) A Review of the Infrastructure Impacts of NAFTA on the U.S. Border: A U.S.-Mexico Joint Development Bank". Presented at the International Trade and Finance Association Meetings..

de la Vina, L. (1984) Employment Market Trends and Your Future, A Celebration a/Leadership of Women in the Public Sector, Martha S. Williams (Editor), Texas State Agency Liaison Group; The Governor's Commission for Women; and The School of Social Work, University of Texas at Austin; 79-103

de la Vina, L. (1982) Public Education and Economic Development, The Future of San Antonio: A Human Resource and Economic Development Perspective, Drs. Henry Cisneros and Antonio Furino, Editors, 35.

de la Vina, L. & Poyo, G., & Olivo, E. (1981) Hispanic. Workers in the U.S. Labor Market: Employment Issues, Problems and Programs, 1960-1980, Human Resources Working Paper Series, The University of Texas at San Antonio, and Center for Studies of Human Resources Working Paper Series, The University of Texas at Austin, No. 8-81,

de la Vina, L. & McCulloch, W. (1980) Zero Base Budgeting: Problem of Interdependencies, Selected Faculty Working Papers, College of Business, The University of Texas at San Antonio, and Papers and Proceedings of the Southwestern Society of Economists 68-74.

### **RELATED MONOGRAPHS**

The Annual Report of the President's Task Force on the Economic Development of the Southwest Border. (May 25, 2000).

The Interim Report of the President's Task Force on the Economic Development of the Southwest Border (November 15,1999).

A Study of the Interaction of Gambling and Bankruptcy, U.S. Department of the Treasury, July 1999.

All monographs cited in: University Research on Business and Economics. A Bibliography of Publications, Volume XXXII and XXXIII Association for University Business and Economic Research (AUBER) Jariice B. Ward, Editor

Industrial Employment in San Antonio: Projections, (published yearly, since 1986)

SALMIS 1995 Employment Rankings, (yearly publication, since 1985).

High-Technology Industry in San Antonio 1980-1995, (biennial publication, since 1988)  
Wage Survey Volume I and Volume II, (yearly publication, since 1985).

Supply/Demand Comparisons: Selected Occupations in San Antonio, (yearly, since 1989)

San Antonio Economic Development Information System User's Manual and Technical Documentation, 1992

JTPA Placement Project Report, June 1992

A Tourism Activity Index and Economic Models for Forecasting Tourism Activity, Expenditures, and Tourism-Related Employment in the San Antonio MSA, June 1992

Economic Development Information System for San Patricio County User's Manual and Technical Documentation, "November, 1991

Tourism Report for San Antonio, September 1991

Worker Traits Profile: Selected Occupations, July 1989

Composition Report of the Wage and Salary Structure of the Visitor Industry in San Antonio, 1989

Largest Employers Directory, (yearly update)

Reemployment: A Labor Market Information Process, March 1987

User's Guide & Technical Documentation: Micro-Computer Based I/O Matrix and Crosswalk System, Volume I, January 1987 (yearly update)

User's Guide & Technical Documentation: Micro-Computer Based I/O Matrix "and Crosswalk System, Volume II, January 1987 (yearly update)

SALMIS User's Guide and Technical Documentation (yearly update)

## RESEARCH IN PROGRESS

“ The Dollar- Euro Reserve Currency Issue” with William Clark.

“ The North American Development Bank: Critical Issues”

“Zero Based Budgeting: Theoretical Considerations”

## PROFESSIONAL AFFILIATION

Board of Directors, Center for International Private Enterprise (CIPE)

Mid-Atlantic Deans Conference

AACSB and EFMD member

Society for the Advancement of Management (SAM), 2002-present

Association of Business Economists, 2002- present

American Economics Association, 2002 – present

Steering Committee, D.C. Strategic Economic Plan, 1998

Environmental Technologies Trade Advisory Committee, U.S.Department of Commerce, 1998

Association of University Bureaus of Economic Research (AUBER), Board of Directors 1994-1996

Board of Economists, Dallas Morning News 1996

UTSA Staff Coordinating Group for Historically Underutilized Businesses (HUBs), Member 1994

North-South Center, University of Miami, External Review Board, UT System, Representative 1994

American Assembly of Collegiate Schools of Business, Diversity in Management Education Task Force, 1994

San Antonio Business and Economics Society, Secretary 1994

Hispanic Business Magazine Board of Economists, 1994

Southwestern Social Science Association, 1993 (three year term), Committee on the Profession Business Outreach Planning Group for Strategic Plan Update, 1993

Faculty Advisory Board, Center for the Study of Women and Gender, 1993

Former member of Review Board, *The International Trade Journal*

Former Referee, Policy Sciences Journal

Former Referee, Social Science Quarterly

Former Referee, Review of Business

Southwestern Society of Economists (1989 President)

Southwestern Society of Economists (1988 Vice President)

Association of Business Economists

Former member of the Board of Editors, *Borderlands Journal* (Special Edition)

American Economic Association

American Statistical Association (Contributor: Statistics as a Career: Women at Work).

Former member Texas Economic and Demographic Association, San Antonio Chapter Board of Directors

Former member Southwestern Economics Association (1984 Program Committee; 1985 Resolutions Committee; 1986 Program and Local Arrangements Committee; 1986-Resolutions/Distinguished Service Committee)  
Former member Texas Association of Chicanos in Higher Education  
1990 Census Statistical Area Committee (Alamo Area Council of Governments)

## **COMMUNITY SERVICE**

Hispanic Chamber of Commerce, Greater Baltimore 2002- present  
Maryland Chapter, Association of Financial Executives, 2003  
Baltimore Business Alliance  
Assistance to the Greater Baltimore Committee, Meeting co-sponsor 2002-present  
Steering Committee, Economic Development Strategic Plan for Washington D.C. (1998)  
San Antonio Boys and Girls Club Conference, Speaker (1995)  
Hispanic Research Network, Presenter (1995)  
Inter-American Defense College, Presenter (1995)  
Estrella de me Barrio (1995).  
Moderator, North American Development Bank Conference (1995)  
Univision Broadcast, North American Development Bank (1994)  
Board of Trustees, United Way of San Antonio (1993)  
UNJFORCE, Regional Planning Organization (Chair, Forecasting Committee, 1992)  
Texas State Comptroller's Panel of Economic Advisors (1992-93).  
Organizer and Session Chair, 1992 San Antonio Economic Outlook Conference Lecturer,  
Design San Antonio Conference (1991) San Antonio Democratic. Leadership Council  
Mayoral Appointee, Community 2000 Task Force (1991)  
Governor's Task Force on the North American Free Trade Agreement, Chairperson of  
Labor Issues Committee Treasurer, Bexar County Democratic Leadership Council (1990)  
Member of Texas Economic Demographic Association/San Antonio Chapter Board of  
Directors (1989-90) Keynote Speaker, Texas Department of Commerce on Economic  
Development in the Lower Rio Grande Valley (1988)  
Tomas Rivera Center, panelist on policy issues regarding Hispanic Employment and  
Training (1987); Hispanic Poverty (1988); Hispanics in Labor Force (1989)  
United Way Community Problem Solving/Fund Distribution Task Force (1988)  
Board of Trustees, United Way of San Antonio (1987-90)  
Advisor, Board of Directors, Venture Capital Network of Texas (1986-present)  
San Antonio Chamber of Commerce, Economic Analysis Panel (1985-86)  
Keynote Speaker, San Antonio Economic Outlook Conference, Greater San Antonio  
Chamber of Commerce (1986)  
Speaker, Business Information Services Conference (St. Mary's University, City of San  
Antonio) Control Data Corporation; sponsors (1986)  
Speaker, "Women and the High Tech Future," Mexican American Business and  
Professional Women's Club (1986)  
Hispanas Unidas, Coordinating Committee (1986) for Conference on Tejana Heroines of  
Yesterday, Today and Tomorrow  
United Way Planning Committee (1985-Present)  
Speaker, Women's Employment Network, Odyssey '85 (1985)

Selection .Committee, Texas Women's Hall of Fame, Texas Women's Commission (1985)  
Trustee, San Antonio Alliance of Business (1985)  
The National Network of Hispanic Women, Women and Business Project (1984-present)  
Target 90/Goals for San Antonio, Technical and Vocational Training Committee; Programs Subcommittee, Chairperson (1985-present)  
Governor's Executive Development Advisory Council (1984-86)Chairperson, Needs Assessment Committee, Governor's Executive Development Advisory Council (1984-86)  
Keynote speaker, Mexican American Women's Business and Professional Association State Banquet (October 1984)  
Speaker, Women's Executive Leadership Conference, (December 1984)  
Speaker, Texas Association of Chicanas in Higher Education, "The Economic Status of Chicanas," (July 1984)  
Testified, President's Advisory Committee on Women's Business Ownership (1984)  
School/Business Partnership Program (1983-1984)  
Texas Phi Beta Lambda Leadership Workshops (1983, 1984)  
Representative, United Way Campaign, (1983, 1984)  
Advisory Board, New Ethnic Heritage Network, Educational Service Center, Region 20 (1983)  
Friend of San Antonio Public Library (1983)  
Committee for Youth Business Awareness, National Coalition of Hispanic Mental Health and Human Services Organizations (1983)  
United San Antonio Public Sector Committee (1982-1983)  
Steering Committee, Private Industry Council, Occupational Information System (1982)