

To: Carl Smeller
Re: Thomas Bell

April 12, 2005

It gives me a great deal of pleasure to nominate Thomas Bell for the Earl Brown Award for this past year. Thomas gave up a lucrative career as an engineer for EDS to go into teaching at Texas Wesleyan. He built the Management Information Systems program from a handful of majors to one of the largest majors on the campus, until there was downturn in the market (off-shoring, etc.) Thomas has a reputation as an excellent classroom instructor who has also taught dozens of students through independent studies in order to help them finish. A course load of four preparations is not uncommon for him, while often teaching weekends and nights...whatever it takes for the students' best interests. As his office is right next to mine, I have readily observed the tremendous interests he takes in his students when it comes to advising and career help. This is shown by the large number of students who have been robed by him and those who have given gifts to the University in his name.

Thomas is far from a one-dimensional faculty member, having served well in many University service areas and also in giving much time to the public community. He teaches in an area which changes constantly (probably more than any other subject area here) and spends much time keeping current for his classes. Thomas is very organized in his class preparation and is a real asset to both the School of Business and the University. Not content to simply lecture, he uses teaching methods which keep students challenged, interested, and involved.

I am proud to have him as a colleague and friend. He happens to be a devoted husband, father, and church member, but that is another story. I believe he is overdue for University recognition for the fine job he does as a well-rounded University professor and member of the Texas Wesleyan Community.

Sincerely,

Tom Smith
Professor of Marketing and Mass Communication