By late July 2010, just four months after breaking ground, the Lemoine Company already had the steel skeletal structure of the Business Education Complex’s Undergraduate Pavilion and Auditorium up. Fast-forward one year, and the contrast was stark again. The exteriors of the four buildings that comprise the Business Education Complex (BEC) are all but complete.

For the past two years, the month of November has proven to be pivotal in the BEC’s construction. On November 4, 2009, Governor Bobby Jindal announced the state’s $30 million commitment to the project, which immediately authorized the opening of the construction bid process. Twelve months and one day later on November 5, 2010, a topping off ceremony was held to commemorate the placement of the final steel beam of the BEC.

Since the very beginning of the BEC’s construction, updates have been available to the public through two outlets—Mike the Builder’s Blog (followmike.lsu.edu) and the BEC Construction Cam, located on the E. J. Ourso College’s homepage.

www.bus.lsu.edu/building
LSU’s sesquicentennial has come and gone, and the E. J. Ourso College of Business this year is celebrating 83 years of developing Louisiana’s workforce and industry leaders. Over the last 18 months, we have witnessed extreme success in the wake of budget cuts and a recession unlike any most of us have seen in our lifetime.

In the spring of 2010, we broke ground for the college’s new home—the Business Education Complex (BEC). If you have taken a look at the construction cam on our homepage or have seen Mike the Builder’s Blog (followmike.lsu.edu), you know how quickly the work has progressed on this 156,000 square foot project. I have been amazed at the job the Lemoine Company has been doing, and their efforts have not gone unnoticed around campus either. On numerous occasions, various LSU administrators have commented on the Lemoine Company’s efficiency and work ethic. We are fortunate to have them here.

Although we will soon have one of the most technologically advanced facilities in the nation, it is important to remember that all of the amenities we will be able to provide mean nothing without our faculty, staff, and students. Our programs help define who we are as a college, and our successes cannot be undervalued or taken for granted. Those successes come from multiple levels—faculty research, student achievement, staff contributions, and alumni and friend accomplishments. Collectively, our triumphs bind us and illustrate to everyone else the importance of our work.

Stating that our college and our university are at a crossroads is not hyperbole. The shortfalls we face in terms of financial resources and human resources are very much real and very much intertwined. More than at any time in our eight decade history, the E. J. Ourso College needs your support and your generosity. At the beginning of this year, The University of Texas System’s endowment was approximately $14 billion. The University of Florida had an endowment of a little more than $1 billion. LSU’s endowment is right at $300 million. We were late to the game in this respect. We have a long way to go...But we can get there.

Now nearing the end of 2011, we are already looking at 2012, and well beyond. I invite you to visit us at www.bus.lsu.edu and review our Five-Year Strategic Plan for National Prominence, which will take us through 2015. Our vision is a commitment to achieving national recognition in learning, research, and promoting economic development outreach, while enhancing opportunities for the citizens of Louisiana to lead worthwhile and productive lives. More than our vision, this is our passion.

Thank you to those of you who made the sacrifices, financially and otherwise, to invest in us over the last year. We appreciate your monetary contributions to be sure, but we also are very grateful for the time you have spent with us and the sharing of your talents with our faculty, staff, and students.

Sincerely,

ELI JONES
Dean and E. J. Ourso Distinguished Professor of Business
The cover of this year’s annual report features the new home of the E. J. Ourso College of Business—the Business Education Complex. A ribbon-cutting ceremony will be held for the facility Friday, March 2, 2012.

Annual Report • FY 2010-2011

The E. J. Ourso College of Business at Louisiana State University publishes the Annual Report once a year for alumni, faculty, staff, recruiters, donors, and friends of the college. Comment should be addressed to:

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LSU IS AN EQUAL OPPORTUNITY/ACESS UNIVERSITY
THE E. J. OURSO COLLEGE OF BUSINESS

FACTS AND FIGURES


40 Years of service at LSU given so far by LSU Public Administration Director James Richardson. Department of Accounting Instructor Dave Anderson has logged 30 years, and Department of ISDS Instructor Joni Catanzaro has 25 under her belt.

6 Number of University Medalists who graduated with a 4.0 gpa from the E. J. Ourso College in June 2011: Jake Boos, Laura Carleton, Melissa Marie Landry, Bradley Joseph Rinaudo, Lindsay Walton, and Roxenne Yi. Natalie Sutton, another college graduate, earned the University Medal at the end of fall 2010.

RANKINGS

- For 2011, Bloomberg Businessweek ranked the college’s undergraduate programs one spot ahead of where they were the previous year among public institutions (55th) and one spot higher overall (103rd).
- U.S. News & World Report ranked the undergraduate programs at 67th overall and 41st among public institutions in its 2011 rankings, which were released in August 2010. Additionally, U.S. News once again placed the LSU Flores MBA Program in its Top 50 of “America’s Best Graduate Schools” in April 2011. The program was ranked 37th among public institutions and 71st overall. Finally, Forbes.com ranked the LSU Flores MBA Program 31st among public institutions in the nation for return on investment in 2011.

2010-2011 TEACHING AWARDS

- Tenured Teaching Award: Timothy Chandler, Rucks Department of Management
- Untenured Faculty Award: Thomas Greckhamer, Rucks Department of Management
- Full-Time Instructor Teaching Award: Kerry Sauley, Rucks Department of Management
- Graduate Teaching Assistant Award: PhD Student Jeffrey Muldoon, Rucks Department of Management
- Graduate Teaching Assistant Award: PhD Student Dora Schmit, Department of Marketing
- Research Excellence Award: Shan He, Department of Finance; Naci Mocan, Department of Economics; Ron Niedrich, Department of Marketing
- LSU TAF Undergraduate Teaching Award: Ye-Sho Chen, Department of ISDS; Kaj Gittings, Department of Economics; Dan Rice, Department of Marketing; Richard Stahl, Department of Economics
- Campus Federal Credit Union Teaching Enhancement Fund Award: Joni Catanzaro, Department of ISDS

2010-2011 Staff Excellence Awards

- Debra Arledge, Department of Accounting Administrative Program Specialist; Wendy Osborn Luedtke, Alumni & External Relations Director; Julianna Richard, Department of ISDS Office Coordinator

IN MEMORIUM

Economics Professor Emeritus
David B. Johnson—August 17, 2010
College Advisor (Ret.)
Barbara J. Disdare—September 5, 2010
Former Dean and ISDS Professor Emeritus
Thomas D. Clark Jr.—October 9, 2010
Finance Professor Emeritus
Robert S. Felton—October 11, 2010
Coordinator for Freshman Year Experience
Victoria S. Archangel—November 15, 2010

SHELF LIFE

Richard White, Associate Dean for Academic Affairs, has written Will Rogers: A Political Life, which argues that Rogers was a significant influence upon national leaders and their decisions. The book was published by Texas Tech University Press in February 2011.

D. Larry Crumbley, KPMG Peat Marwick Endowed Professor, has written the third edition of Costly Reflections in a Midas Mirror, an educational novel to be used as a supplemental text. The book was coauthored by several collaborators, including Julie Chenier, an instructor and internship advisor for the Department of Accounting. It was published by Carolina Academic Press in March 2011.

AT THE PODIUM

Robert M. Stuart Jr., president of Capital One Bank-Louisiana and the bank’s Texas/Louisiana Commercial Regional Executive, served as the keynote speaker for the 2011 Spring Diploma Ceremony.

“While there are challenges to face, this is an age where innovation and technology are changing the world and creating business opportunities every day,” Stuart intoned. “It’s what you make of those opportunities that matter the most.”

DAC ADDITIONS

During the previous academic year, the Dean’s Advisory Council welcomed three new members:

- Edmund J. Giering IV, General Counsel, Baton Rouge Area Foundation (Endowment Committee)
- Scott Newitt, Co-Owner, FireFly Distillery (Marketing and Public Relations Committee)
- Maurice J. "Skip" Robichaux, Partner, KPMG (Recruitment & Placement Committee)
[college expenditures fy 2010-2011]

- **Unrestricted Fund Expenditures** > $19,713,984.00
- **LSU Flores MBA Program** > $2,472,294.00
- **Grants** > $4,517,613.00
- **Chairs/Professorships** > $3,149,738.00
- **Discretionary** > $249,853.00

**Total** > $30,103,482.00
Throughout 2010 and into 2011, alumni and friends of the E. J. Ourso College distinguished themselves repeatedly in civic and philanthropic endeavors and were recognized or elevated to greater administrative positions. Our heartfelt congratulations are extended to these individuals and to all alumni and friends of the college for their accomplishments.

JULY 2010

Debra Lockwood ‘77, a graduate of the LSU Flores MBA Program who also earned her bachelor’s in accounting from LSU, was named chairman of the national board of directors of the American Heart Association for its 2010-2011 fiscal year.

Laura Alford ’91, a graduate of the LSU Flores MBA Program, was appointed as Argent Financial Group Inc.’s Business Development Officer.

Ulyesse LeGrange ’51, who earned his bachelor’s in accounting from LSU and is the retired senior vice president and CFO of ExxonMobil Corp’s U.S. Oil and Gas Operations, was inducted into the Financial Executives International Hall of Fame.

Mark Cooper ’86, an alumnus of the LSU Public Administration Institute who earned his bachelor’s in finance from LSU and is the former executive director of the Louisiana Governor’s Office of Homeland Security and Emergency Preparedness, was appointed to the National Advisory Council’s Homeland Security Advisory Council.

AUGUST 2010

John Barnidge ’73, who earned his bachelor’s from the E. J. Ourso College and is the CEO of Controlled Recovery Inc., spearheaded the merger of three leading environmental service companies—U.S. Liquids of Louisiana, Controlled Recovery Inc., and Calpet/R&G. Collectively, these three entities were acquired by R360 Environmental Solutions. Barnidge is also a member of the Dean’s Advisory Council.

NOVEMBER 2010

David Bondy Jr. ’73, who earned his bachelor’s from the E. J. Ourso College and is the founder and CEO of LUBA Casualty Insurance Company, accepted the Better Business Bureau of South Central Louisiana’s Torch Award on LUBA’s behalf. Bondy is also a member of the Dean’s Advisory Council.

Paul McClung ’95, an alumnus of the LSU Center for Internal Auditing and the senior director of Internal Audit of Mueller Water Products, was named to the Atlanta Business Chronicle’s “Up and Comers 40 Under 40” list.

Alumni Dawn Bonnecaze ’93, Lori Denstel ’00, Mark Goodson ’95, Karleen Green ’94, Cassie Greer ’04, Ben Lemann ’97, and Corey Tisdale ’04 were all named to The Greater Baton Rouge Business Report’s Forty Under 40.

PMBA graduate Whitney Breaux, age 22, was also named to the list.

FEBRUARY 2011

John Tarleton ’84, who earned his bachelor’s in finance from LSU and is the director and chief compliance officer of LavaFlow Inc., became the first donor to make an ongoing commitment to help sustain the college’s Securities Markets Analysis Research & Trading, or SMART, Lab.

MARCH 2011

Robert Smith ’80, a graduate of the LSU Flores MBA Program, was appointed president and CEO of Iberville Bank.

Paul Gray ’09, a graduate of the LSU Flores MBA Program’s EMBA track who also earned his bachelor’s in accounting from LSU, was named director of Operational Audit for BlueCross and BlueShield of Louisiana.

David Bondy Jr. Garret “Hank” Danos, Teri Fontenot, Shaquille O’Neal, and David Steiner were inducted into the E. J. Ourso College of Business Hall of Distinction on March 18, 2011. Honored during the Donor Recognition Ceremony for their contributions were Liane & Marty Phillips, the Baton Rouge Area Foundation, and Sidney Carruth. (Read about the inductees on p. 12)

APRIL 2011

Harry Spencer ’81, who earned his bachelor’s in accounting from LSU, was named vice president of JetBlue Airways’ Compensation and Benefits.

Sherry Phillips-Hymel ’91, chief budget analyst and director of Fiscal Services for the Louisiana State Senate, was named Master of Public Administration Alumna of the Year by the LSU Public Administration Institute.

MAY 2011

Beatrice Farkas ’04, who earned both her master’s and PhD from LSU in economics, co-authored a paper that received the best paper award during the Eurasia Business and Economics Society Annual Conference.

JUNE 2011

Colin Cannonier ’11, who earned his PhD in economics from LSU, had his paper, “State Abstinence Education Programs and Teen Birth Rates in the U.S.,” accepted for publication by the Review of Economics of the Household.

Moh’d Al-Azzam ’06, who earned his PhD in economics from LSU, co-authored a paper, “Repayment Performance in Group Lending: Evidence from Jordan,” that was accepted for publication by the Journal of Development Economics.
Despite the common thread perpetually connecting the departments, centers, and institutes of the LSU E. J. Ourso College, seldom does one singular event ignite the type of synergy that the Deepwater Horizon disaster created.

Fifty miles southeast of the Mississippi River Delta and Louisiana’s coastline on April 20, 2010, the weather was calm. Minutes before 10:00 p.m., the relative silence of the Gulf of Mexico and the typical working white noise of the Deepwater Horizon rig were interrupted by the flickering of the rig’s lights and two powerful vibrations. There was more to come.

Without warning, a bubble of methane escaped from the well, shot up the drill column, and expanded quickly as it burst through several seals and barriers before exploding, setting the platform ablaze. Of the 126 crew aboard, 11 went missing. Officials ultimately surmised the missing 11 may have been near the initial blast and unable to escape the explosion.
In the ensuing days, weeks, and months of the disaster, which included the investigation into the explosion, the effort to stave off the destruction of marshland and marine life from the resulting invasion of oil, and the operation to cap the well, E. J. Ourso College faculty, center and institute directors, and incubator tenants became part of the ongoing drama unfolding 5,000 feet below the gulf’s surface, on the Gulf Coast, and in Washington, D.C.

 Shortly after the aftermath began, Joseph Mason, a professor of finance and the Hermann Moyse Jr./Louisiana Bankers Association Endowed Chair of Banking, conducted a study that criticized the Obama administration’s moratorium on deepwater drilling. This moratorium, enacted May 20, 2010, had as its goal the desire to shield the Gulf of Mexico any longer, but the ramifications of those five months are still being felt. Through it all, the departments, centers, and institutes of the E. J. Ourso College are continuing to bring attention to the aftereffects on a variety of fronts— economical, financial, and environmental among them.

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“Halting all offshore deepwater drilling in response to a likely low-probability event serves neither to address the root causes of the accident, nor to aid in the economic rehabilitation of the Gulf region,” Mason wrote. “Indeed, a moratorium on offshore drilling would result in billions in additional lost economic activity in the Gulf.”

Mason’s study estimated that the U.S. would see about 12,000 jobs lost in the first six months alone, a number that could climb to more than 36,000 by the following year. He estimated that the federal economy would lose approximately $2.8 billion in economic activity and that the federal treasuries would lose about $220 million in tax revenue.

Numerous publications, editorials, and commentaries cited Mason’s critique, including the Wall Street Journal, Financial Times, FOX News, WWL, the Washington Post, and NPR. His study was unveiled at the 2010 American Energy Alliance Conference, and Mason also testified before Congress in a Texas lawsuit against the Obama administration’s drilling moratorium.

James Richardson, director of LSU’s Public Administration Institute, was another member of the E. J. Ourso College faculty who attracted media attention during the crisis. Richardson, the college’s Harris J. and Marie P. Chustz Distinguished Professor, criticized the Obama administration’s moratorium as well and was quoted in the Los Angeles Times, New Orleans City Business, The Greater Baton Rouge Business Report, and appeared on WAFB in Baton Rouge.

The LSU Louisiana Business & Technology Center had multiple contributors to the Deepwater Horizon landscape, including administrators such as Bryan Greenwood and tenants of the LBTC’s Small Business Incubator.

Greenwood, who is the director of the Louisiana Small Business Development Center Technology Center, was quoted by The Advocate regarding the economic effects of the disaster. Additionally, he participated in gathering research about access to capital for the Federal Reserve branch in New Orleans.

In July 2010, LBTC tenant Wetland Skimmers developed a machine to assist in marsh clean up. Three LSU engineering graduates—Don Teko, Erik Durr, and Mark Gabriel—invented the Marsh Mop, a lightweight device created to clean oil off marsh grass without damaging vegetation.

“The Marsh Mop provides a solution to the observed difficulties in wetland cleanup that cannot be addressed by booms and other methods currently being used in the affected areas,” Durr said at the time. “Our objectives were to design and build a machine that would not need to be airlifted into the area and that would have enough power to skim and pump oil out of the marshes with great efficiency.”

Nearly one year after the Marsh Mop made its debut the LBTC, in April 2011, received federal funding for oil spill recovery efforts. The U.S. Department of Commerce administered $200,000 in Economic Development Administration grants to the center, which are being used to help educate the public.

“After Katrina, Rita, Gustav and Ike, we experienced firsthand that impacted businesses need training not just to recover but to start thinking about the future,” said LBTC Executive Director Charles D’Agostino. “These funds will allow our Mobile Classroom to deploy to these impacted communities and assist businesses hit hard by the oil spill.”

Another grant was secured by R. Kelley Pace, a professor in the Department of Finance and the Louisiana Real Estate Commission Chair of Real Estate. Pace submitted the proposal “Decision Making in Post-Catastrophe Uncertainty: An Examination of Impacts of the Gulf of Mexico Oil Spill on Local Business in Coastal Louisiana” and received a $150,000 grant from British Petroleum (BP). Using the funds Pace, a doctoral student from the Department of Finance, a graduate student in environmental sciences, and undergraduate students from the Public Policy Research Lab analyzed the effects of the oil spill and moratorium on Louisiana coastal firms.

The oil isn’t flowing uncontrolled in the Gulf of Mexico any longer, but the ramifications of those five months are still being felt. Through it all, the departments, centers, and institutes of the E. J. Ourso College are continuing to bring attention to the aftereffects on a variety of fronts— economical, financial, and environmental among them.
When students come to me seeking advice, I am equipped to guide them through their career decisions. You must know the process before you can understand the language.

– Alisha Malloy

As a retired Marine Corps general and an LSU alumnus, I am proud that the LSU EBV program is a reality. Now, it is critical that LSU supporters make financial gifts to ensure the long-term success of the program. The impact of the EBV at LSU will be felt not just by Louisiana veterans and their families, but also by every Louisiana resident who benefits from their entrepreneurship.

– USMC Major General (Ret.) Bill Bowdon, Former LSU Foundation President & CEO

In November 2010, the E. J. Ourso College of Business was invited to join Syracuse University’s Entrepreneurship Bootcamp for Veterans with Disabilities (EBV), a program that has expanded over the past four years to include world-class business schools. EBV offers experimental training in entrepreneurship and small business management to soldiers, sailors, airmen and marines disabled as a result of their service while supporting operations Enduring Freedom and Iraqi Freedom.

In February 2011, the LSU Diversity & Inclusion Initiative held the inaugural installment of the DII Distinguished Speaker Series. The event featured Alisha Malloy, an assistant professor of computer information systems at North Carolina Central University, who lectured during the Information Systems & Decision Sciences’ Network Information Systems class. Malloy holds a PhD in computer information systems from Georgia State University, a master’s in engineering management from Old Dominion University, and a bachelor’s in engineering from the United States Naval Academy. Malloy’s expertise is finding students jobs for which they are best equipped.

www.bus.lsu.edu/diversity
The greatest measure of success for the E. J. Ourso College’s doctoral programs is whether those who earn their PhDs get hired as faculty by other institutions. A decade after earning his PhD from Brown University, Areendam Chanda, PhD advisor for the LSU Department of Economics, acknowledges that times are challenging for PhDs entering the labor market. One way of coping with this issue has been to urge PhDs to look outside of the U.S. market.

“In keeping with this strategy, we have recently placed one student, Beatrice Farkas, as a post-doctoral research fellow in Germany’s leading economics research institute—DIW-Berlin,” Chanda said. “We have helped other candidates secure tenure track positions in wealthier Middle Eastern countries, such as Dubai, where salaries and research facilities can often compete effectively with American universities.”

According to Chanda, one of the most important steps in supporting students the department has taken is to get its students started on their doctoral research earlier during their coursework “so that they complete their dissertation in five years and can be ahead of the national average of two to three completed papers.”

The tactic appears to be working. Duha Altindag, who defended in May 2011, had seven papers completed prior to being hooded.

Altindag and Colin Cannonier, both LSU Department of Economics PhD graduates, began their tenure-track assistant professor positions this fall. Altindag joined the Auburn University faculty, and Cannonier joined the Belmont University faculty in Nashville, Tenn.

During his career at LSU, Altindag was selected by his cohort to receive additional funding for his academic achievements. He has been published in the *Journal of Labor Research* and coauthored the article “The Impact of Education on Health Knowledge” with Cannonier and Ourso Distinguished Chair of Economics Professor Naci Mocan. The article is scheduled to be included in *The Economics of Education Review*.

Cannonier received a master’s in economics from LSU in 2008 and, in addition to his work with Altindag, co-authored “Foreign Direct Investment and Trade in the Eastern Caribbean Currency Union,” which was published in the *Journal of Eastern Caribbean Studies* in 2007.

Such successes are not confined to the Department of Economics. In October 2010, Rucks Department of Management PhD student Eric Liugori received the Best Doctoral Student Paper Award from the Southern Management Association for his work, “Nell Nelson and the Chicago Times ‘City Slave Girls’ Series: Beginning a National Crusade for Labor Reform in the Late 1800s.” Liugori, now a doctoral candidate, is an assistant professor of Entrepreneurship at California State University, Fresno.

Last February, four doctoral students from the Department of Marketing—Stephanie Mangus, Jacob Hiler, Linda Liu, and MD Al-Emran—attend the Southeast Marketing Symposium. There they served as research presenters and participated in research sessions.

“Those sessions were designed to offer students a venue to receive feedback about their research, as well as spur future research endeavors,” Mangus said.

“Preparing students early on to complete research has lasting effects,” said E. J. Ourso College Dean Eli Jones.

Bahar Ulupinar, a Department of Finance graduate and assistant professor at West Chester University in Pennsylvania, coauthored “Do SEO underwriters charge more on firms with weak shareholder rights?” with Lloyd F. Collette Endowed Chair of Insurance and Financial Services Professor Ji-Chai Lin of the finance department. That paper received the best paper award at the National Taiwan University’s Center for the Study of Banking and Finance 2011 NTU International Conference on Economics, Finance and Accounting last May.

“To continue attracting top-notch PhD students to the college, we must be able to support them financially,” Jones said. “Whether they are here for accounting, information systems & decision sciences, or any of our other programs, PhD students have to know they are going to have the ability to focus on their work and research to ensure they will be successful. We need to provide them that peace of mind while they are here, and we certainly can use our alumni and friends’ support to do so.”

Pictured above from top to bottom: Beatrice Farkas; Duha Altindag; Colin Cannonier.
In the past year, students from the E. J. Ourso College of Business journeyed to Brazil and China to learn best business practices in those two BRIC (Brazil, Russia, India & China) nations. Additionally, in March 2011, faculty and graduate students from the University of São Paulo (USP) visited Baton Rouge and were introduced to the Ourso Experience. The college signed a letter of intent with USP in June 2009 to establish an academic partnership with that institution’s School of Economics, Business and Accounting.

According to Ye-Sho Chen, director of the E. J. Ourso College’s Emerging Markets Initiative and a professor in the college’s Department of Information Systems & Decision Sciences, the goal of preparing future business leaders for cultural and academic exchanges, relations, and economic growth with budding nations is being realized. Chen points to the First Annual International Business Forum, hosted by the college in February 2011, as an example of the innovations being made.

“While it is important that we bring in business leaders to discuss how to develop sustainable practices in international markets, it is just as important that we provide our students with opportunities to go and see these international markets up close and in person,” Chen said. “Trying to learn everything about the world from where you live is sort of like learning to play a game without ever getting on the field or the court. It’s impossible.”

Brazil PraCaramba!

LSU Flores MBAs traveled more than 4,700 miles and approximately 12 hours in the air last April to reach São Paulo, Brazil, a metropolis of 18.8 million people that ranks as the world’s seventh largest city. During her week in South America, first-year LSU Flores MBA Erika McManus kept a daily blog. Below is a small sample of what she wrote from a post titled “In and Out of the Classroom.”

Today, we returned to the Universidade de São Paulo to visit the Faculdade de Economia (FEA). The FEA is the university’s equivalent to our own E. J. Ourso College of Business. We were fortunate enough to hear three different seminars from professors and directors while we were there. First, we listened to a broad overview of Brazil then discussed the changes in the global economy due to the country’s influence. Finally we heard a broad overview of the fast paced changes in Brazil’s GDP, due to its economic and political influences.

To read the rest of Erika’s blog entries, visit mbablog.lsu.edu

World’s Largest Cities

1. Tokyo, Japan – 32,450,000
2. Seoul, South Korea – 20,550,000
3. Mexico City, Mexico – 20,450,000
4. New York City, USA – 19,750,000
5. Mumbai, India – 19,200,000
6. Jakarta, Indonesia – 18,900,000
7. São Paulo, Brazil – 18,850,000
8. Delhi, India – 18,680,000
9. Osaka/Kobe, Japan – 17,350,000
10. Shanghai, China – 16,650,000

Source: Worldatlas.com (Numbers shown include population within the recognized metro area of the city, and they include people living in the immediate surrounding area outside of the established border of the city as of 2010.)
Whether it is local, global, governmental or profit-based, every sector of the economy deals with purchasing, inventory, warehousing, and transportation. Educators must continue to equip students with the knowledge and skills to coordinate and integrate the flows of materials, information, and finances.

Clay Whybark, the speaker at the 2011 Dean’s Seminar Series on Global Research, Education and Practice, delivered a talk, titled “Global Supply Chains,” and made a presentation to a Department of Information Systems & Decision Sciences supply chain/logistics management course.

Whybark is the director of the Global Manufacturing Research Group, senior academic advisor to the Institute for Defense and Business, and Macon Patton Distinguished Professor of Business Administration (Emeritus) at the University of North Carolina’s Kenan-Flagler Business School. He is the author of more than 300 papers and business cases in the areas of operations and logistics management, and he serves on the editorial boards of the *Journal of Humanitarian Logistics* and *Supply Chain Management*.

“It has been a rare pleasure to work with Clay on humanitarian supply chain research for several years now,” said Dean Eli Jones. “His approach to research and education seems to be the same as his approach to life. He greets every idea and every person with uninhibited fascination, genuine intention, and incurable optimism.”

**Supply chain management interesting fact:**

The World Bank Group uses a survey on trade logistics to rate 155 countries on their supply chain management and capacity to efficiently move goods and connect manufacturers and consumers with international markets. According to the 2010 World Bank Group report, the U.S. ranks at No. 15. The top three are Germany, Singapore, and Sweden. The measurement used is called the Logistics Performances Index (LPI), which looks at supply chain performance including procedures, logistics costs, timeliness in reaching destination, and the ability of tracking shipments. Countries that are at the top in LPI ranking are the major players in the logistics industry.
On March 18, 2011, five distinguished individuals were inducted into the E. J. Ourso College Hall of Distinction, formally recognizing their vast contributions to bringing positive recognition to the college and LSU. Established in 1996, the Hall of Distinction recognizes alumni and friends of the college who have distinguished themselves through their personal and civic achievements.

David J. Bondy Jr.

David Bondy is a founder and the chief executive officer of LUBA Casualty Insurance Company, a regional firm domiciled in Baton Rouge that provides coverage to some 5,000 businesses and roughly 130,000 employees. A founding member of the Louisiana Association of Self Insured Employers (LASIE), Bondy has served and continues to serve in numerous organizations, including the Chamber of Greater Baton Rouge. He is a member of the E. J. Ourso College Dean’s Advisory Council and appeared as a panelist during the LSU Flores MBA Alumni Association event Louisiana Looking Up 2009.

Garret “Hank” Danos

Garret “Hank” Danos is the president and chief executive officer of Danos & Curole Marine Contractors LLC, a progressive oilfield service company founded in 1947. Over the course of his career, Danos has dedicated his time to several professional organizations, including the LSU Board of Supervisors. He has also served in a variety of capacities in civic organizations, including the I-49 Governor’s Task Force, LA 1 Coalition, and the Lafourche Chamber of Commerce. Danos appeared in the LSU Flores MBA Program Distinguished Speaker Series in the fall of 2008.

“Upon reflection it is crystal clear that my years at LSU taught me things too numerous to mention. Perhaps the greatest truth I learned, however, is the knowledge that perseverance always gives way to success. Forever LSU!”

~ David J. Bondy Jr.

“LSU has many fans, supporters, and people of influence around the country and throughout the world. I am happy to be counted as a fan and an alumnus of LSU. To be included as a member of the E. J. Ourso College of Business Hall of Distinction is an honor that I will treasure.”

~ Garret “Hank” Danos

DONOR RECOGNITION CEREMONY

The Fifth Annual Donor Recognition Ceremony was held in conjunction with the 2011 Hall of Distinction Banquet. Recognized at this event were those individuals and organizations that have committed $250,000 or more cumulatively for the E. J. Ourso College to the LSU Foundation since the launch of the Forever LSU Campaign, which began July 1, 2001. For reaching a higher giving level during calendar year 2010, the listed donors were honored.
Teri G. Fontenot

Teri Fontenot is the president and chief executive officer of Woman’s Hospital, a Level III regional referral hospital for obstetrics, newborn, and women’s cancer care. A fellow of the American College of Healthcare Executives, Fontenot was named to The Greater Baton Rouge Business Report’s inaugural most influential women’s list in 1997, and, in 2005, was named to Modern Healthcare magazine’s inaugural list of the Top 25 Women in Healthcare. She is a former member of the E. J. Ourso College Dean’s Advisory Council and appeared in the spring 2010 edition of the LSU Flores MBA Program Distinguished Speaker Series.

Shaquille O’Neal

Aside from his longevity in the National Basketball Association, O’Neal is an entrepreneur and an entertainer. In addition to creating an affordable shoe line for children, he also has lent his name to a string of fitness clubs. Since 1993, O’Neal has released five studio albums and one compilation album as a rapper. He has appeared in a number of movies, on several television shows, and has hosted both Shaq’s Big Challenge and Shaq Vs. O’Neal was named one of the 50 Greatest Players in NBA history in 1996, and, in 2001, was named the LSU Alumni Association’s Alumnus of the Year.

David P. Steiner

David Steiner is the chief executive officer of Waste Management Inc., a Fortune 200 company with revenues of approximately $13 billion and 50,000 employees. Steiner, a member of the American Bar Association, is also a member of the board of directors of FedEx Corporation, Tyco Electronics Ltd., and Securing America’s Future Energy (SAFE), among others. He is a member of the E. J. Ourso College Dean’s Advisory Council, appeared in the spring 2006 edition of the LSU Flores MBA Program Distinguished Speaker Series, appeared in the LSU Flores MBA Alumni Association-Houston Chapter Executive Speaker Series, and appeared as the keynote speaker for the LSU Flores MBA Alumni Association event Louisiana Looking Up 2011.

““To Dr. (Eli) Jones, one of my favorite people, I would like to thank you personally for this honor. So, have a great evening, and Geaux Tigers! LSU number one, baby.”

— Shaquille O’Neal

“We came to LSU as high school children and left as adults. We saw the world changing around us, and we played a part in that change.”

— David P. Steiner

Guarantor:

$500,000-$999,999

Liane and Marty Phillips

Provider:

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Baton Rouge Area Foundation

Sidney N. Carruth

Liane and Marty Phillips

Sidney Carruth and Dean Eli Jones
Every year as the dreaded date of April 15 looms, many Americans scramble to ensure they have nothing to fear from the Internal Revenue Service as they finalize their taxes. Those who earn less than $49,000 annually can turn to the Volunteer Income Tax Assistance (VITA) program to get them through the entire process, and the LSU Department of Accounting this year made sure students and members of the local Baton Rouge community had an opportunity to take advantage of this valuable initiative.

From February 1, 2011 through April 15, 2011, Instructor Letti Lowe-Ardoin’s income tax class, which is a service-learning class, volunteered at the local VITA site. The location was set-up in the LSU Facility Services Cafeteria. The Internal Revenue Service stipulates that certified volunteers sponsored by various organizations receive training to help prepare basic tax returns in communities across the country.

“Tax preparation services were offered for free, and returns were filed electronically,” Lowe-Ardoin said.

According to Lowe-Ardoin the VITA site was open for business for eight hours on Tuesdays, Wednesdays, and Thursdays for two and a half months and on the first Saturdays of February, March, and April for three hours.
Throughout the last year, the Department of Economics has welcomed to LSU an incredible array of speakers and visitors that have included Bloomberg Television Economist Richard Yamarone, Middlebury College Professor David Colander, and past President’s Council of Economic Advisers Chair Edward Lazear. Without a doubt, however, a special conference to honor a legend in the field of economics proved to be the department’s greatest highlight.

In February 2011, the department hosted “Bargaining, Evolution and Networks: A Conference in Honor of Hans Haller.” Haller, a professor of economics and the department chair at Virginia Tech University, was the PhD supervisor of the LSU E. J. Ourso College’s own Sudipta Sarangi, an associate professor in the Department of Economics and the Gulf Coast Coca-Cola Bottling Co., Inc. Distinguished Professor of Business Administration.

“Dr. Haller’s research contributions in microeconomic theory are voluminous,” Sarangi said. “Since 1982, he has presented his research at about 80 conferences around the world and has given 85 invited seminars and lectures.”

According to Sarangi, the conference coincided with Haller’s sixtieth birthday and featured nine keynote speakers from the United States and abroad.

### 2010-2011 Economics Highlights

**August 2010**
- Professor Emeritus David Johnson passed away.

**September 2010**
- Professor James Richardson, who is also the director of the LSU Public Administration Institute, was selected by the Association for Budgeting and Financial Management as the recipient of the 2010 S. Kenneth Howard Award.
- John C. Hamilton Family Professor for Developing Scholars Areendam Chanda presented his working paper, “How can we understand Bihar’s growth phenomenon in the context of current research growth theory?” at the International Growth Center of the London School of Economics.

**February 2011**
- Economics student Laust Helmig, a member of LSU’s swimming & diving team, received the 2011 Wally Pontiff Jr. Academic Excellence Award. He is a native of Aalsgaarde, Denmark.

**April 2011**
- Assistant Professor Kaj Gittings, Professor James Richardson, and Instructor Richard Stahl were awarded undergraduate teaching awards by the LSU Tiger Athletic Foundation at its Distinguished Faculty Awards Ceremony.

**May 2011**
- Professor James Richardson was recognized for 40 years of service to LSU.
- PhD graduates Duha Al-Ghouti and Colin Cannonier accepted tenure-track assistant professor positions at Auburn University and Belmont University, respectively.
- PhD student Daniel Groft accepted an assistant professor position with McNeese State University after serving briefly on the faculty of St. Norbert College.
- Ourso Distinguished Chair of Economics Naci Mocan was presented the E. J. Ourso College of Business Research Excellence Award.

**June 2011**
- Professor Areendam Chanda and PhD graduate Beatrice Farkas won the best paper award at the Eurasia Business and Economics Society Annual Conference for “Technology-Skill Complementarity and International TFP Differences.”
- PhD student Charles Justin Cook presented his paper, “The role of lactose tolerance in pre-colonial development,” at the Second Annual Conference on Integrating Genetics with Social Sciences.
- PhD graduate Colin Cannonier’s paper, “State Abstinence Education Programs and Teen Birth Rates in the U.S.,” was accepted for publication by the Review of Economics of the Household.
- PhD graduate Moh’d Al-Azzam, Gulf Coast Coca-Cola Bottling Co. Inc. Distinguished Professor of Business Administration #1 Sudipta Sarangi, and Ourso Family Professor in Econometrics R. Carter Hill had their paper, “Repayment Performance in Group Lending: Evidence from Jordan,” accepted for publication by the Journal of Development Economics.
- PhD student Christian Raschke had his paper, “Food Stamps and the Time Cost of Food Preparation,” accepted for publication by the Review of Economics of the Household.
- PhD students Quqiong He, Emre Unlu, and Matt Wiser delivered presentations at the 12th Annual Public Economic Theory 2011 Conference.
This past March saw the creation of a new institution that Department of Finance Chair Carlos Slawson is certain will be a mainstay for some time—the Finance Academy.

"Through time, we expect the Finance Academy to become a self-sustaining group of high-achieving finance students who adopt an ‘iron sharpens iron’ mentality," Slawson said.

The Finance Academy is a group of seniors, juniors, and sophomores nominated by the faculty, based upon their LSU undergraduate finance related endeavors in and out of the classroom. The non-GPA nomination criteria includes Bloomberg Certification, financial literacy involvement, Student Finance Association leadership, Wall Street alumni trip participation, finance career recruiting, finance internship recruiting, mock interview participation, résumé building, CFA exam participation, Junior Achievement involvement, and finance curriculum development.

According to Slawson, the hope is that the allure of being a part of the Finance Academy will push underclassmen to excel.

"Most members of this inaugural Finance Academy have played an active role in recruiting and instilling a ‘high expectations attitude’ into the minds of sophomores and freshmen," Slawson said. "The average GPA of the first Finance Academy was 3.83."

### 2010-2011 Finance Highlights

**July 2010**
- Hermann Moyse Jr./Louisiana Bankers Association Endowed Chair of Banking Joseph Mason was promoted to professor.
- Professor Joseph Mason testified before the U.S. Senate Small business Committee regarding his economic analysis of the presidential moratorium on oil and gas exploration in the Gulf of Mexico.

**September 2010**
- James C. Flores Endowed Chair of MBA Studies Don Chance had the paper he coauthored with two of his previous PhD students, “Experimental Evidence on Portfolio Size and Diversification: Your Mileage May Vary...A Lot,” accepted for presentation at the Center for Research in Security Prices Forum 2010.
- Louisiana Real Estate Commission Chair of Real Estate R. Kelley Pace received a $150,000 grant from British Petroleum (BP) for his research efforts regarding the Gulf of Mexico.

**October 2010**
- Professor Emeritus Robert Felton passed away.
- Distinguished Chair of Finance Gary Sanger received the 2010 C. Stewart Sheppard Award from the CFA Institute.
- John L. Davidson Endowed Professor William Lane named a professor emeritus.

**December 2010**
- Lloyd F. Collette Endowed Chair of Insurance and Financial Services Ji-Chai Lin received the best paper award at the 18th Securities and Financial Markets Conference for his paper, “SED timing, the cost of equity capital and liquidity risk.”

**February 2011**
- Finance graduate Brian Leveille, a member of LSU’s golf team, received the 2011 Wally Pontiff Jr. Academic Excellence Award.
- Finance alumnus John Tarleton, director and CCO of LavaFlow Inc., became the first to make an ongoing commitment to help sustain the Securities Markets Analysis Research & Trading, or SMART, Lab.

**March 2011**
- The Inaugural Finance Academy was announced.

**April 2011**
- Charles Clifford Cameron Professor #2 Rajesh Narayanan was notified that his article, “Safety-Net Losses from Abandoning Glass-Steagall Restrictions,” will be published by the Journal of Money, Credit, and Banking.
- Professor Joseph Mason had a third op-ed piece within a year published by the Wall Street Journal.

**May 2011**
- Assistant Professor Shan He was presented the E. J. Ourso College of Business Research Excellence Award.
- Wei-Ling Song was promoted to associate professor with tenure.
- Finance graduates Jake Boos, Melissa Landry, and Bradley Rinaudo received the University Medal for completing their undergraduate careers with a 4.0 GPA.
- Professor Ji-Chai Lin and PhD graduate Bahar Ulupinar received the best paper award at the National Taiwan University’s Center for the Study of Banking and Finance 2011 NTU International Conference on Economics, Finance and Accounting for their paper, “Do SEO underwriters charge more on firms with weak shareholder rights?”

**PhD student Cihan Uzmanoglu received a travel award from LSU’s Graduate School to speak at the 47th Eastern Finance Association Annual Meeting in Boston.**
Last March, the Department of Information Systems & Decision Sciences made the decision to offer a new concentration for master’s students.

“The concentration we are offering is in business analytics and business intelligence,” said Department of ISDS Chair Helmut Schneider. “Additionally, the curriculum focuses on related IT (Information Technology) skills.”

According to Schneider, the new Business Analytics/Business Intelligence Concentration (BA&BI) “emphasizes analyzing real-world large datasets and working on multiple teams and presentation skills, which includes state-of-the-art visualization techniques.”

The program is predominantly for students with backgrounds in other quantitative fields and consists of 36 hours of coursework taken over a 10-month period from August to May.

Schneider added that students who have an undergraduate degree in mathematics, statistics, engineering, or computer science are the ones who will gain the most from this degree. He also stated that students will be encouraged to obtain valuable professional certifications such as SAS certification during the program as well.

“We are striving to place our students at Fortune 500 companies with above average salaries,” Schneider said.
For more than two decades, the Society for Human Resource Management’s LSU chapter has been a model of excellence. Superiority, actually.

This year, the local SHRM chapter was honored with its 22nd consecutive Superior Merit Award for exceptional success in providing opportunities for growth and development to its student chapter members.

“SHRM is proud to recognize our Superior Merit and Merit Award winning student chapters,” said SHRM Student Programs Manager Chuck Salvetti. “They have demonstrated leadership through their proven ability to serve the networking and educational needs of human resources students and to the advancement of the human resources profession.”

SHRM is the world’s largest association devoted to human resource management. Representing more than 250,000 members in over 140 countries, the society serves the needs of human resource professionals and advances the interests of the HR profession. Founded in 1948, SHRM has more than 575 affiliated chapters within the United States and subsidiary offices in China and India.

LSU’s chapter continues to go beyond providing opportunities for growth and development to just its chapter members. Last March, the chapter donated a one-year gift subscription of HR Magazine to the LSU Business Residential College.

### 2010-2011 Management Highlights

**July 2010**
- Management student Brandi Thomas received the Congressional Award Gold, Silver, and Bronze Medals for completing more than 750 hours of volunteer services in two years.

**September 2010**
- Rucks Department of Management Co-Chair Hettie Richardson, who is also the William W. & Catherine M. Rucks Professor of Management, received the 2009 Organizational Research Methods Editorial Review Board Best Publication of the Year Award for her co-authored paper, “A Tale of Three Perspectives: Examining Post Hoc Statistical Techniques for Detection and Correction of Common Method Variance.”
- Instructor Carol Carter’s co-authored paper, “Cultural Differences and Their Impact on Training and Networking Needs of Female Chinese Executives,” was selected for presentation at the International Conference of Education, Research and Innovation in Madrid, Spain.

**October 2010**
- The LSU Tiger Business Services class received the Arc of Louisiana 2010 Special Recognition Award for its Raised Bed Garden “Green” Entrepreneurship Venture.

**November 2010**
- The Rucks Fellows for 2010-2011 were chosen. They were Blake Budden, Erica Grego, Josh Harmon, Margaret Johnson, Mark Lasseigne, Seth Long, Amanda Mayer, Caitlin Munn, John Norris IV, and Ross Nugent.
- PhD student Eric Liguori was awarded the best doctoral student paper award from the Southern Management Association for his paper, “Nell Nelson and the Chicago Times ‘City Slave Girls’ Series: Beginning a National Crusade for Labor Reform in the Late 1800s.”

**January 2011**
- Thomas H. Daigre Endowed Chair of Business Administration Mark Weaver was installed as the president of the United States Association for Small Business and Entrepreneurship (USASBE).

**February 2011**
- Management students Laura Carleton, a member of LSU’s cross country and track & field teams, and Matthew Vieke, a member of LSU’s swimming & diving team, received the 2011 Wally Pontiff Jr. Academic Excellence Award.
- Instructor Carol Carter was invited to be a board member for the Microbusiness Network of Louisiana.

**May 2011**
- LSU Rucks Department of Management Co-Chair Timothy Chandler, who is also the William W. & Catherine M. Rucks Professor of Management, was presented the E. J. Ourso College of Business Tenured Teaching Award.
- Marjory B. Ourso Center for Excellence in Teaching Professor Thomas Greckhamer was presented the E. J. Ourso College of Business Untenured Faculty Award.
- Instructor Kerry Sauley was presented the E. J. Ourso College of Business Full-Time Instructor Teaching Award.
- PhD student Jeffery Muldoon was presented the E. J. Ourso College of Business Graduate Teaching Assistant Award.
- Thomas Greckhamer was promoted to associate professor with tenure.
- Management student Laura Carleton received the University Medal for completing her undergraduate career with a 4.0 GPA.
IN ACTION

A major aspect of classroom learning at the E. J. Ourso College of Business is translating knowledge gained and applying it to the world outside of the classroom. Often times, however, students get both experiences at the same time. That is definitely the case in V. Price LeBlanc Developing Scholar Professor in Marketing Judith Anne Garretson Folse’s marketing communications class.

Last year, as part of Folse’s class, student groups partnered with Mary Bird Perkins Cancer Center to develop mock campaigns. “Throughout this project, the students realized how non-profits truly help the community and they became passionate about telling their story,” Folse said.

After seeing the student’s work, members of the communications department at Mary Bird Perkins identified one project as the most creative and strategically constructed. The group produced a commercial about Mary Bird Perkins’ involvement in various communities, which was featured on Mary Bird Perkins’ Facebook page, Twitter, and YouTube page.

“We are very excited to share the results of this project with the community,” said Amy Benton, vice president of Communications and Governmental Affairs at Mary Bird Perkins. “Seeing the creative ways the students chose to communicate Mary Bird’s fight against cancer in southeast Louisiana was fun and inspirational.”

July 2010
- Ronald Niedrich was promoted to professor.

October 2010
- PhD student Lori Hoy, a graduate assistant in the Department of Marketing, was awarded the Alvin C. Burns Fellowship.

November 2010
- PhD candidate Carolyn Garrity received the Daryl McKee Doctoral Study in Marketing Scholarship for 2009-2010.
- Marketing student John Jarred Kelley received the Student Marketer of the Year award from LSU’s Pi Sigma Epsilon and the Sales and Marketing Executives of Greater Baton Rouge.

February 2011
- Doctoral students MD Al-Emran, Jacob Hiler, Linda Liu, and Stephanie Mangus attended the Southeast Marketing Symposium and participated in research sessions.

March 2011
- Marketing students Ryan McLaughlin and Sean Simone competed at the annual National Collegiate Sales Conference.

April 2011
- C. Price LeBlanc Developing Scholar Professor in Marketing Judith Anne Garretson Folse participated in the American Academy of Advertising 2011 Annual Conference.

May 2011
- McElveen Professor Dan Rice received the LSU Tiger Athletic Foundation undergraduate teaching award.
- PhD student Dora Schmit received the E. J. Ourso College of Business Graduate Teaching Assistant Award.
- Kearny-Jolly E. J. Ourso College of Business Administration Endowed Professor Ronald Niedrich received the E. J. Ourso College of Business Research Excellence Award.
- Associate Professor Jianan Wu coauthored the paper, “Consumer Choice Behavior in Online and Traditional Supermarkets: The Effects of Brand Name, Price and Other Search Attributes,” which received the Jan-Benedict E. M. Steenkamp Award for Long Term Impact by the International Journal of Research in Marketing.
LSU’s E. J. Ourso College of Business is well represented by many LSU Public Administration Institute alumni who work for the Louisiana State Legislature, including six graduates who shared how LSU’s Master of Public Administration program has contributed to their success. Four of these alumni work in the Legislative Fiscal Office and two alumnae hold positions on the Senate staff.

Louisiana Legislative Fiscal Officer Gordon Monk attributes much of the success he has achieved to the MPA he earned from LSU in 1979.

“The MPA program gave me the technical skills in budgeting, economics, and management needed to provide information to the Legislature in my various roles in the fiscal office,” Monk said. “The program taught me how to work along with other professionals toward a common goal, in our case, providing timely, unbiased information to the Legislature,” Monk said.

A native of Leesville, La., Monk earned his bachelor’s in general studies and began his prospective career with the Legislative Fiscal Office as a graduate fellow in the MPA program. Since
graduating, Monk has been a mainstay in the fiscal office for 28 years, serving as fiscal analyst, senior fiscal analyst, and staff director. In May 2005, the Louisiana Senate and House of Representatives elected him to his present position. Monk stated he is certain that his MPA training and years of related experience have allowed him to manage such a proficient and valuable asset for the state.

Monk serves on LSU’s Public Administration Institute Advisory Board and continues to share his expertise and knowledge through public administration colloquium classes, teaching public administration policy, and issue assessment. As a result of his contributions to government and performance in public service, Monk was honored as LSU’s MPA Alumnus of the Year in 2008.

This year, another member working for the Legislature, Sherry Phillips-Hymel, the director and chief budget analyst of Fiscal Services for the Senate, was named the MPA Alumna of the Year. Confident in her career interest of public policy, Phillips-Hymel graduated from LSU in 1989, with a bachelor’s in political science and economics. Subsequently, she enrolled in the MPA program.

“I was able to match my undergraduate degrees, which showed I had a huge interest in public policy and economics, and get guidance from advisers to direct me to a career path that fit,” Phillips-Hymel said.

Although she had a strong sense of what she wanted in her professional career, Phillips-Hymel acknowledges James Richardson, director of the Public Administration Institute, greatly influencing her career decision by recommending that she intern with the Louisiana State Senate while going through the MPA program.

“Dr. Richardson played a pivotal part in my career because he knew I’d be a good fit for the MPA program,” Phillips-Hymel said. “And sure enough, after working with the Senate in the office of Fiscal Affairs and Policy Development and earning my MPA, I realized the definite path I wanted to take.”

Upon graduation, the Fiscal Affairs division hired Phillips-Hymel as a budget analyst, and she later joined the Senate Finance Committee. In her role as director of Fiscal Services, Phillips-Hymel reviews fiscal legislation and coordinates the work of the Senate budget analysts and the analysis of budgets within state departments. A member of the LSU Public Administration Institute Advisory Board, she believes that the MPA program was essential to her success with the Senate office.

“The MPA program is such a well-designed program with courses that prepared me for my position working for the Senate,” Phillips-Hymel said. “All of the courses were vital and have contributed to the knowledge I use every day in areas like state budgeting, finance, civil service, and public administration personnel. The program really did shape the whole base-level of my understanding of government.”

Shawn Hotstream, a native of Baton Rouge, La., is a senior fiscal analyst and fiscal office section director of Health. He earned his bachelor’s from LSU in 1990, and graduated from the MPA program in 1992. He began his career with the Legislative Fiscal Office in 2001.

Before working for the fiscal office, Hotstream held various positions in the private hospital industry and worked in budget development for the Division of Administration and the Office of Planning and Budget. Presently, his position entails providing management and leadership to professional staffs with responsibilities over healthcare programmatic offices and public hospitals, including the Office of Public Health, LSU public hospitals, various healthcare districts, and long-term care facilities.

"My experience in the private hospital industry, combined with the valuable knowledge I gained from the MPA program, really prepared me to be an effective
communicator and leader for various staffs and committees,” Hotstream said.

On an annual basis, Hotstream creates and presents a 16-state Medicaid and healthcare spending report for the Southern Legislative Conference Fiscal Affairs Committee and local non-profit healthcare entities and associations. A member of the American College of Healthcare Executives, Hotstream serves on the state’s Procurement Support Team, providing direction regarding state professional services and IT contracts.

Matthew LaBruyere, born and raised in Houma, La., graduated from LSU with a bachelor’s in political science in 2007, and earned his MPA in 2009. While at LSU, LaBruyere worked as a policy research intern with the Louisiana Municipal Association and as an LSU graduate research assistant. After graduating from the MPA program, he began his work as a fiscal analyst for the Legislative Fiscal Office.

LaBruyere is now responsible for a number of ongoing tasks, including analyzing agency budgets, preparing notes on the fiscal impact of legislation, and reviewing fiscal and economic statements. He also creates and prepares annual surveys for southern states to gather information to be presented to legislators during the annual Southern Legislative Conference. LaBruyere stated the MPA program prepared him to adapt to the ever-changing activities associated with legislative work.

“The work I do at the Legislative Fiscal Office is always changing, and I never know what the next day will bring, especially during the legislative session,” LaBruyere said. “Information regarding legislation, budget adjustments, and department rules is always time sensitive. “Through the MPA program I was able to sharpen my communication and writing skills that now allow me to ask the right questions, translate the answers into needed information, and communicate the responses to legislators and the general public.”

Linda Nugent is the division director of the Business Affairs division for the Senate. Born in Oregon and raised in Washington, Nugent moved to Louisiana during high school and earned her bachelor’s in elementary education from LSU in 1972. She taught second grade for two years before returning to LSU in 1992 to earn her MPA.

Nugent began her career with the Senate in 1981, and worked as a researcher, budget analyst, and senior analyst. She moved up to the Business Affairs division, which oversees several committees, including commerce, health and welfare, insurance, labor, women and children, consumer affairs, and technology. Like her colleagues, Nugent believes she would not have come so far had she not invested in LSU’s MPA program.

“The program allowed me to advance from my position of researcher to budget analyst and then senior analyst,” Nugent said. “It deepened my knowledge of government – how it functions and also how it should function.”

Nugent holds administrative supervision of six committees and is in charge of performance evaluation and personnel issues management for general services employees. In addition, she is the senior staff member assigned to the Commerce Committee and the Senate staff liaison to the State Bond Commission.
“The LSU MPA program is a solid program with top-notch instructors,” Nugent said. “Two professors, in particular, especially influenced me; Dr. James Richardson, of course, and Dr. Bart Hildreth (now at Georgia State University).”

Baton Rouge native Travis McIlwain has worked for the Legislative Fiscal Office since 2007, serving as senior fiscal analyst and section director of General Government. After graduating from the LSU Manship School of Mass Communication in May 2003 with a bachelor’s in advertising, McIlwain received his MPA and began working for the fiscal office in March 2007.

While earning his MPA, McIlwain held his first position in state government as a graduate intern within the Office of the Commissioner, in which he learned much about Louisiana governmental and budgetary processes. In 2004, as a research intern for the Public Affairs Research Council of Louisiana, he gained experience dealing with home rule charters and nonprofit management. For McIlwain, the LSU MPA program was very influential, not only in his own life, but also in the lives of most of his colleagues, who he said have a connection with the program in one way or another.

“Dr. Richardson and the LSU MPA faculty have structured a program that forced me to think critically by having me analyze and write about issues in a concise, understandable manner, a skill-set I definitely use every day,” McIlwain said. “Each analyst in the legislative office must be able to analyze and explain fiscal issues from a governmental perspective in both written and oral forms.”

According to McIlwain, one of the main responsibilities of the fiscal office is to take complex governmental fiscal issues and explain them to members of the Legislature, citizens, and the media.

“Our task is to sort through the complexity so every reader of a fiscal note or budget adjustment analysis thoroughly understands the fiscal impact,” McIlwain said. “Through various class projects, research papers, program evaluations, and colloquium classes, such as the MPA capstone course, the program definitely benefited me by fostering development of strategic thinking.”

2010-2011 PAI Highlights

June 2010
- Texas Tiger Tourney/Greater Houston Area Alumni Association Professor Jared Llorens named a member of the editorial board for the Review of Public Personnel Administration and as the U.S. Book Review Editor for Public Administration.
- LSU PAI Associate Professor Arjen Boin co-authored editorial for July 2010 issue of the International Journal of Production Economics.

July 2010
- LSU PAI Woman’s Hospital Distinguished Professor of Healthcare Management Carole Jurkiewicz promoted to professor.
- LSU PAI student John Edwards, a Baton Rouge engineer, was selected to be on the Algiers Charter Schools Association’s Board of Trustees.
- LSU PAI student Connie Green established a branch of Dress for Success in Baton Rouge to provide less fortunate women with the wardrobe they need to properly interview for jobs.
- LSU PAI alumnus Mark Cooper, former executive director of the Louisiana Governor’s Office of Homeland Security and Emergency Preparedness, was appointed to the National Advisory Council’s Homeland Security Advisory Council.
- LSU PAI received full accreditation from the National Association of Schools of Public Affairs and Administration for seven years.

August 2010
- LSU PAI Director and Harris J. and Marie P. Chustz Distinguished Professor in Business Administration James Richardson was selected to chair the transition committee of the Public Affairs Research Council of Louisiana.
- Marjory B. Ourso Center for Excellence in Teaching Professor #7 Richard White took part in the Huey Long Symposium.

September 2010
- The LSU Board of Supervisors approved the appointment of LSU E. J. Ourso College of Business Interim Associate Dean of Academic Affairs Richard White.
- LSU PAI Director James Richardson was selected by the Association for Budgeting and Financial Management to be the recipient of the 2010 S. Kenneth Howard Award.

November 2010
- LSU PAI Director James Richardson appeared as the speaker for LSU Executive Education’s Breakfast to Business. His lecture was titled “Are We Making Economic Progress in Louisiana?”
- LSU PAI alumnus Mark Goodson was named to The Greater Baton Rouge Business Report’s “Top 40 Under 40.”

December 2010
- LSU PAI Woman’s Hospital Distinguished Professor of Healthcare Management Carole Jurkiewicz’s Public Administration 7970 class participated in two projects. One aided children in North Baton Rouge, while the other assisted a health care center in New Orleans.

February 2011
- Interim Associate Dean of Academic Affairs Richard White’s book Will Rogers: A Political Life was published by Texas Tech University Press.

April 2011
- Sherry Phillips-Hymel was named Master of Public Administration Alumna of the Year by LSU PAI.
The LSU Stephenson Entrepreneurship Institute (LSU SEI) decided this year was the perfect time to begin giving LSU business leaders their due. It did so with the creation of the LSU 100: Fastest Growing Tigers Businesses Awards Luncheon, which was held April 8, 2011.

According to LSU SEI Interim Director Charles D’Agostino, the LSU 100 celebrates the success of LSU graduates and recognizes the impact of LSU on the local, regional, and national economies.

“It is exciting to bring these alumni back to campus to interact with current students,” D’Agostino said. “We are encouraged by the enthusiasm the business community has shown during our first year and are looking forward to building on that momentum in years to come.”

Companies included in the LSU 100 must meet the following requirements:

→ Have been in business for five years or more
→ Have had verifiable revenues of $100,000 or more for the last calendar year
→ Be a former LSU student and own at least 50 percent of the company or be the CEO, president, or managing partner
→ Operate in a manner consistent with the mission of LSU and LSU SEI

The Top 10 companies were identified independently by Postlethwaite & Nettenville, which calculated each company’s compound growth from 2007 to 2009. Broad Oak Energy Inc. claimed the number one spot in 2011 and was joined in the Top 10 by the following companies:

→ Public Properties LLC
→ Joubert Law Firm
→ General Informatics
→ Ryan Gootee General Contractors LLC
→ Gatorworks Web Design LLC
→ Construction Management Solutions LLC
→ Doerle Food Services LLC
→ Petro TV LLC
→ Worley Catastrophe Response

To view the full list of the inaugural LSU 100, visit www.lsu100.com.
August 29, 2010 marked the five-year anniversary of Hurricane Katrina’s landfall and its ensuing destruction. The word “anniversary” inherently implies a celebration, and when recalling Hurricane Katrina there is generally little to celebrate. Of course, one of the bright spots that resulted directly from the tragedy was the establishment in February 2007 of the Stephenson Disaster Management Institute (SDMI).

“Katrina is an example for the argument that we must treat major disaster planning as more than an augmentation of the more typical planning model where layers of support are added to a local response,” SDMI Executive Director Lt. Col. Joseph Booth said. “In Katrina, the ability of local responders to function was decimated by the destruction of the critical infrastructure that would have supported a smaller scale disaster.”

In the ensuing years since its founding, SDMI has endeavored to help ensure the lives of people and animals are saved before, during, and after disasters.

The institute has concentrated on four focus areas identified as management challenges that could be addressed by leveraging LSU resources: Supply Chain & Logistics, Education & Training, Evacuation & Shelter, and Media & Communications. This past July, SDMI took another giant step forward in achieving the success of its mission when it became part of the newly renamed Stephenson National Center for Security and Training (SNCSRT).

“It’s an honor to lead the newly renamed Stephenson National Center for Security Research and Training,” said Executive Director Jim Fernandez. “Having SDMI join SNCSRT will complement the programs we already have established, and the additional resources offered to them under the new organization will enhance their ability to grow as an institute.”

The institute brings its unique private sector collaboration expertise to the SNCSRT portfolio. Serving as the interface where research meets practice, SDMI will continue to enhance LSU’s ability to focus its existing programs and research capacity on the particular problems of disasters. SDMI’s disaster research interests span across the university’s academic disciplines. Under the SNCSRT umbrella, SDMI will gain a broader university presence, enhancing collaboration with other departments and units at LSU. Because of SDMI’s private sector focus in homeland security, it will remain strategically affiliated with the LSU E. J. Ourso College of Business, where it was formerly housed.

### 2010-2011 SDMI Highlights

#### August 2010
- SDMI sponsored “Fighting for Survival: The Vulnerability of America’s Gulf Coast and the Caribbean Basin.”

#### September 2010
- Frederick E. “Rick” and Holly A. Woffert Professor in Business Suzanne Pawlowski and Associate Professor James Van Scotter, both SDMI research affiliates, announced the completion of a two-year Department of Homeland Security research project, “Optimizing Knowledge Networks in Disaster Response.”

#### October 2010
- SDMI took part in the Governor’s Second Annual Safety and Health Conference.

#### November 2010
- SDMI partnered with the Center for Strategic and International Studies (CSIS) to launch a new speaker series focused on disaster management and emergency response. The first event featured Adm. Thad Allen (USCG, ret.), National Incident Commander for the Deepwater Horizon Horizon Response.
- The Louisiana Business Emergency Operations Center (LA BEOC) of which SDMI is a partner, was touted as a model example for other states for its public-private partnership with the business community by the U.S. Department of Homeland Security.

#### December 2010
- The National Evacuation Conference held in February 2010 and co-hosted by SDMI resulted in the publication of special issues from the Journal of Transportation Safety & Security and the Risk, Hazards & Crisis in Public Policy Journal.

#### January 2011
- SDMI Executive Director Lt. Col. Joseph Booth took part in the French High Committee for Civil Defence’s national session on “Resilience and Societal Security.”

#### March 2011
- SDMI Associate Director Andres Calderon spoke at the 5th Annual Homeland Defense and Security Education Summit.
- SDMI Executive Director Lt. Col. Joseph Booth was interviewed by the Center for Strategic and International Studies (CSIS) about the impact of the CSIS-LSU series on Disaster Management and Emergency Response.
- SDMI Director of Corporate and Strategic Development Tom Anderson was invited to participate in a meeting at the U.S. Chamber of Commerce titled “Database Private Sector Resources/Assets to Aid Emergency Response & Recovery: Advancing the State of the Art.”

#### April 2011
- SDMI appointed Donald Byrne, entrepreneur and former venture capitalist, as a senior fellow of Private Sector Resilience.
- SDMI Executive Director Lt. Joseph Booth was asked to join the new CSIS task force addressing U.S.-Japan cooperation.

#### May 2011
- SDMI Director of Corporate and Strategic Development Tom Anderson spoke at the Second Line Conference as part of a panel that discussed innovations in disaster response and recovery.
- SDMI participated in the Governor’s Unified Command Group meetings and offers assistance during the flooding of the Mississippi River.
- SDMI Associate Director Andres Calderon met with Honduran President Porfirio Lobo Sosa and other dignitaries, along with the Universidade Tecnologica Centroamerica (UNITEC) to discuss the development of a center for disaster prevention and management in Central America.
- SDMI partnered with others to support the LSU School of Veterinary Medicine and the Louisiana State Animal Response Team to host a Large and Small Animal Technical Rescue Course.
- SDMI served as a major sponsor and participant in the 2011 Louisiana Emergency Preparedness Association Annual Workshop.
On September 1, 2011, the LSU Louisiana Business & Technology Center (LBTC) opened the latest of its initiatives, the Student Incubator. This new enterprise was developed to create a collaborative environment where student entrepreneurs can start their businesses.

“The student incubator provides a physical place to work, away from distractions of coffee shops, roommates, and kitchen tables,” LBTC Executive Director Charles D’Agostino said. “But most importantly, it provides a community of like-minded student entrepreneurs.”

According to Jennifer Fowler, manager of the Student Incubator program and business counselor for the LBTC, the Student Incubator provides a work environment where student entrepreneurs can learn from one another and from the LBTC staff.

“Our goal is to encourage and support students in starting businesses so that they can work for themselves in a profitable business while they are in school or upon graduation,” Fowler said.

Located at LSU South Campus Research Park, the 1,200-square-foot incubator provides facilities, furniture and equipment, business counseling, mentoring, and access to capital for students to start and operate their businesses.

The program, funded by LBTC, the William Edwin Montan Charitable Trust, and Louisiana Economic Development’s Louisiana Business Incubation Association Incubator Grant Program, helps students develop their business ideas into functioning business entities they will be able to consider as a career option.

LBTC works with students to help them find funding for viable business models. Additionally, volunteers from the business community and the LBTC Advisory Board serve as mentors and provide training seminars for Student Incubator companies. Volunteers and mentors share experiences and provide valuable knowledge in areas such as accounting, financial literacy and education, management, marketing, and more.

2010-2011 LBTC Highlights

**June 2010**
- Louisiana Small Business Development Center Technology Center Director Bryan Greenwood participated in a focus group hosted by the Federal Reserve Bank of Atlanta New Orleans Branch to discuss small business financing needs.
- LBTC partnered with Louis DeAngelo to launch the Entrepreneur Rising workshop series.
- The LBTC Mobile Classroom visited Livonia, La. and LaPlace, La.
- LBTC Executive Director Charles D’Agostino was named to the Higher Education Advisory Committee, which is affiliated with the International Economic Development Council in Washington, D.C.
- Warren Birkett Jr., president of Wybirk & Associated Inc., joined the LBTC’s Advisory Board.

**July 2010**
- LBTC Tenant Seashore Environmental LLC worked with a consortium of local companies to help them procure contracts with BP for the oil spill cleanup.
- The LBTC Mobile Classroom visited Franklin, La. and Many, La.
- The LBTC and the LSBDC Technology Center offered a “Listening To Your Business” workshop.
- LBTC and tenant companies Seashore Environmental and Floating Island Environmental Solutions were featured in the National Business Incubation Association’s monthly publication for their entrepreneurial contributions to the BP Deepwater Horizon oil spill cleanup.
- LBTC tenant Wetland Skimmers LLC successfully developed a machine that will assist in cleaning up the marshes and surrounding areas that have suffered from the Gulf of Mexico oil spill.

**August 2010**
- LBTC’s Mobile Classroom visited Mansfield, La., Cut Off, La., and St. Martinville, La.
- LBTC Student Incubator officially opened.
- LBTC partnered with the Department of Environmental Quality to hold the Green Business Expo.
- The president of the University of Liberia visited LBTC with the hopes of establishing the Entrepreneurship and Small Business Development Center in Liberia.
- The LBTC Mobile Classroom visited Vinton, La. and Kinder, La.
- LBTC tenant Manage-Trak released an original, web-based Health Insurance Portability and Accountability Act compliance program called ComplyEase.

**September 2010**
- LBTC Tenant Seashore Environmental LLC completed a successful test of an oil recovery system at the LSU Blowout School Facility.
- The president of the University of Liberia visited LBTC with the hopes of establishing the Entrepreneurship and Small Business Development Center in Liberia.
- The LBTC Mobile Classroom visited Franklin, La. and Many, La.
- LBTC tenant Manage-Trak released an original, web-based Health Insurance Portability and Accountability Act compliance program called ComplyEase.
- Louisiana Technology Transfer Office (LITTO) Director Roy Keller was presented the Stewart National Small Business Technology Award for contributing to and advocating for American small business technology companies from the Small business Technology Council.

**October 2010**
- The LBTC Mobile Classroom visited Houma, La. and Vidalia, La.
- LBTC selected to receive the 2010 U.S. Small Business Administration’s Federal and State Technology program award.

**November 2010**
- The LBTC Mobile Classroom visited Slaughter, La., East Feliciana, La., and Plaquemine, La.
- LBTC celebrated its 22nd anniversary.

**December 2010**
- LBTC tenant BioFluidica Microtechnologies was awarded a $200,000 federal contract to bring to market an instrument that can collect circulating tumor cells.

**January 2011**
- LBTC won awards from Louisiana’s Office of Community Development-Disaster Recovery Unit and the Committee of 100 Louisiana to provide technical assistance to local businesses impacted by hurricanes.
- LBTC tenant HydroFlame Technologies conducted a successful test of an oil recovery application at the LSU Blowout School Facility.
When putting the accomplishments of the LSU Center for Internal Auditing (LSUCIA) in perspective, names like the New York Yankees, the Boston Celtics, Los Angeles Lakers, and Pittsburgh Steelers probably don’t come to mind. Perhaps they should. Like those organizations, LSUCIA is a dynasty in its own right.

For more than 20 years, LSUCIA has established its reputation as the world leader in auditing education many times over. The center’s program focuses on internal auditing as a value-added profession to enhance governance, risk, and controls. In addition to providing a unique opportunity for career development, the program also endeavors to assist students obtain internships, full-time positions, and certification. Then, of course, there is the number 18.

LSUCIA Director Glenn Sumners was recognized for three decades of service to the university in 2009. In 2010, he and the principles he has instilled in those around him proved invaluable once again when Eliana Arvelo became the 18th recipient from LSU of the International Institute of Internal Auditors’ Student Highest Achievement Award.

“Eliana graduated from the program in 2009, and her success is not at all surprising,” Sumners said. “She has been with TE Connectivity in Pennsylvania as an internal auditor since shortly after graduating, and this is a testament to her effort.”

The Certified Internal Auditor® (CIA®) designation is the only globally accepted certification for internal auditors and remains the standard by which individuals demonstrate their competency and professionalism in the internal auditing field. Candidates leave the program enriched with educational experience, information, and business tools that can be applied immediately in any organization or business environment.

As Sumners is wont to point out, there is more to LSUCIA than the 18 individuals who have achieved the highest student score. Of course, he is correct. Each summer, 100-150 students from LSU work on internal audit staffs in New York,

Chicago, Atlanta, Dallas, Washington, Charlotte, Memphis, Houston, New Orleans, Baton Rouge, and elsewhere. The program is available to any LSU student in any major. Such widespread reach across the university, combined with the center’s uncompromising goals of excellence continue to make LSUCIA a dynasty, one that is still on the rise.

2010-2011 CIA Highlights

November 2010

→ Paul McClung, an alumnus of the LSU Center for Internal Auditing and the senior director of Internal Audit at Mueller Water Products, was named to the Atlanta Business Chronicle’s “Up and Comers 40 Under 40” list.

January 2011

→ LSUCIA held Recruiter Night to start the spring semester. Representatives from 23 companies attended, and students had the opportunity to network with them.

→ LSUCIA held Spring Kick-Off, where alumni of the program shared their experiences and answered students’ questions about what they have to look forward to in the coming year. Fifteen different companies attended the event.
When the calendar turns to January, the LSU Flores MBA Program is used to welcoming back first-year and second-year students for another semester. In January 2011, things were a little bit different as the program served as host to faculty and graduate students from the University of São Paulo (USP) for a week as part of the program Corporate Governance, Risk and Controls.

The LSU E. J. Ourso College of Business and USP entered into an academic partnership in 2009. Since that time, LSU Flores MBA students have traveled south to Brazil to learn from faculty at USP and business leaders in several cities. LSU Flores MBA Program Director Edward Watson, USP Chair of the Department of Accountancy Edgard Cornachione, and LSU Emerging Markets Initiative Director Ye-Sho Chen collaborated to make certain the partnership was indeed reciprocal.

“It was interesting to see the difference between our students and their students,” Watson said. “When our students go to Brazil, they want to get out of the classroom and visit companies to listen to leaders and executives. The students from USP were very intent on spending as much time as possible in a classroom setting to learn.”

According to Watson, the USP students were treated to lessons with representatives from the World Trade Center, Port of New Orleans, Lotus Law Group, Entergy, LSU Center for Internal Auditing, the LSU Department of Accounting, Business First Bank of Louisiana, the LSU Louisiana Business & Technology Center, the LSU Stephenson Disaster Management Institute, The Shaw Group, KPMG, Louisiana Economic Development, and others.

Together, Watson stated the group managed to identify several areas of interest to pursue further. These included the following:

- Joint research on entrepreneurship
- Joint training and education on disaster management
- Invitations for program speakers to visit USP
- Industry-university partnerships
- Research exchanges

“There were definitely a lot of great ideas borne out of this visit,” Watson said.

2010-2011 Flores MBA Highlights

July 2010
- LSU Flores MBA alumna Debra Lockwood was named chairman of the national board of directors of the American Heart Association.
- LSU Flores MBA alumna Laura Alford was appointed business development officer of Argent Financial Group Inc.

August 2010
- LSU Flores MBA Program Director Edward Watson coauthored a Harvard Business Study case regarding the exponential growth of The Shaw Group Inc. The case was co-written with Lynda Applegate, professor of Business Administration at Harvard Business School.

September 2010
- LSU Flores MBA Program Class of 2012 began the academic year with a “Launch Week” dinner at Juban’s Restaurant that featured Postlethwaite & Netterville CPAs CEO and Managing Director Bill Balhoff.

October 2010
- Tony Ravani, entrepreneur and former executive of Microsoft and ExxonMobil, appeared as part of the LSU Flores MBA Program Distinguished Speaker Series.

November 2010
- Mike Reitz, BlueCross and BlueShield of Louisiana president and CEO, appeared as part of the LSU Flores MBA Program Distinguished Speaker Series.

Dan Schuessler, ExxonMobil chemical plant site director in Baton Rouge, appeared as part of the LSU Flores MBA Program Distinguished Speaker Series.

January 2011
- Stephen Moret, Louisiana Economic Development secretary, appeared as part of the LSU Flores MBA Program Distinguished Speaker Series.
- The LSU Flores MBA Program hosted faculty and graduate students from the University of São Paulo for a week of cultural and educational learning.

February 2011
- Perry Franklin, Franklin Industries LLC president, appeared as part of the LSU Flores MBA Program Distinguished Speaker Series.

March 2011
- LSU Flores MBA alumnus Robert Smith was appointed president and CEO of Iberville Bank.

April 2011
- Dale Redman, Amedisys chief financial officer, appeared as part of the LSU Flores MBA Program Distinguished Speaker Series.
- LSU Flores MBA alumnus Paul Gray was named director of Operational Audit for BlueCross and BlueShield of Louisiana.
- LSU Flores MBA Program first-year student Erika McManus was offered a summer internship with Fox Business Network in the company’s Washington bureau on Capitol Hill.

A team of three LSU Flores MBAs—Andrew Decker, Francesca El-Ghawi, and Justin Deshotel—tied the top award in the Association for Corporate Growth’s case competition.

LSU Flores MBA Program alumni John Snow and Josh Norton participated on a team that captured the top prize at Startup Weekend Baton Rouge.

May 2011
- The LSU Flores MBA Program held its annual honors night. James C. and Cherie H. Flores University Professor of MBA Studies Young Chun was named the First-Year Teacher of the Year and Lee D. and Cynthia C. Bloch Distinguished Professorship of Business Law Instructor Scott Fargason was named Second-Year Teacher of the Year.
- LSU Flores MBA Program hosted Target Supply Chain Management Case Study Competition.
- James C. and Cherie H. Flores University Professor of MBA Studies Young Chun and LSU Flores MBA Program Director Edward Watson received the “Best Paper Award in Application of Theory” at the Northeast Decision Science Institute 2011 Annual Conference.
On an almost daily basis, it seems as though an athlete, team, program, or sports organization is making headlines for all the wrong reasons. In the case of professional athletes, one recurring theme that continues to be repeated is the story of someone with seemingly everything who suddenly and inexplicably has nothing. The way that athletes go from riches to rags, however, has a variety of paths. Ultimately, however, there is a single constant—after the crowds and the cheers fade away, many of these men still have to earn a living.

The numbers 30, 32, 30, according to several sources, are the ages of average retirement for players in the National Football League, Major League Baseball, and the National Basketball Association, respectively. Not all athletes in these leagues are paid astronomical sums, and for most many years remain between when their playing days are over and retirement. LSU Executive Education has stepped in to help fill the void.

Well known for offering non-degree custom and open enrollment courses and workshops for professionals that address the challenges of a changing workforce and its LSU Executive Development Program, LSU Executive Education has established itself as being of service to a whole new public.

“We were thrilled at the positive response we received from the participants of the NFL program,” said LSU Executive Education Director Robin Kistler of ‘Personal Branding for Athletes: Transitioning From the NFL to Your Next Career.’ “There is a real need to help these players realize that life after professional sports can be the beginning of a new and exciting future. The information we provide in these courses is tailored specifically to the players’ needs, so they walk away with pertinent and practical information that they can implement immediately once they return home.”

The NFL event, which was held in June 2010, went so well that LSU Executive Education held “Beyond the Game: Transitioning from MLB to Your Next Career” for former professional baseball players.

Along with faculty from the E. J. Ourso College of Business, former professional players and leaders in the local business community provided instruction on a range of topics to former professional athletes, including:

- Personal Brand Development
- Building Your Business Knowledge
- Entrepreneurship
- Creating an Action Plan for Success

Pete Bush, owner of Horizon Wealth Management and first baseman for LSU’s first three College World Series teams, knows firsthand the benefits of a transitional program for athletes.

“Having helped many players go through their own transition from the game, what guys need most at this stage is information, direction and a path to follow,” Bush said. “This program provides all of that and more.”

2010-2011 Exec Ed Highlights

**June 2010**
- LSU Executive Education hosted “Personal Branding for Athletes: Transitioning from the NFL to Your Next Career.”

**July 2010**
- LSU Executive Education Breakfast to Business featured Michael Norton, executive vice president of Global Accounts for Sandler Training. Norton’s presentation was titled “Everybody Sells.”

**August 2010**
- Under the guidance of LSU Executive Education Director Robin Kistler, the LSU Stephenson Entrepreneurship Institute partnered with the National Grocers Association’s Center for Family-Owned Business to develop a program to assist in planning for successful transitions of business leadership to the next generation.

**September 2010**
- LSU Executive Education Breakfast to Business featured Bill Leach Jr., executive officer and president of TEKton Executive IT Group. Leach’s presentation was titled “Five Things Every Business Leader Should Know About Cybersecurity.”

**November 2010**
- LSU Executive Education hosted “Beyond the Game: Transitioning from the MLB to Your Next Career.”
- LSU Executive Education Breakfast to Business featured James Richardson, LSU Public Administration Institute Director. Richardson’s presentation was titled “Are We Making Economic Progress in Louisiana?”
- LSU Executive Education was mentioned in the November 2010 issue of Black Enterprise in the article “Perfect Chemistry.”

**December 2010**
- LSU Executive Director Robin Kistler was appointed to the advisory board for the 34th Annual Conference on Management, Executive and Professional Development Programs.

**January 2011**
- LSU Executive Education Breakfast to Business featured Craig Juengling, principal at Juengling & Associates LLC. Juengling’s presentation was titled “Create an Engaged Workforce: Dominate Your Competitors and Improve Your Profits.”

**March 2011**
- LSU Executive Education Breakfast to Business featured Harold “Pent” Penton, president of Innovations Insight LLC. Penton’s presentation was titled “Do You Really Know Your Customers’ Needs?”

**April 2011**
- LSU Executive Education offered Project Management Professional Certification prep course.

**May 2011**
- LSU Executive Education Breakfast to Business featured James Fargason, Lee D. and Cynthia C. Bloch Distinguished Professor of Business Law. Fargason’s presentation was titled “Risk Proof Your Business.”
The E. J. Ourso College of Business’ Emerging Markets Initiative has as its goal to help prepare future business leaders for cultural and academic exchanges, relations, and economic growth with emerging markets. In addition to Brazil and India, China is indeed at the top of the college’s list in places of interest, and the summer of 2010 provided multiple opportunities for students from Baton Rouge to go abroad and learn some incredible lessons.

International Trade & Finance major Melissa Mosby traveled to China for a two-month stay in the summer of 2010. Along the way she faced a language barrier but not one so great that it would stand as a barrier to entry for her to establish a business across the Pacific Ocean.

“Though I have been studying Mandarin for two years, I was somewhat overwhelmed at the discomfort of being thrust into situations with people who only spoke Chinese,” Mosby said. “On a handful of occasions, the LSU Business in China group I was a part of mingled and dined with influential Chinese businessmen and women, who were eager to welcome us. However, few spoke even a word of English. Often, in broken Chinese, I conveyed my gratitude and fascination to my hosts and hostesses.

“Despite the language barrier, the fact that we were fully engaged in understanding one another was enough to create a lasting connection. Time and again during my two-month stay, I discovered the pure joy of communicating. It begins with a struggle to find the right words and often ends with the realization that the words only make up half of the conversation. The other half consists of frantic hand signals and then a profound recognition that the other person, perhaps just as lost as I am, is taking in and understanding what I am trying to express.”

Economics major Scott Burns explored China as part of the LSU Business in China program. He witnessed firsthand the rapid development of the emerging market and brought back lasting memories.

“Going into the trip, I had virtually no idea what I was getting myself into,” Burns said. “I had spent my entire life safely nestled in Baton Rouge, Louisiana. I’ve hardly ever left the country—much less the continent. On the eve of our departure, a combination of nerves and excitement filled my stomach. But once we got on the plane and landed in Hong Kong fifteen hours later, I knew I was right where I belonged.

“One of the best parts of the trip was meeting some of the top emerging business leaders in China. The businessmen and women we had the pleasure of meeting on the trip were incredibly intelligent and gracious beyond words. Not only did they take us on guided tours of their facilities, many of them were also kind enough to feed us top-notch Chinese meals.”

Kevin Richard, a senior in business management, discovered China as part of the LSU Business in China program, all thanks to a Shell Scholarship. Studying abroad, Richard witnessed firsthand the emerging market while making lasting memories.

“Traveling to China was my first time experiencing a culture outside of the United States,” Richard said. “Naturally, I was nervous but still very excited to embark on this journey. As I expected, things were very different. I was in a new land, one that sparked a lot of questions in me. The only prior knowledge I had of China was what I watched on the news, heard from others, and learned in school; no book or person could have prepared me for or showed me all that I experienced over that month.

“Learning to communicate in Chinese was a delightful challenge for me. Although it was hard, I learned enough to communicate with locals to get to and from wherever I needed. By communicating with different students and locals, I also found that the Chinese are very helpful and kind people; always willing to help if they could and at least try if they couldn’t.”
With funding from the LSU E. J. Ourso College of Business and the Louisiana Real Estate Commission, the Real Estate Research Institute (RERI) was established more than two decades ago in 1985, to encourage, support, and conduct research in real estate. Under the guidance of Director R. Kelley Pace, the RERI continues to secure grants and have its work recognized. Not surprisingly, Pace’s influence is rubbing off on the next generation of researchers and real estate professionals.

The Student Real Estate Association (SREA) aims to provide connectivity, education, and guidance to students interested in the real estate industry. SREA’s goal is to promote awareness of career opportunities in the business-related areas of real estate. The association strives to promote the development of skills and knowledge beneficial to employment and investment opportunities in the real estate field.

In November 2009, SREA hosted representatives of the world’s leading developer of real estate solution programs, ARGUS Software. Apparently, the association made a lasting impression.

In July 2010, ARGUS Software made a $200,000 donation to SREA toward the purchase of the company’s real estate software. SREA is housed in the Department of Finance at LSU. According to the department, the software was installed in the summer of 2010 on all 50 computers in the college’s Securities Markets Analysis Research and Trading (SMART) Lab.

Noah Lirette was president of SREA at the time and spearheaded the project to obtain the software.

“This software donation represents a big opportunity for LSU students to improve their capabilities and hone their skills in real estate,” Lirette said.

ARGUS Software has affiliations with graduate real estate programs at more than 75 universities worldwide. According to the company’s website, more than 8,000 of the industry’s owners, managers, financial institutions, brokerages, and real estate investment trusts use ARGUS Software solutions to help improve the visibility and flow of information throughout their critical business processes. These processes include property management, asset valuation, portfolio management, budgeting, forecasting, reporting, and lease management.

Department of Finance Instructor Richard Rachal called the effort to get ARGUS to come to LSU immense.

“The reward for bringing such a prominent, powerful, and precise program to the university will increase both the caliber of the business college and the students, which will ultimately create savvier investors, brokers, and developers,” Rachal said. “To me, the benefit of the ARGUS program for real estate is comparable to that of Bloomberg for finance. The SREA and the finance department have done a fantastic job in bringing the program to LSU. I’m really looking forward to incorporating it as a part of my class.”

2010-2011 RERI Highlights

- **September 2010**
  - R. Kelley Pace, director of the Real Estate Research Institute, was awarded a $150,000 grant by British Petroleum (BP) for his research efforts regarding the Gulf of Mexico.

- **February 2011**
  - R. Kelley Pace spoke at the Southern Regional Science Association mini-conference, “Poverty and Regional Analysis.”

- **April 2011**
  - R. Kelley Pace was quoted in the Wall Street Journal article “Assessing the Gulf Impact,” which explored the struggles that small business in the Gulf region are still contending with a year after the Deepwater Horizon explosion.
The Highway Safety Research Group (HSRG) is the developer of the software program LACRASH, which has revolutionized the way traffic accidents are reported in Louisiana. This software, developed through a grant from the Louisiana Department of Transportation and Development more than five years ago, continues to garner praise and provide new avenues of research.

Annually, HSRG releases a Louisiana Traffic Records Data Report, which combines traffic crash statistics from more than 100 police agencies in the state. Ultimately, HSRG’s efforts help the state increase safety standards statewide. The development of the group and the tools they have at their disposal is nothing short of miraculous, according to HSRG Director Helmut Schneider and HSRG Associate Director Cory Hutchinson.

In 1994, Schneider started analyzing crash data in Louisiana at the request of the Louisiana Highway Safety Commission (LHSC) and the Louisiana Department of Transportation and Development (LA DOTD).

Initially, student workers were entering crash report data into the state’s database manually, and the data being entered was nearly three years old.

"Now most of the data is entered into the LSU-maintained database within 30 days, thanks to the efforts of university researchers," Schneider said.

Schneider formed HSRG in the Department of Information Systems & Decision Sciences in 2003. That same year, LHSC requested LA DOTD take over the responsibility for the state’s crash database, and Schneider was awarded a grant from LA DOTD to collect, maintain, analyze, and report crash data for the state. Just two years later, HSRG introduced LACRASH. According to Hutchinson, that was a "game changer."

"The crash report forms had been standardized for years, but they still had to be filled out by hand and mailed or faxed in," Hutchinson said. "Today, any law enforcement agency in the state can use LACRASH, and the associated software free of charge. We will even go to agencies, install it for them, train their employees, and offer help desk assistance at no cost."

So how much time does this save?

"When a crash report is completed by hand, it takes approximately 122 days to make its way through the system," Hutchinson said. "LACRASH completes the process within seven days."

More than just collecting data, however, HSRG allows for various agencies to use the information.

For instance, working with the Motor Carrier Safety Assistance Program Division of the Louisiana State Police, the HSRG has developed a web-based GIS application to visually analyze commercial motor vehicle accident areas and intersection points. They look for places with recurring accidents and build models showing any overlap between areas where police conduct regular vehicle inspections and where the most accidents occur.

The HSRG plans to conduct a similar pilot research project with citations next year, developing models that could determine points where more frequent police checks might benefit the overall safety of drivers on Louisiana’s highways.

"We are way ahead of the vast majority of states in the United States with regard to using timely crash data information to improve traffic safety in the state," Hutchinson said.
The Division of Economic Development (DED) conducts applied economics research on a wide variety of topics. Projects include economic impact studies, program evaluation, forecasting, and a broad range of research assessing the impact of potential policies. In the winter and spring of 2011, the DED’s expertise was sought on more than one occasion for a variety of topics.

In February, DED Associate Director Stephen Barnes, who is also an assistant professor in the E. J. Ourso College of Business’ Department of Economics, released a study that demonstrated LSU’s undeniable impact on the Baton Rouge area’s economy. According to the report, that impact means the generation of $1.3 billion annually and the creation of 22,000 jobs.

Barnes’ study, “The Economic Impact of Louisiana State University on the Baton Rouge Metropolitan Statistical Area,” was a follow-up to a report DED produced in 2009.

“Our study shows in indisputable terms that LSU is truly integral to the Baton Rouge Area and its success,” Barnes said. “Between both academics and athletics, the university is a key driver for the economy of the capital region.”

According to Barnes, the study’s results illustrated how university and university student spending impacts each major industry category. Additionally, results showed that LSU’s impact regarding output/sales, total wages, and total earnings for each industry is quite impressive as well.

On a completely different front, as the waters of the Mississippi River continued to rise in May 2011, DED Assistant Director Ryan Bilbo’s expertise was sought out regarding the impact of the river’s flooding on Louisiana’s local, regional, and state economics. Not surprisingly, those looking for sage advice were typically those who were at the greatest risk.

Bilbo was part of a research team working to assess the damage the flooding was having, and when asked by the Daily Comet of Lafourche Parish what the impact might be, he answered matter-of-factly.

“It has been a real nuisance and may continue to be so for a little while,” Bilbo was quoted as saying.

With the river cresting at lower than predicted levels and taking into account flood-protection structures and roads, Bilbo added that it was unlikely businesses in the flood path would take on water.

Like the Mississippi River after the flood, DED continues to maintain its course as it flows along. Led by Director Dek Terrell, who is also the Freeport-McMoRan Corporation Endowed Chair in Economics at the LSU E. J. Ourso College, DED has someone at the helm who has been charting his course with the university for more than 15 years.
Investors’ Report

The E. J. Ourso College of Business is grateful to the individuals and companies who have invested in our future.

Levels of Giving

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<td>Patron</td>
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We strive for accuracy in reporting our annual E. J. Ourso College Investors’ Report. Please contact us if we have omitted, misspelled, or listed your name in a non-preferred manner. The following pages represent all support for the 2010 calendar year and all LSU degrees are included. Corporate matching gifts are credited to the individual and the corporation.

PHILANTHROPIST
Toni (BS, ’67) and Emmet (BS, ’67) Stephenson Jr.

PROVIDER
Sue W. Turner (BS, ’47)

SUSTAINER
Baton Rouge Area Foundation
Sidney Carruth (BS, ’39)
Entergy
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Esperanza and Frank S. “Scotty” Moran
Randal Sweat PooleTrust
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Deloitte & Touche
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Brenda C. and Gregory J. (BS, ’68) Hamer Sr.
Eric Hespenheide
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Kevin Kelty (BS, ’82, MBA, ’83)
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Smith International Inc.
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Edwin S. Vandenburg (BS, ’85)

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Lillian (BS, ’70) and James E. (BS, ’71) Maurin
Jane E. (BS, ’87) and William J. Metcalf
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Regions Financial Corporation
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Suzanne F. (BS, ’65, MS, ’73) and Raymond G. (JD, ’66) Sexton
Smootie King
Donna C. (BS, ’78) and Robert M. (BS, ’78, MS, ’79)
Stuart Jr.
Kathryn M. Sullivan (MBA, ’99)
Nancy C. (BS, ’72) and Steven C. (BS, ’71, MS, ’73)
Walker
Susan A. (BS, ’73) and Joseph C. (BS, ’73) Winkler III
Holly (BS, ’76) and Rick (BS, ’76) Wolfert

SHAREHOLDER

Kim and Scott T. (BS, ’87) Agosta
Tracy C. (BA, ’87) and Chauvin G. (BS, ’87) Alleman
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Atmos Energy Corporation
Baton Rouge Chapter Society of Louisiana CPAs
Victoria and Bryan K. (MBA, ’90) Benoit
Best Buy Co. Inc.
Barry O. Blumberg (BS, ’72)
Brown Foundation Inc.
Elizabeth and Joseph H. (BS, ’73, JD, ’76) Campbell Jr.
Michael H. Carpenter (BS, ’79)
David R. Crabtree (BS, ’93)
Laura L. (BS, ’72) and Ruben J. (BS, ’71, MS, ’74)
Dauzat
Karen A. Deville (BS, ’76, MBA, ’95)
Duke Engineering & Services
Judith E. (MS, ’68) and W. Jack (MBA, ’66, PhD, ’69) Duncan
Marsha L. Felker (BS, ’94)
Hardy B. Fowler Jr. (BS, ’73)
William M. Gilbow Sr. (BS, ’66)
Rene and Jonathan K. (BS, ’92) Greer
Lester J. Griffon Jr. (BS, ’73)
Jill and Fernando M. (BS, ’83, MS, ’84) Guerrero
GVSI L.L.C.
Kathryn R. Habluetzel (BS, ’84)
Clinton L. Harris Jr. (BS, ’77)
Ann H. (BS, ’76) and Frank W. (BS, ’76, MS, ’79)
Harrison
Lee and Joe (BS, ’78) Herring
Home Depot - Your Other Warehouse L.L.C.
D. Lee Jenkins (BS, ’88)
Troy Johnston
J P Morgan & Company Inc.
Robert E. Kelton Sr. (LAB, ’59, BS, ’62)
Robert W. Kimbro (BS, ’80)
Elizabeth B. (BS, ’71) and David L. (BS, ’71, MS, ’76)
Laxton
Heidi E. (BS, ’87) and Jack G. (BS, ’86) Legendre
Lawrence J. Lemoine Jr. (BS, ’88)
Sarah L. (BS, ’79) and Michael G. (BS, ’80) Lloyd
Alvin D. Long Jr. (BS, ’86)
FLORES MBA PROGRAM

Whether you are:
· Aspiring to the C-suite
· A professional climbing the corporate ladder
· Ready to devote full-time to redefine your career

The LSU Flores MBA Program offers you the opportunity to earn your degree with flexible day, night, and weekend options to fit your schedule in 17, 22, or 44 months.

MBA study trips to China, Brazil, and India are now available!

mba.lsu.edu
Outstanding Student Stories

Off and Running

After just three years, Laura Carleton graduated in May 2011 with a bachelor’s in management. She was named as part of the prestigious “Tiger Twelve” for the Class of 2011, and all the while competed as a member of the cross country and track & field teams. Carleton began the LSU Flores MBA Program this fall, and is still on both the cross country and track & field teams.

“I am able to help my teammates maintain their integrity by being a leader within my event group at practice and always encouraging other event groups on the team by being supportive of their challenges and recognizing their achievements.”

— Laura Carleton

3K Thanks to 5K

LSU’s Students in Free Enterprise (SIFE) raised $3,000 for the non-profit organization Danielle Inn in October 2010, via a 5K race. Danielle Inn is a home of refuge located in Covington, La. for unwed, expectant mothers.

“The $3,000 raised will go a long way into keeping the inn operational, but there is still much more that needs to be done.”

— SIFE Treasurer and Project Leader Kristin Lanoix
Winning on the Bayou

In October 2010, a team of students from the college took the top prize in the Bayou Sales Challenge, which was held at Nicholls State University. LSU’s team was made up of Sarah Balladares, Emily Bowie, Katie Mashburn and Philip Toups, all of whom are interns with Northwestern Mutual. Northwestern Mutual served as the premier sponsor for the event and supports the event every year, according to firm Financial Representative Gavin Filasek.

Judges and “customers” who role-play with the students for the event to be critiqued are pulled from local businesses and sponsoring organizations. Judges watch the interviews via live video feeds, then grade competing students on qualities like professionalism, communication, and effectively addressing customer needs.

Eight is Enough

In December 2010, eight students from LSU’s Department of Information Systems & Decision Sciences completed the Certified Information Systems Auditor Program. Since 1978, this program has been the globally accepted standard of achievement among information systems (IS) audit, control, and security professionals. The eight students were Danping Yu, Kseniya Kamalova, Molly Marino, Christopher Launey, Aaron Phipps, Danielle Tusa, Dorian Glassberg, and Afrin Zariat.

Dancing Like a Star

Brandi Lynn Thomas, a management student in the LSU E. J. Ourso College of Business, received the Congressional Award Gold, Silver, and Bronze Medals for completing more than 750 hours of volunteer service in two years.

In addition to spending 320 hours teaching ballroom dance to children and teens, Thomas taught etiquette, self-esteem, respect, and teamwork to the students. She also completed more than 430 hours of service by creating an English as a Second Language program in Macau, China.

“I was hooked from the first step,” Thomas said. “My grandfather and I were such a unique partnership that we were asked to perform at many events across the state. I learned many ballroom dances such as waltz, tango, swing, foxtrot, cha cha, salsa, and rhumba.”

— Brandi Lynn Thomas
### Enrollment figures

#### Gender

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<thead>
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<th></th>
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<tr>
<td>Total</td>
<td>708</td>
<td>661</td>
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#### Status

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#### Degrees Awarded

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LOUISIANA LOOKING UP 2010

Louisiana Looking Up has been solidified as an annual hallmark for the E. J. Ourso College of Business and the LSU Flores MBA Alumni Association-Louisiana Chapter. The 2010 installment, the seventh incarnation of the event, was hosted September 16, 2010, at the Lod Cook Alumni Center and once again provided attendees the opportunity to exchange business ideas and take advantage of networking opportunities.

The afternoon event featured Dean Eli Jones as moderator and had as its Premier Supporters both Capital One Bank and Stonetrust Commercial Insurance Company. Major Supporters for the event were The Greater Baton Rouge Business Report, The Shaw Group Inc., and Traffic Network. While LSU Chancellor Michael Martin made a special guest speaker appearance, Randy Ewing, owner and president of Ewing Timber Company and chairman for the Committee of 100 for Economic Development Inc. served as keynote speaker. Panelists for the event were Holly Clegg, Perry Franklin, Tony Simmons, and Tommy Teepell.

Louisiana Looking Up accentuates Louisiana’s positive business news and serves as a venue to exchange business ideas. The event’s panelists most certainly lived up to those expectations and provided budding entrepreneurs with needed advice and encouragement.

Clegg, the president and chief executive officer of Holly Clegg Inc., is the author of the bestselling trim&TERRIFIC© cookbook series.

“I always say I’m a kept woman, someone pays for what I do, but it pays me to promote my brand,” Clegg said. “I’ve spent 20 years, almost 20 years, building my brand. What is it? Trim and terrific. It’s about a healthy lifestyle, easy everyday recipes, southern, Louisiana, and that’s what people want. I think that people identify with the market I have no matter what I’m doing, and that’s why I think partners come to me, such as Wal-Mart, Tyson, and all the other incredible opportunities I’ve had.”

Franklin, the president of Franklin Industries LLC, heads a public, governmental, and environmental affairs firm that offers services in public affairs, project management, and emergency response/crisis management.

“My organization is very mission oriented,” Franklin said. “It’s driven to help people recover from disasters, help people get involved when there’s important topics like planning in their community, like a new roadway coming through their community; trying to bring people together to really understand and be a stakeholder in the process. And so, that’s my message. Going into business—it’s not an impossibility if you prepare and plan, and then what do you do with your business? It needs to be heart driven. It needs to be something that you’re passionate about in order for you to sustain it because a business—small business today is not one that is easy to stay in. It’s easy to get in, but to stay in it takes passion and commitment.”

Teepell, the chief marketing officer for Lamar Advertising Company, stressed that as an entrepreneur, one of the things that is critical to success is sales.

“You’ve got to hit the revenue numbers, and the only way you’re going to hit those revenue numbers is you really have to establish a system of metrics where you can measure success,” Teepell said. “And then based upon that, you have to identify what are the best practices? What are people doing that’ll really help to move your product and make themselves successful that you’ve got to give them the recognition that they deserve. You’ve got to give them incentives that will align with what the goals are for the company, and you’ve got to build a career path for them.”

According to Jones, there were a few things attendees should have taken away from Louisiana Looking Up.

“One, it’s an annual event,” Jones said. “So, we’re going to celebrate today. We’re going to hear these success stories, and guess what? We’re going to do it next year, and the year after that because we believe in entrepreneurship. Entrepreneurship is part of our mission in the business school, and we want to do everything possible to help incentivize folks to get into entrepreneurship.”
LSU Flores MBAAA-LA Chapter Past President Jim Purgerson, Dean Eli Jones, and LSU Chancellor Michael Martin thanked each of Louisiana Looking Up 2010’s panelists. (Bottom right) LSU Flores MBA Program Director Edward Watson (middle) and LSU Flores MBAAA-LA Chapter President Troy Prevot (right) made an appearance on WAFB in Baton Rouge to promote Louisiana Looking Up 2010.
There’s More Than One Way to Get in Touch with a Tiger!

If you haven’t “Liked” us > (LSUOursoCollege)
If you’re not following us > (lsuoursocollege)
If you aren’t watching us > (Isuejoursocollege)
If you don’t know what the BEC looks like > (followmike.lsu.edu)
If you’ve stopped smiling > (OursoFlickr)
If you’ve quit surfing > www.bus.lsu.edu

You’re missing out on the Ourso Experience!
The Dean’s Excellence Fund
The Dean’s Excellence Fund is made up of unrestricted gifts that can immediately be put to use. Donations to the Fund allow us to enhance the educational experience for today’s students by bolstering the College’s programs, faculty, and facilities. Every gift, regardless of size, makes a difference. Many of our young alumni are starting new jobs, buying houses, and starting families. We value participation rather than the size of the gift.

The Dean’s Circle
The Dean’s Circle is a special group of committed alumni and friends who support the E. J. Ourso College through their annual investment of $1,000 or more to the Dean’s Excellence Fund. Alumni under age 40 can join the Dean’s Circle with a gift of $500.

Student Support
The E. J. Ourso College needs strong scholarship and fellowship programs to attract and retain outstanding students. Scholarships and fellowships support undergraduate, graduate, and doctoral students by helping to supplement the cost of tuition, fees, books, and other costs associated with attending LSU.

Faculty Support
A University is defined by the quality of its faculty, and no asset is more critical to its students. Research awards and endowments for chairs and professorships are highly valuable means of retaining the very best faculty and for recruiting new talent.

Planned Giving
Planned giving allows alumni to support LSU in the future through bequests in a will or through other financial tools. A planned gift can be one of the easiest, most fulfilling ways to support future students of the E. J. Ourso College.

Departments, Centers, and Institutes
The foundation of excellence at the E. J. Ourso College is the academic departments, centers, and institutes that provide specialized instruction and educational enrichment to students and the community. Each unit depends on its own development fund. Gifts of any size make a difference in each unit’s ability to fulfill their teaching, research, and outreach missions.

The Business Education Complex
By Fall 2012, the E. J. Ourso College will have a new home. The state-of-the-art facility consists of four buildings, including a four story rotunda, a 300 seat auditorium, and two classroom buildings equipped with the latest technology. Naming opportunities are available.

HOW MY GIFT CAN MAKE AN IMPACT?
Your gift of...
$50 could: Allow three students to have lunch with a guest speaker.
$100 could: Cover the printing costs for materials to recruit top students.
$250 could: Supplement the costs of a business journal subscription for student use.
$500 could: Allow a student to participate in a diversity conference.
$1,000 could: Provide an undergraduate scholarship for one year.
$2,500 could: Purchase an interactive white board in a classroom.
$5,000 could: Allow two faculty members to receive certification in the latest technologies.

Contact Information
To learn more about the many different ways you can impact the E. J. Ourso College, contact the Office of Advancement at 225-578-6407 or advancement@lsu.edu or visit bus.lsu.edu/advancement. To make an investment today, visit lsufoundation.org/contribute or by send a check made payable to the LSU Foundation specifying the fund you wish to support in the memo line. Checks may be sent to: The Office of Advancement, E. J. Ourso College of Business, Louisiana State University, 3139 Patrick F. Taylor Hall, Baton Rouge, LA 70803.