

NAMES IN THE NEWS

CAROL LATTA, Executive Director, Decision Sciences Institute



Nemati

Hamid R. Nemati of the University of North Carolina at Greensboro and **Christopher D. Barko** of Laboratory Corporation of America announce the publication of *Organizational Data Mining: Leveraging Enterprise Data Resources for Optimal Performance* (Idea Group Publishing, 388 pages) in September 2003. Their book demonstrates to practitioners, educators, and members

of the research and development community how organizations can leverage ODM for enhanced competitiveness and optimal performance. Hamid is an associate professor of information systems in the Information Systems and Operations Management Department. Chris is president of Customer Analytics, Inc., a provider of profit-enhancing marketing solutions that leverage the latest in data mining and advanced analytics.

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Neale Thomas Traves, a long-time friend of DSI Executive Director Carol Latta, died on July 30, 2003. A proud alumnus of the University of Michigan and a loyal member

of Phi Gamma Delta Fraternity, Mr. Traves was also the first president of the Georgia Association of Private Employment Agencies, a noble of the Mystic Shrine (Yaarab Temple), a Jaycee, and a candidate for the Georgia Senate. Best described as a Renaissance Man and by Author Pat Conroy as "The Extra Ordinary Raconteur," Neale was also a friend of many DSI officers. After learning of his death, several DSI members wrote fondly of their memories of Neale:

James Evans: "Although I only met him once at a DSI Board meeting dinner, what I remember was his ever-present smile, humor, and comfort amidst us strangers. He certainly made me feel like

we were old friends and could spin a story with the best."

Barb Flynn: "I have many wonderful memories of Neale, from his serving as host during Carol's gatherings for the Executive Committee to some of the wonderful stories he told. He always seemed like a very kind man."

Bob Jacobs: "Neale—a friend even of those he did not know well. His friends and family will miss him, just as those of us DSI members who were privileged enough to have met him. We will all miss his spirit and joy."

Tom Jones: "Neale always had enlightening stories to share. The one I can visualize is the two of you riding the motorcycle. I'll think of him whenever shrimp is served."

Julie and Ken Kendall: "We were fortunate to share some time with Neale during our Board dinners. He was a master at making sure the entire table was full of fun and laughter. It was clear that he loved life and wanted to help everyone he encountered to enjoy it, too. Our sympathies go out to Carol and all of the family members."

Lee Krajewski: "He always had a bushel full of stories to relate about most any topic that might come up. Neale was never 'just one of the crowd.' He enjoyed people, and everyone enjoyed him."

Mike Maggard: "My memories of Neale primarily center around our gatherings at your place followed by dinner during the Atlanta DSI board meetings. He was always friendly and welcoming. Our conversations would carry over from your place to the restaurant. Those evenings were the highlights of the board meetings."

Bob Markland: "It is apparent that Carol and Neale shared many wonderful experiences that will not be forgotten. The joys they shared will perhaps be the best memorial to his good life."

John Neter: "Neale's good humor always radiated from his being. The legacy of his life will be remembered by Dottie and me, and by his many other friends."

Larry Ritzman: "Our paths crossed just a few times, and yet my life was better off because of it. I am sure that it is much the same for countless others. Carol benefited from a much longer walk with Neale,

and surely her life is much enriched because of her journey with him. Neale is sorely missed but his memory lives on; our lives are enriched and our future much improved by knowing him."

Lawrence "Scotty" Schkade: "I am truly saddened to learn of Neale's passing. Losing a partner is one of the most traumatic experiences in life. It leaves an emotional vacuum in one's psyche. It hurts and I hurt for you."

Mike Showalter: "He had a most wonderful way of making us feel welcome and relaxed in Atlanta—obviously what he thought to be his town. His conversations at our gathering always ended up with his delighting us and making us all laugh. My memories are of the joy he brought with his presence."

Terry Williams: "He was a striking figure—I saw him as a throwback to a more chivalrous time when gentlemen were knighted and called "Sir." I understand why he was so dear to Carol. He was truly a delightful and dashing individual. He will be missed by those who know him well along with those of us whose lives he only briefly touched. The world is richer by his being here and poorer for his passing."



Suresh Sethi (The University of Texas at Dallas) has been elected a Fellow of the American Association for the Advancement of Science. The honor of being elected a Fellow of

AAAS began in 1874, and each year the AAAS Council elects members whose efforts on behalf of the advancement of science or its applications are scientifically or socially distinguished. Suresh is being honored "for distinguished contributions to hierarchical decisions in manufacturing, investment/consumption problems with bankruptcy, forecast horizons in dynamic optimization, and optimal control applications to management problems." sethi@utdallas.edu

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