

Should Frey be Nervous?

A Guest Column by **Victoria Tyler**

With former USM provost, and former University of Houston-Victoria president, Tim Hudson's 2-Mar-2012 selection to lead Arkansas State University, one has to wonder if Len Frey is nervous. *Who is Len Frey?* He is the business college dean at ASU. *Why should he be nervous?* Because it is highly likely that both Farhang Niroomand, the current business dean at UH-V, and Harold Doty, the current business dean at the University of Texas-Tyler, have each sent congratulatory e-mails to Hudson, in which each expressed a desire to join him in taking ASU to the *next level*, at least in business.



There is no reason to believe that Hudson has any close connection to Frey, or any desire to rid ASU's b-school of his leadership. Hudson has, however, known Niroomand for decades now, dating back to their days at USM, many of which Hudson served as USM provost, and Niroomand served as associate b-school dean (for both William Gunther and Doty). Of course, it was Hudson who brought Niroomand out west from Hattiesburg to Victoria back in 2009. There is a deep connection there, and a move from UH-V to ASU would be huge for Niroomand.

It was Hudson who brought Doty to USM as b-school dean back in 2003, when he (Hudson) held the number two spot in the now *infamous* Shelby Thames administration. These two have known each other for at least 10 years now, and a move from the UT-T, where Doty has been since 2009, would be a good one for Doty as well. Even though Niroomand would likely have the upper hand in this potential contest, Doty would at least want to be in the game when it comes to getting to Jonesboro (AR).

All of this, even though it is only speculation for now, should have Frey, pictured above, somewhat nervous. It will not likely matter how Frey is performing his duties at the moment. So-called "concerns" about "the direction of the ASU business college" are simple enough for Hudson to concoct. Making the case that either Niroomand's or Doty's "vast experience" is the only thing standing between ASU's b-school and that elusive "next level" could also easily follow for Hudson. My prediction would be Niroomand. Others might go with Doty. Either way, Frey would be out. About the only difference for the ASU community between these two is that a Doty hire would also likely mean that ASU's business college would suddenly, and for lack of proper vision and direction (or something else of that sort), be in dire need of a replacement at the top of its management and marketing department, where Gail Hudson now sits. Again, none other than Stephen Bushardt, the long-time CoB faculty who now serves as Doty's management department lieutenant at UT-T, could do that job properly.

With Hudson making his way from Lubbock to Jonesboro on 1-May-2012, perhaps we should all buckle our seat belts. This promises to be a wild ride.