The E. J. Ourso College is grateful to all of those who have graciously donated to the BEC and would like to recognize the Top Donors to this transformational initiative. Giving levels are according to Forever LSU Capital Campaign guidelines.

$1 million or more
- Amedisys
- Anonymous
- Rob & Cherie Arkley
- Ross & Sherry Centanni and Gardner Denver
- Chase
- Jimmy & Lillian Maurin
- RoyOMartin
- Billy & Cathy Rucks

$500,000-$999,999
- All Star Automotive Group
- Sue Turner
- Rick & Holly Wolfert

$100,000-$499,999
- Acadian Ambulance
- Tom & Lisa Adamek
- John & Nancy Barnidge
- John W. Barton
- Sidney Carruth
- Robert Crosby Jr. Family
- Irene W. & C. B. Pennington Foundation
- David & Betty Laxton
- Buddy & Laura Leach
- Walter & Jennifer Morales
- Marty & Liane Phillips
- Jerry & Beverly Shea
- Denny & Jane Shelton
- Jeff & Amie Springmeyer

$500,000-$999,999
- All Star Automotive Group
- Sue Turner
- Rick & Holly Wolfert

$1,000,000-$499,999
- Acadian Ambulance
- Tom & Lisa Adamek
- John & Nancy Barnidge
- John W. Barton
- Sidney Carruth
- Robert Crosby Jr. Family
- Irene W. & C. B. Pennington Foundation
- David & Betty Laxton
- Buddy & Laura Leach
- Walter & Jennifer Morales
- Marty & Liane Phillips
- Jerry & Beverly Shea
- Denny & Jane Shelton
- Jeff & Amie Springmeyer

“The new facility will be a state-of-the-art business education complex to rival the best in the nation and help our flagship university attract the best and brightest minds in the country. Not only is this a tremendous investment in the future of our flagship university though, but it will also be an incredible catalyst for economic development in our state by partnering with Louisiana’s business community to produce the first-class entrepreneurs of the next generation.”

— Governor Bobby Jindal
When we look back at 2009 and the first half of 2010, we have reason to be extremely proud of the accomplishments in the E. J. Ourso College of Business; particularly in light of the global financial crisis.

As you are undoubtedly aware, we as a college had multiple opportunities to put into practice that which we teach. In May 2009, the state cut $219 million from higher education’s 2009-10 fiscal budget—$35 million of which came from LSU’s Baton Rouge campus. In December 2009, another $84 million was added to that total—an additional $12.6 million for LSU’s Baton Rouge campus. We are putting into practice every aspect of accounting, economics, finance, information systems & decision sciences, marketing, and management that we teach.

After finally reaching tier one status last year, the cuts mentioned above are bound to affect that ranking. That in turn will affect our unit. The question, of course, is “How much?” For years now the need for private funding to make LSU a great university has been espoused. Never was that more true than now and in the years to come.

Benjamin Franklin said, “Without continual growth and progress, such words as improvement, achievement, and success have no meaning.” Throughout 2009, the E. J. Ourso College worked to grow. We did so by beginning the process of adapting to new budget constraints. We did so by welcoming new faculty. We did so by implementing new programs and by working to fulfill our growth initiatives—The Business Education Complex, Diversity, Doctoral Student Support, Globalization, and Supply Chain Management.

Thankfully, 2009 proved once again a couple of things we already knew. Our students continued to show they can compete on the highest of levels. Our faculty was recognized for its research and other contributions. Our alumni achieved heights in multiple industries. Our alumni, friends, and generous donors continued to show their support. The same has been true so far in 2010 as we celebrate the college’s 82nd anniversary.

We are grateful to those of you who chose to invest in us, whether that meant your giving of your time, talents, or treasures. We are grateful for the public-private partnership that will help make the Business Education Complex (BEC) a reality, but the funding for the BEC is not complete. We know the future mandates that we continue to ask you to invest in us. Truly, excellence requires private support.

I thank you for your continued support and urge you to do everything you can to support LSU.

Sincerely,

DEAN JONES
Dean and E. J. Ourso Distinguished Professor of Business
TABLE of CONTENTS

Facts & Figures
3 · E. J. Ourso College Portfolio
4 · Rainmakers
5 · Outstanding Alumni & Friend Accomplishments
6 · Sources of Funding
7 · Fall 2009 Vital Stats
22 · Spring 2010 Vital Stats
23 · Perspectives: Haluska and Liguori
25 · Dean’s Circle Launched
29 · Perspectives: Garrett and Miller

Growth Initiatives
8 · Diversity
9 · Doctoral Student Support
10 · Globalization
11 · Supply Chain Management

Honors
12 · 2009 Hall of Distinction
14 · 2010 Hall of Distinction

Departments
16 · Accounting
17 · Economics
18 · Finance
19 · Information Systems & Decision Sciences
20 · Management
21 · Marketing

Milestone
26 · Ground Broken for Business Education Complex

Centers, Institutes, Initiatives, and Programs
30 · LSU Stephenson Entrepreneurship Institute
31 · LSU Stephenson Disaster Management Institute
32 · Louisiana Business & Technology Center
33 · LSU Center for Internal Auditing
34 · LSU Flores MBA Program
35 · LSU Executive Education
36 · Emerging Markets Initiative
37 · Public Administration Institute
38 · Real Estate Research Institute
39 · Highway Safety Research Group
40 · Division of Economic Development

Investment
41 · 2009 Investors’ Report

The cover of this year’s annual report features E. J. Ourso College Dean Eli Jones, LSU Chancellor Michael Martin, Governor Bobby Jindal, James Maurin, and LSU Foundation CEO William Bowdon helping to break ground for the BEC.

Annual Report · FY 2009–10
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. Comments should be addressed to:
E. J. Ourso College of Business
Louisiana State University
3139 Patrick F. Taylor Hall
Baton Rouge, LA 70803
225-578-8865
Fax: 225-578-5277
E. J. Ourso College of Business
Eli Jones, Dean
Director of Alumni & External Relations
Wendy Osborn Luedtke
Senior Director of Advancement
Karen A. Deville
Executive Editor
Wendy Osborn Luedtke
Assistant Director of Alumni & External Relations and Editor
Timothy E. Rodrigue
Program Manager
Megan J. Stone
Art Director/Designer
Tim Elder
Steve Radcliffe
Photographers
Tim Elder, Aaron Hogan, Eddie Perez, Jim Zietz
LSU is an Equal Opportunity/Access University
LSU Design Services 223387
LSU Printing Services 500 - 10/10
The LSU Center for Internal Auditing students that have achieved the highest student score on the international Certified Internal Auditor Exam. Yves Damoiseau, an LSU Rucks Department of Management PhD spring 2009 graduate, was flown to South Africa in May 2009 to be honored for his achievement at the Internal Auditors International Conference.

Number of stops the Louisiana Business & Technology Center’s Mobile Classroom made around the state in 2009. Each stop typically lasted two days.

Age at which long-time Management Professor Emeritus Leon Megginson passed away at February 22, 2010. He earned his PhD from LSU in 1953 and retired in 1977.

Number of University Medalists who graduated with a 4.0 gpa from the E. J. Ourso College last year and in the first half of 2010. They were: Claire Adkins, Darlene Coughlin, Ryan French, Edward Garrity, Molly Hadden, Whitney Hughes, Lacey Rochester, and Cortni Smeltzer.

Number of new tenure track faculty members who joined the college last year—Jeremy Bernerth, Jamison Day, Dana Hollie, Carol Liu, Jared Llorens, and Boris Morozov.

Years of service at LSU given so far by E. J. Ourso College faculty members Al Burns, Julie Chenier, W. Douglas McMillin, and Glenn Summers.

Retirements
Department of Economics Administrative Program Specialist Mary Jo Neathery officially retired at the end of the 2009 spring semester after 37 years of service to the University. Longtime LSU Flores MBA Director David Crary followed suit in July after 37 years of service as well. Former Interim Dean and Finance Professor William Lane retired in May after 35 years of service.

The following teaching awards were presented for the 2008-2009 academic year:
- Outstanding Graduate Teaching Assistant: Rucks Department of Management PhD Candidate Shannon Taylor
- Outstanding Instructors: Carolyn Borne, Department of Information Systems & Decision Sciences; Phil Breaux, Department of Finance
- Outstanding Untenured Professor: Wei-Ling Song, Department of Finance
- Outstanding Tenured Professor: Carter Hill, Department of Economics
- Outstanding Tiger Athletic Foundation Professors: Donald Kluempers, Rucks Department of Management; Hettie Richardson, Rucks Department of Management; Randle Raggio, Department of Marketing

The following teaching awards were presented for the 2009-2010 academic year:
- Outstanding Graduate Teaching Assistant: Department of Finance PhD Candidate Jiu-Lin Chen and Department of Economics PhD student Dan Groff
- Outstanding Instructor: Charles Roussel, Department of Economics
- Outstanding Untenured Professor: K.C. Rakow, Department of Accounting
- Outstanding Tenured Professor: Gary Sanger, Department of Economics
- Outstanding Tiger Athletic Foundation Professors: Courtland Chaney, Rucks Department of Management; Thomas Karam, Department of Marketing; Suzanne Pawloowski, Department of Information Systems & Decision Sciences; Danny Weathers, Department of Marketing
Six E. J. Ourso Faculty Named “Rainmakers” by LSU in 2009

In 2008, LSU celebrated the accomplishments of 100 outstanding research and creative faculty at its first annual Rainmakers Gala. These faculty are nationally and internationally recognized for innovative research and creative scholarship who compete for external funding at the highest levels and who attract and mentor exceptional graduate students.

Last October, the University selected six rainmakers from the E. J. Ourso College once again. Impressively, five new faces from the college joined this elite list. Named to the list in 2009 were:

- Ourso Distinguished Chair of Accounting Agnes Cheng
- Ourso Family Distinguished Professor Rudolf Hirschheim
- E. J. Ourso College Dean and E. J. Ourso Distinguished Professor of Business Eli Jones
- Louisiana Real Estate Commission Chair of Real Estate Kelley Pace
- Associate Dean for Research and Economic Development and Department of Information Systems & Decision Sciences Chair Helmut Schneider
- Thomas H. Daigre Endowed Chair of Business Administration Mark Weaver

2008 E. J. Ourso College University Rainmakers

- Boyd Professor, Ourso Distinguished Chair in Management, and Olinde Professor of Management Arthur Bedeian
- James C. Flores Endowed Chair of MBA Studies Don Chance
- Janet I. and E. Robert Theriot Professor and Price LeBlanc Development Scholar Judith Anne Garretson Folse
- Ourso Family Distinguished Professor Rudy Hirschheim [pictured at right]
- Gulf Coast Coca-Cola Bottling Co. Inc. Distinguished Professor of Business Administration Sudipta Sarangi
- U.J. LeGrange Endowed Professor in Accounting Glenn Sumners

Eli Jones

“I’m truly honored that my colleagues selected me as a ‘Rainmaker.’ This recognition is particularly meaningful, because it recognizes my research contributions.”

RESEARCH AREA: Sales and Sales Management

Agnes Cheng

“I am thrilled to receive the ‘Rainmaker’ award. This award makes me feel that my devotion to research is recognized, which certainly motivates me to continue devoting myself to research and to take a leadership role in enhancing research activities in my department.”

RESEARCH AREA: Financial Accounting, Intermediate Accounting, and PhD Research Seminar

Helmut Schneider

“It is a great honor to have been selected to the group of ‘Rainmakers’ at LSU.”

RESEARCH AREA: Operations Management, Risk Analysis in Information Systems Development, Risk Analysis of Traffic Crashes

Rudolf Hirschheim

“I am delighted to be recognized by the LSU community with this ‘Rainmakers’ award. LSU is a great institution, with great faculty, administrators, staff, and students. I shall continue to strive for excellence and to help build the reputation of LSU.”

RESEARCH AREA: Information Systems Development, Impacts of Information Technology (IT), IT Governance, IT Outsourcing

Mark Weaver

“As a relatively new faculty member at LSU the award is a high honor. It shows that LSU really values national recognition, my funding efforts, and the outreach I am doing in the social entrepreneurship area. LSU can use the awards to help motivate more faculty to pursue ‘big’ projects with ‘big’ impacts.”

RESEARCH AREA: International Strategic Alliances, Entrepreneurship and Economic Development, Social Networking and Development, Entrepreneurship Across the University, Impact of Education on Entrepreneurial Activity

Kelley Pace

“I examined the list of faculty receiving this award in 2008 as well as 2009, and I recognized a number of individuals that I respect. I am certainly happy to join this group.”

RESEARCH AREA: Advanced topics in real estate
Outstanding Alumni & Friend Accomplishments

Throughout 2009 and into 2010, alumni and friends of the E. J. Ourso College have distinguished themselves repeatedly in civic and philanthropic endeavors and have been 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.

FEBRUARY 2009

William F. Borne, Maurice J. Coleman, Jonathan E. Martin, Roy O. Martin III, and Richard E. Matheny were inducted into the E. J. Ourso College of Business Hall of Distinction on February 27, 2009. Honored for their contributions during the Donor Recognition Ceremony were Sherry and Ross Centanni, Cathy and Billy Rucks, Toni and Emmet Stephenson, Jane and Denny Shelton, Laura and Buddy Leach, and The Irene W. and C.B. Pennington Foundation. (Read about the inductees on p. 12)

MARCH 2009

John Pitzel, a Public Administration Institute alumnus, appeared as a contestant on the quiz show Jeopardy! March 30, 2009. An account manager for SunGard Higher Education, Pitzel led for most of the Double Jeopardy! round, until falling behind the leader by $1,800 going into Final Jeopardy!. He answered the Final Jeopardy! question incorrectly and finished third, receiving $1,000 in prize money.

MAY 2009

Jimmy Maurin, co-chairman of the E. J. Ourso College Dean’s Advisory Council’s Louisiana Business Building Oversight Committee, was honored at a luncheon May 14, 2009, when a professorship was established in his name by business partner and dear friend Roger Ogden. The James E. Maurin Professorship in Business will be used for scholastic purposes by students from kindergarten through 12th grade.

AUGUST 2009

Genevieve “Genny” May, a Public Administration Institute alumnna, was nominated as the U.S. Marshal for Louisiana’s Eastern District. The first woman from Louisiana to receive a presidential nomination for U.S. Marshal, Louisiana State Police Lt. Col. May was recommended by U.S. Senator Mary L. Landrieu on April 27, 2009. She was confirmed October 14, 2009.

NOVEMBER 2009

Phil Frost, a Public Administration Institute alumnus, was appointed by Governor Bobby Jindal to serve on the Louisiana Naval War Memorial Commission. The commission is responsible for the upkeep and operation of the USS Kidd Veterans Memorial. Frost is the director of the Baton Rouge Zoo.

Christopher Lavan, a Public Administration Institute alumnus, was named one of Northwest Louisiana’s 40 Under 40 by the Shreveport Chamber of Commerce. Lavin is the director of service learning at Centenary College of Louisiana.

FEBRUARY 2010

Carmen Austin, a graduate of the LSU Flores MBA Program, was named president of the Louisiana Certified Commercial Investment Member Chapter for 2010. The local CCIM chapter, an affiliate of the CCIM Institute, confers the CCIM designation to qualified commercial real estate agents. Austin is an associate broker with Saurage Commercial Real Estate.

MARCH 2010

Thomas J. Adamek, Donald J. Gauci, David L. Laxton III, Jerry E. Shea Jr. and Christel Slaughter were inducted into the E. J. Ourso College of Business Hall of Distinction on March 19, 2010. Honored for their contributions during the Donor Recognition Ceremony were Toni and Emmet Stephenson, Amedisys Inc., Cherie and Jim Flores, ExxonMobil, Shell, Sue Turner, KPMG, and the Walter Lantz Foundation. (Read about the inductees on p. 14)

MAY 2010

Harry Hawks, a graduate of the LSU Flores MBA Program, became the executive vice president and chief financial officer of K12 Inc. Hawks was inducted into the E. J. Ourso College of Business Hall of Distinction in 2002, and is a member of the college’s Dean’s Advisory Council. K12 Inc. is a virtual homeschooling business that supplies an online education system geared toward students from kindergarten through 12th grade.

Rolfe McCollister, publisher and chief executive officer of The Greater Baton Rouge Business Report, delivered the keynote speech at the LSU E. J. Ourso College Diploma Ceremony. McCollister is a member of the college’s Dean’s Advisory Council and serves on its Marketing & Public Relations Committee.

Peggy Scott, executive vice president and chief financial officer of Blue Cross and Blue Shield of Louisiana, was named one of The Greater Baton Rouge Business Report’s 2010 Influential Women in Business. Scott was inducted into the E. J. Ourso College of Business Hall of Distinction in 2008, and is currently the president of the college’s Dean’s Advisory Council. Blue Cross Blue Shield of Louisiana provides affordable health insurance coverage for individuals, families, and groups.

Amy Welborn Thompson, a graduate of LSU’s Rucks Dept of Management, was named Human Resources Director for the Middle East Region of Baker Hughes Inc., a leading provider of high-performance technology for international and national oil companies.

JUNE 2010

The Louisiana Business Emergency Operations Center (LA BEOC) was officially opened on LSU’s South Campus on June 2, 2010. The center was made possible in part by the efforts of the LSU Stephenson Disaster Management Institute, which was established in 2007 by Toni and Emmet Stephenson. (Read about the LA BEOC on p. 31)
Sources of Funding FY 2009 – 2010

- State Funding & Tuition: $15,360,000 (67%)
- MBA & Professional Programs: $2,675,000 (13%)
- Grants & Contracts: $1,100,000 (5%)
- Donations (Non-Endowed): $750,000 (3%)
- Chairs / Professorships (Endowed): $3,000,000 (12%)
## Fall 2009 Vital Stats

### Enrollment figures

<table>
<thead>
<tr>
<th>Gender</th>
<th>UG</th>
<th>Graduate</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>966</td>
<td>386</td>
<td>1352</td>
</tr>
<tr>
<td>Female</td>
<td>754</td>
<td>273</td>
<td>1027</td>
</tr>
<tr>
<td>Total</td>
<td>1720</td>
<td>659</td>
<td>2379</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>UG</th>
<th>Graduate</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Indian</td>
<td>5</td>
<td>3</td>
<td>8</td>
</tr>
<tr>
<td>Asian</td>
<td>58</td>
<td>16</td>
<td>74</td>
</tr>
<tr>
<td>Black</td>
<td>69</td>
<td>81</td>
<td>150</td>
</tr>
<tr>
<td>Hispanic</td>
<td>56</td>
<td>9</td>
<td>65</td>
</tr>
<tr>
<td>Unknown</td>
<td>38</td>
<td>28</td>
<td>66</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>1</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>Non-Resident Alien</td>
<td>51</td>
<td>107</td>
<td>158</td>
</tr>
<tr>
<td>White</td>
<td>1442</td>
<td>410</td>
<td>1852</td>
</tr>
<tr>
<td>Total</td>
<td>1720</td>
<td>659</td>
<td>2379</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Major</th>
<th>UG</th>
<th>Graduate</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>468</td>
<td>MS 60/PhD 9</td>
<td>537</td>
</tr>
<tr>
<td>Economics</td>
<td>50</td>
<td>MS 4/PhD 30</td>
<td>84</td>
</tr>
<tr>
<td>Finance</td>
<td>372</td>
<td>MS 33/PhD 15</td>
<td>420</td>
</tr>
<tr>
<td>General Business</td>
<td>142</td>
<td>0</td>
<td>142</td>
</tr>
<tr>
<td>ISDS</td>
<td>66</td>
<td>MS 8/PhD 12</td>
<td>86</td>
</tr>
<tr>
<td>Int. Trade &amp; Finance</td>
<td>53</td>
<td>0</td>
<td>53</td>
</tr>
<tr>
<td>Management</td>
<td>307</td>
<td>PhD 10</td>
<td>317</td>
</tr>
<tr>
<td>Marketing</td>
<td>252</td>
<td>PhD 11</td>
<td>263</td>
</tr>
<tr>
<td>MBA</td>
<td>0</td>
<td>MBA 340</td>
<td>340</td>
</tr>
<tr>
<td>MPA</td>
<td>0</td>
<td>MBA 127</td>
<td>127</td>
</tr>
<tr>
<td>National Student Exchange</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Academic Programs Abroad</td>
<td>8</td>
<td>0</td>
<td>8</td>
</tr>
<tr>
<td>Non-Degree</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>1720</td>
<td>659</td>
<td>2379</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Undergraduate Residency</th>
<th>Men</th>
<th>Women</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Louisiana</td>
<td>769</td>
<td>608</td>
<td>1377</td>
</tr>
<tr>
<td>Other States</td>
<td>169</td>
<td>123</td>
<td>292</td>
</tr>
<tr>
<td>Other Countries</td>
<td>28</td>
<td>23</td>
<td>51</td>
</tr>
<tr>
<td>Total</td>
<td>966</td>
<td>754</td>
<td>1720</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Status</th>
<th>UG</th>
<th>Graduate</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Time</td>
<td>1637</td>
<td>471</td>
<td>2108</td>
</tr>
<tr>
<td>Part-Time</td>
<td>83</td>
<td>188</td>
<td>271</td>
</tr>
<tr>
<td>Total</td>
<td>1720</td>
<td>659</td>
<td>2379</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Degrees Awarded</th>
<th>UG</th>
<th>Graduate</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009-2010</td>
<td>637</td>
<td>277</td>
<td>914</td>
</tr>
<tr>
<td>2008-2009</td>
<td>688</td>
<td>246</td>
<td>934</td>
</tr>
<tr>
<td>Total</td>
<td>1325</td>
<td>523</td>
<td>1848</td>
</tr>
</tbody>
</table>
In today’s business environment, input from various points of view is prudent. Adequate learning requires a similar outlook.

Just as the LSU E. J. Ourso College recognizes the need to teach students how to collaborate and thrive with others of different perspectives, so do our donors. The Denny Shelton Diversity Non-Endowed Fellowship/Assistantship is awarded to graduate students enrolled in the E. J. Ourso College with preference given to minority students who excel in both academics and philanthropic activities. In 2009, three LSU Flores MBA students—Gabriela Albino, Sherri Nero, and Stanley Savage—were named Shelton Fellows and last November had the opportunity to dine with their benefactor.

“Jane and I are committed to helping the E. J. Ourso College create and sustain a successful diversity program,” Denny Shelton said. “We plan to continue to provide funding for future Shelton Fellows. We are so proud of the recipients and feel strongly that these outstanding students will excel in their future careers and other endeavors.”

— James “Denny” Shelton, Legacy Hospital Partners Inc. Chairman of the Board

Pictured above: Stanley Savage, Gabriela Albino, James “Denny” Shelton, Sherri Nero, and Edward Watson join for a photo following a special luncheon.

www.bus.lsu.edu/diversity
Growth Initiative:

Doctoral Student Support

Tomorrow’s faculty elite are today’s PhD students. We aim to provide reinforcement and encouragement to those who will advance the fields of research and teaching for future generations.

The Daryl McKee Doctoral Study in Marketing Scholarship was established in 2007 by faculty members and PhD students from the Department of Marketing to honor deceased longtime LSU Marketing Professor Daryl McKee and to provide assistance to a worthy doctoral student. Last year’s recipient, Nobuyuki Fukawa, is a Japanese native whose research interests include hedonic memory processes and their effects on consumer behavior, brand equity, advertising, and market strategy. He has been widely published recently in journals such as *Journal of Marketing Science*.

“Nobu was selected by his peers in the program as the most supportive fellow student who exemplifies the standard of collegiality associated with Daryl McKee.”

— Alvin Burns, Ourso Distinguished Chair of Marketing

Pictured above: Nobuyuki Fukawa is presented the Daryl McKee Doctoral Study in Marketing Scholarship Award by Alvin Burns.

www.bus.lsu.edu/phd
The world continues to shrink as our ability to communicate instantly grows. Our faculty is opening our students’ eyes to the possibilities a global market offers for borderless cooperation.

In June 2009, the LSU E. J. Ourso College made inroads in the Southern Hemisphere by signing a letter of intent with Brazil’s University of São Paulo (USP) to establish an academic partnership with that institution’s School of Economics, Business and Accounting. Dean Eli Jones and Ourso Distinguished Chair of Accounting Agnes Cheng met with Dean Carlos Azzoni and additional USP officials to commemorate the event.

“We are very excited about our new partnership with University of São Paulo as part of our globalization efforts. The faculty there is eager to work with our faculty on research opportunities, and our students will benefit from this partnership as we expand our China initiative into the Emerging Markets Initiative, which includes Brazil.”
— Eli Jones, Dean and E. J. Ourso Distinguished Professor of Business

Pictured above: Eli Jones and Carlos Azzoni seal E. J. Ourso College and USP partnership with a handshake.

www.bus.lsu.edu/globalization

A mere four months after signing a letter of intent with the University of São Paulo, the college welcomed USP Associate Professor and Director of Graduate Programs Edgard Conachione for the first installment of the LSU E. J. Ourso College of Business Dean’s Seminar Series on Global Research, Education, and Practice.

In April 2010, 30 LSU Flores MBA, EMBA, and PMBA students traveled to Brazil, where they learned much about why the country is an emerging market and how to conduct business with individuals and corporations in Brazil.

The students attended lectures by USP faculty and Brazilian businesspeople, visited cultural attractions, and dined and laughed together. In short, the one-week program was educational and fun. These students are now able to converse with others about international business and can put this valuable experience on their résumés, which will elevate their marketability.

Expenses for this trip were offset by funds raised by the college and the LSU Flores MBA Alumni Association venture Louisiana Looking Up 2009.
Growth Initiative: Supply Chain Management

As part of our goal to produce leaders, we must prepare our students to coordinate and integrate the flows of materials, information, and finances from supplier to manufacturer to wholesaler to retailer to consumer.

As part of last October’s Energy Studies’ Energy Summit 2009: Energy Market Challenges and Opportunities, LSU Executive Education hosted the E. J. Ourso College of Business Supply Chain Management Symposium: Best Practices for a Global Economy. This half-day event addressed challenges to procurement and logistics within a variety of industries, including oil and gas, petrochemical, and manufacturing.

“In today’s business environment, the ability to effectively coordinate activities with many supply chain partners is a key competitive advantage. As outsourcing continues to grow, companies find that their success depends greatly on managing factors that exist outside their organizational boundaries.”

— Jamison Day, Assistant Professor, Information Systems & Decision Sciences

Meaning to Louisiana

Every business relies on some sort of supply chain to remain operational, whether the product is information or a usable good. Important supply chain topics for the Gulf Coast region include how to build and sustain global supply chain excellence, supply chain security (especially as it relates to ports and intermodal transportation systems), and supply chain resiliency in a globally interdependent economy.

According to Department of Information Systems & Decision Sciences Professor Peter Kelle, the establishment of supply chains in Louisiana, a state prone to the effects of severe hurricanes and other catastrophic incidents, is vital.

“In Louisiana, natural disasters cause increasing damages,” Kelle said. “A critical component of disaster response is the resource supply chain. We develop robust supply management strategies to make disaster supply chains become more efficient and resilient.”

Pictured above: LSU Flores MBA student Lina Atyieh provides an initial product purchase cost demonstration during class, which is just one example of Supply Chain Management.

www.bus.lsu.edu/supplychain
2009 Hall of Distinction

On February 27, 2009, 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.

William F. Borne
Bill Borne is the CEO and chairman of Amedisys, a leading provider of home health care and hospice service across the United States, which he founded in 1982. Borne was named The Greater Baton Rouge Business Report’s 1990 Young Businessperson of the Year and Entrepreneur of the Year and Forbes magazine’s 2004 Entrepreneur of the Year. He appeared as a panelist for the LSU Flores MBA Alumni Association event Louisiana Looking Up 2007.

“Although I am not an alumnus of the University, I consider it a great honor to be inducted into the Hall of Distinction. I have been all over the country and visited many campuses, but none have the LSU Spirit. Institutions such as LSU make me proud to be part of this state.”

— William F. Borne

Maurice J. Coleman
Maurice Coleman is the director of Private Markets for the Teachers’ Retirement System of Louisiana and was previously the managing director of Cherokee Investment Partners, one of the largest brownfield private equity real estate companies in the world. He serves on the E. J. Ourso College Dean’s Advisory Council Executive Committee and as chair of the council’s Endowment Committee. Coleman has appeared in the LSU Flores MBA Program’s Distinguished Speaker Series and has spoken to both the LSU Student Finance Association and the Ambassadors Club.

“The continued success of the E. J. Ourso College of Business has a circular effect, benefiting the University, its students, and its alumni. I have always believed that I should reach for the next rung on the ladder of success but always work to help others climb that ladder.”

— Maurice J. Coleman

Donor Recognition Ceremony

The Third Annual Donor Recognition Ceremony was held in conjunction with the 2009 Hall of Distinction Banquet. Recognized at this event were those individuals and organizations that have gifted $250,000 or more cumulatively to the LSU Foundation for the E. J. Ourso College through the Forever LSU Campaign, which began July 1, 2001. Corporate matching funds are credited to an individual’s cumulative giving total and also to the matching corporation’s cumulative total.

Philanthropist: $1,000,000-$4,999,999
Sherry and Ross Centanni
Cathy and Billy Rucks
Toni and Emmet Stephenson

Guarantor: $500,000-$999,999
Jane and Denny Shelton

Provider: $250,000-$499,999
Laura and Buddy Leach
The Irene W. & C.B. Pennington Foundation
Jonathan E. Martin
Jonathan Martin is the chairman and CEO of Martin Companies LLC, which oversees subsidiaries Roy O. Martin Lumber Company LLC and Martin Timber Company LLC. He has served on the advisory board of the LSU College of Engineering and on the E. J. Ourso College Dean’s Advisory Council. Additionally, Martin has appeared as part of the LSU Flores MBA Program’s Distinguished Speaker Series and was instrumental in Roy O. Martin’s donation of $3 million to the capital campaign for the Business Education Complex.

“Food, football, and fun were always present in the fall, and there is not a more beautiful campus in all of the South than LSU’s. I truly covet the idea of seeing LSU become a top tier university. It is well known and widely respected for many academic areas, especially in English, music, engineering, journalism, and, of course, business.”
— Jonathan E. Martin

Roy O. Martin III
Roy O. Martin III is the president and CFO of Roy O. Martin Lumber Company LLC and Martin Timber Company LLC, two of the components that help comprise RoyOMartin. Additionally, he is a director and co-founder of Inigo Minerals LLC and Perforex Forest Services LLC. Martin is a member of the E. J. Ourso College Dean’s Advisory Council’s Academic Committee and appeared as a panelist for the LSU Flores MBA Alumni Association event Louisiana Looking Up 2005. He was also instrumental in RoyOMartin’s donation of $3 million to the capital campaign for the Business Education Complex.

“I can’t think of a better way to prepare for my career! My LSU education and the contacts I made while attending LSU were crucial to my development as an executive.”
— Roy O. Martin III

Richard E. Matheny
Richard Matheny is a partner in Phelps Dunbar LLP whose practice involves public utility law, taxation, and business transactions. In addition to being named an outstanding lawyer by Super Lawyers magazine for three consecutive years, Matheny is the former chairman of the board of LSU’s Louisiana Business & Technology Center and is the past-president of the E. J. Ourso College Dean’s Advisory Council and a member of its Louisiana Business Building Oversight Committee.

“My state and community benefit from LSU’s bringing together of students and faculty from all over the world for the great work of research and education. LSU has made it possible for our family to have friends from China, India, Iran, Europe, South America, Africa, the Middle East, and practically every one of the 50 states.”
— Richard E. Matheny
2010 Hall of Distinction

On March 19, 2010, the E. J. Ourso College of Business inducted the latest Hall of Distinction class. They have certainly distinguished themselves through their personal and civic achievements.

Thomas J. Adamek

Thomas Adamek is a co-founding member of Stonehenge Capital LLC, which was established in 1999, and serves as its president, managing director, and on its board of managers. The company now has interests in nine states. He is responsible for asset management and business development activities. Adamek is also a director of Aramid Capital Partners, a London-based firm co-founded by Stonehenge in 2006. He is a member of the board of directors and treasurer of the Louisiana Art and Science Museum and a member of the development committee of Mary Bird Perkins Cancer Center.

“I am proud to be a part of the LSU community. It is an integral economic engine for Baton Rouge and the state and the breeding ground for the next generation of business and civic leaders.”
— Thomas J. Adamek

Donald J. Gauci

Donald Gauci is a partner with Ernst & Young whose practice is focused on providing information technology risk management assurance and advisory services to clients in the oil & gas, power & utilities, telecommunications, technology, real estate, and life sciences industries. In addition to his responsibilities with Ernst & Young, Gauci is a member of the E. J. Ourso College of Business Dean’s Advisory Council and serves on its Executive Committee and as chair of its Recruiting and Placement Committee. Additionally, he serves on the board of the Holy Name Passionist Retreat Center in Houston, Texas and is a member of its executive and governance committees.

“LSU has been a thread that runs through the entire fabric of my life. My family, friends, and career have all been influenced by this wonderful institution. I am grateful for the opportunities that I have been given as a result of my association with LSU.”
— Donald J. Gauci

Donor Recognition Ceremony

The Fourth Annual Donor Recognition Ceremony was held in conjunction with the 2010 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 2009, the listed donors were honored.

Founder: $10,000,000-$24,999,999
Toni and Emmet Stephenson

Philanthropist : $1,000,000-$4,999,999
Amedisys Inc.
Cherie and Jim Flores

Guarantor: $500,000-$999,999
ExxonMobil
Shell
Sue Turner

Provider: $250,000-$499,999
KPMG
Walter Lantz Foundation

www.bus.lsu.edu/alumni/hod/2009
David L. Laxton III

David Laxton is the executive vice president and CFO of Edgen Murray, a global supplier of specialty steel pipe, fittings, plates, valves, and structural to the energy industry. In addition to his duties with Edgen Murray, Laxton is vice chairman of the Louisiana Society of CPAs. He has co-authored articles for Management Accounting and Financial Executive and is a member of the recently formed LSU Department of Finance Advisory Board. Laxton has donated his time to serve as chairman and for 10 years as a member of the board of directors of Episcopal High School and is a member of the Boy Scouts’ Eagle Scout Review Board.

“LSU gave me many opportunities and helped prepare me for their pursuit. The education, friends, acquaintances, contacts, and experiences gained though LSU during and after my time spent in Baton Rouge have provided the basis for any success achieved to date.”

— David L. Laxton III

Jerry E. Shea Jr.

Jerry Shea is the president of The Bayou Companies Inc., the president of Bayou Coating LLC, and the president of Shea Investments Inc. In addition to his professional duties, Shea is a member of the LSU Board of Supervisors and served as its chairman during 2007 and 2008. Additionally, he serves on the board of directors of Stupp Bros. Inc. and on the board of The Bayou Companies Inc. Shea is a member of the LSU Tiger Athletic Foundation, a charter member of the Top 100 Tigers, and a member of the LSU Foundation.

“LSU gave me many opportunities and helped prepare me for their pursuit. The education, friends, acquaintances, contacts, and experiences gained though LSU during and after my time spent in Baton Rouge have provided the basis for any success achieved to date.”

— Jerry E. Shea Jr.

Christel C. Slaughter

Christel Slaughter is a principal in SSA Consultants, a nationally recognized consulting and training company that has provided services to hundreds of organizations across the United States and Canada. In addition to her professional duties, Slaughter is a member of the board of directors of the Federal Reserve Bank of Atlanta and a member of the Baton Rouge Area chamber of Commerce, Junior Achievement, the Academy of Management, and the American Institute of Decision Sciences. She served for seven years as an LSU faculty member and still teaches in the LSU Flores MBA Program.

“There are very few awards that can be more meaningful than to be honored by one’s alma mater. I was only 17 years old when I arrived on the Louisiana State University campus, and I was smitten with higher education.”

— Christel C. Slaughter
What would you say were your department’s successes or strengths in 2009?

“One major success over the past few years actually is the growth of our PhD program. Before 2007, the department’s PhD program was suspended. Due to the leadership of (Professor) Agnes Cheng, it has been revitalized and now has a total of 10 students. During the last academic year, accounting PhD students from LSU attended and submitted papers to conferences, including the American Accounting Association Doctoral Consortium. Additionally, we were one of only 30 programs nationwide to participate in the American Institute of Certified Public Accountants’ Doctoral Scholars Program.”

What Globalization or other growth initiative implementations do you see on the near horizon?

“Last year, the Department of Accounting worked to further strengthen the E. J. Ourso College’s focus on integrating cultural business practices from emerging markets around the world. My colleague, Agnes Cheng, accompanied Dean (Eli) Jones to meet with University of São Paulo’s School of Economics, Business and Accounting Dean Carlos Azzoni and other university officials to establish an academic exchange between the two entities. I fully anticipate an exchange of accounting faculty and students with Brazil.”

What teaching opportunities has your faculty been presented due to the current economic climate?

“The increased acceptance of the International Reporting Standards developed by the International Accounting Standards Board has presented the Department of Accounting with an opportunity to provide students a greater understanding of what is becoming the global standard for the preparation of public company financial statements. To accomplish this goal, we hosted a workshop conducted by Mary Barth, a professor at Stanford University and member of the International Accounting Standards Board. Following the research workshop, Professor Barth held an international cross-disciplinary seminar and discussed her involvement with the IASB during a reception in her honor.”

2009-2010 Accounting Highlights

January 2009
- For a fifth consecutive year, a team of accounting students from the E. J. Ourso College reaches the finals of PricewaterhouseCoopers’ xACT competition
- KPMG Endowed Professor Larry Crumbley speaks at 20th Asian-Pacific Conference on International Accounting Issues

February 2009
- Instructor Letti Lowe-Ardoin named 2009 Service Learning Scholar

March 2009
- Accounting junior Sarah Miller named 2009 Young Woman of Excellence by the Louisiana Legislative Women’s Caucus Foundation
- LSU’s Phi Chapter of Beta Alpha Psi places first in the organization’s Southeast Regional Best Practices competition in the category of Financial Literacy

April 2009
- Accounting student Elizabeth Aycock selected to receive University’s Distinguished Communicator Award
- Instructor Julie Chenier recognized for 30 years of service at LSU
- Administrative Program Specialist Debra Arledge recognized for 25 years of service at LSU
- Assistant Professor K.C. Rakow receives summer award for intellectual contributions

May 2009
- Department holds annual awards banquet
- Professor Larry Crumbley awarded Certified in Financial Forensics Credential by the American Institute of Certified Public Accountants
- Accounting graduate Ryan French receives University Medal for completing his undergraduate career with a 4.0 gpa

July 2009

August 2009
- KPMG Peat Marwick Developing Scholar Dana Hollie and Assistant Professor Carol Liu join the department
- Professor Larry Crumbley and Instructor Laura Delaune have teaching novel Trap Doors and Trojan Horses published

September 2009
- Professor Agnes Cheng dubbed a “Rainmaker” by the University

November 2009
- Department releases 2009 edition of Tiger Tactics and announces the Accounting Den

December 2009
- Accounting student Brittany Smith named in 2009-2010 edition of Who’s Who Among Students in American Universities and Colleges
- Ernst and Young Alumni Distinguished Professor Ken Reichelt notified his paper, “National and Office-Specific Measures of Auditor Industry Expertise and Effects on Audit Quality,” will be published in a future edition of the Journal of Accounting Research

March 2010
- Professor Larry Crumbley awarded the Outstanding Educator Award by the Federation of Business Disciplines

April 2010
- Department holds Annual Accounting Awards Banquet

May 2010
- Department hosts the first annual American Accounting Association’s Forensic and Investigative Accounting Section Research Conference
2009-2010 Economics Highlights

March 2009
- Harris J. and Marie P. Chustz Distinguished Professor in Business Administration James Richardson appointed to the Louisiana Coalition for Capital Board of Advisors
- Ourso Distinguished Chair of Economics Naci Mocan wins Economic Inquiry's 2008 Best Article Award for his paper "What Determines Corruption? International Evidence from Microdata"

April 2009
- Mack Hornbeak Endowed Professor in Economics W. Douglas McMillin recognized for 30 years of service at LSU
- Professor Naci Mocan presented summer award for intellectual contributions
- Ourso Family Professor in Econometrics Carter Hill named college's Outstanding Tenured Professor for 2008-2009 academic year
- Administrative Program Specialist Mary Jo Neathery named college's Outstanding Staff Member for 2008-2009 academic year

July 2009
- Economics graduate student and former LSU women's tennis player Staten Spencer awarded NCAA Postgraduate Scholarship

August 2009
- Robert W. and June Heroman Scheffy Professorship Holder Eric Hillebrand granted tenure

November 2009
- Department co-sponsors the Eighth Annual Advances in Econometrics Conference

February 2010
- Department hosts LSU Conference on Networks: Theory and Applications

April 2010
- Ourso Family Professor in Economics Carter Hill and Marjory B. Ourso Center for Excellence in Teaching Professor Faik Koray recognized for 25 years of service to the University

What would you say were your department’s successes or strengths in 2009?

“Our department continues to edit two internationally circulated economics peer reviewed journals—the Journal of Labor Research and the Journal of Macroeconomics. Additionally, we hosted the Eighth Annual Advances in Econometrics Conference and papers delivered there were published in two volumes of Advances in Econometrics.

“Other successes included Professor Naci Mocan’s reception of the Best Paper Award from Economic Inquiry for his paper titled ‘What Determines Corruption? International Evidence from Microdata.’ We were also honored to host Professor Daniel Hamermesh from UT-Austin, who spoke before 300 students and faculty about whether ‘Beauty Pays,’ and our own faculty continues to publish its research in the profession’s top-tier journals.”

What Globalization or other growth initiative implementations do you see on the near horizon?

“We are continuing to develop our degree program in international trade & finance, which is the only such program in the state. Professor Carter Hill is leading an initiative to develop an exchange program with a Finnish university, the University of Lappeenranta in Business and Economics.

“Additional globalization aspects of our department include faculty members co-authoring numerous papers with colleagues from all over the world and classroom offerings such as Economic Development, International Trade, International Finance, and the Chinese Economy.

“Of special note here is that our own Professor Faik Koray is the co-editor of Eurasian Review of Economics and Finance.”
What would you say were your department’s successes or strengths in 2009?

“Being recognized as a CFA Institute Program Partner is near the top of the list and has been a major factor in tripling the size of our master’s program in the past year and a half. (Securities Market Analysis Research and Trading (SMART) Lab) Gary Sanger, who led in our CFA Partnership, also became president of the Southern Finance Association. Perhaps the greatest success I have been blessed to see is a visibly stronger cohesion among our various groups. I’m excited about the interaction I’m seeing between our students, staff, instructors, faculty, alumni, and employers. Our top students crave professional relationships early in their LSU studies. The leadership within the SFA (Student Finance Association) and SREA (Student Real Estate Association) has developed better networking with our successful alumni, including meeting with alumni during SFA’s New York trip for internship and career opportunities.”

What Globalization or other growth initiative implementations do you see on the near horizon?

Our research faculty continue to maintain a significant presence at national and international academic conferences. (James C. Flores Endowed Chair of MBA Studies and Professor) Don Chance and (Lloyd F. Collette Endowed Chair of Insurance and Financial Services) Ji-Chai Lin are asked to speak internationally every few months it seems. (Hermann Moyse, Jr./Louisiana Bankers Association Endowed Chair of Banking) Joe Mason is in the global media spotlight—even visited Zambia. (Louisiana Real Estate Commission Chair of Real Estate) Kelley Pace published a spatial econometrics book with international recognition. In our PhD program, we are seeing growth in the number of experienced PhD students coming to us because of the financial crisis, and they are bringing more real-world experience into our program.

What teaching opportunities has your faculty been presented due to the current economic climate?

“We’ve seen increased SMART Lab usage and more students sign up for Bloomberg training. The current environment presents a unique opportunity for classroom discussion. All of our classes have been affected whether finance, real estate, banking, insurance, or business law. We are committed to staying on the leading edge of academic research and teaching the fundamentals. More so than any other time, the average student uses sources outside the textbook and is more prepared to engage in complex discussions.”

What 2009-2010 Finance Highlights

January 2009
- Louisiana Real Estate Commission Chair of Real Estate Kelley Pace co-authored textbook Introduction to Spatial Econometrics is published

February 2009
- Instructor J. Scott Fargason appointed as an advisor to the Louisiana Health Care Quality Forum
- Department holds Price Scholarship Reception to honor recipients and to thank David and Jeannie Price

April 2009
- Department recognized as a CFA Institute Program Partner
- Instructor Phil Breaux receives LSU Tiger Athletic Foundation Undergraduate Teaching Award
- Bank One/Chuck McCoy Distinguished Professor in Finance Clifford Stephens presented summer award for intellectual contributions

Instructor Phil Breaux named a college Outstanding Instructor for the 2008-09 academic year

May 2009
- Finance students Barton Kelly and Noah Lurette awarded prestigious Society of Industrial and Office Realtors Scholarships
- Finance graduates Edward Garrity, Lacey Rochester, and Cortni Smeltzer receive the University Medal for completing their undergraduate career with a 4.0 gpa

July 2009
- PhD candidates Bahar Ulupinar and Jiun-Lin have proposals accepted for the Financial Management Association International Doctoral Student Consortium

November 2009
- Finance senior Melissa Landry named LSU Homecoming Queen
- Professor Don Chance named the James C. Flores Endowed Chair of MBA Studies
- Distinguished Chair in Finance Gary Sanger elected president of the Southern Finance Association for 2010

December 2009
- Professor Ji-Chai Lin has Lloyd F. Collette Endowed Chair of Insurance and Financial Services renewed

March 2010
- Former LSU Flores MBA Director David Craty named a professor emeritus

April 2010
- John L. Davidson Teaching Endowed Professor William Lane recognized for 35 years of service
- Professor Gary Sanger recognized for 25 years of service to the University
- Bank One/Chuck McCoy Distinguished Professor in Finance #2 Wei-Ling Song has a paper she co-authored accepted for publication by the Journal of Financial Economics.

Pictured above: Carlos Slawson (middle) and Gary Sanger (right) visit with Chris Hill of the Louisiana State Employees’ Retirement System (LASERS), following the signing of the CFA Agreement.

Chair: Later & Blum Inc. Distinguished Professor in Business Administration Carlos Slawson
Jointed LSU: June 5, 1995

www.bus.lsu.edu/finance
What would you say were your department’s successes or strengths in 2009?

“Our research publications surely must be among the best of our peer universities, considering the small size of our faculty. For example, (Associate Professor) Andy Schwarz and (Professor) Rudy Hirschheim had a paper published in one of the top three journals in the field (Journal of the Association for Information Systems). Additionally, I had publications in journals such as Communications of the ACM, Information & Organization, and Strategic Outsourcing, and PhD student Yoonhyuk Jung and (Associate Professor) Suzanne Pawlowski received a best paper award for their ICIS (International Conference on Information Systems) paper.

“Happily, the department had two faculty members named ‘Rainmakers’ by the University, and IBM awarded PhD student Matt Levy and myself an IBM Fellowship.”

What Globalization or other growth initiative implementations do you see on the near horizon?

“The college’s Emerging Markets Initiative and the Globalization growth initiative are definitely items we are working on, especially as it relates to U.S.-China educational education. At the moment we are working with two visiting scholars from China on a 16-day trip for senior-level executives from China to have a global business educational experience. The visit will entail classroom training and company visits so that they have a better understanding of American business practices. We anticipate this visit will be between April and June.”

What teaching opportunities has your faculty been presented due to the current economic climate?

“We have taken this opportunity to embark on more certification testing for our undergraduate students, including CISA (Certified Information Systems Auditor) and Microsoft certifications. The latter has been spearheaded by (Instructor) Lauren Hutchinson and is gaining increasing popularity among our students and business students as a whole.”
What would you say were your department’s successes or strengths in 2009?

“The National Society for Human Resources Management recognized our undergraduate program as meeting the standards for its human resources curriculum. They have an ideal program and meeting those standards indicates we are doing the right thing. Additionally, our student chapter of the Society of Human Resource Management received a Superior Merit Award for a 20th consecutive year, and several members of the faculty and doctoral students received awards.”

What Globalization or other growth initiative implementations do you see on the near horizon?

“Globalization and international issues have always been important in the management department—from the research we conduct, to the content of our courses, to the students we serve. The relevance of globalization to management is only going to increase in coming years. In addition to a dedicated multinational management course, most of our other courses include an international component. We have quite a few faculty members and graduate students engaged in ongoing international research. One of these faculty members, (William W. Rucks IV Endowed Chair) Jean McGuire, has initiated a speaker series in which the department’s top scholars are invited to present their research to the department and college.”

What teaching opportunities has your faculty been presented due to the current economic climate?

“Management in this time is about learning how to do more with less. It’s about attracting employees and motivating them when jobs are at risk.

“We are incorporating the challenges of managing in this kind of environment and economy in our classes. We are teaching the students real-world things they would face in this economy. For example, in my compensation and benefits class, we had speakers from Employee Benefits Solutions come talk about the benefits environment and how employers provide benefits to employees in light of economic and health care changes.”

Note: Answers provided by Hettie Richardson.
2009-2010 Marketing Highlights

April 2009
- Ourso Distinguished Chair of Marketing Alvin Burns recognized for 30 years of service at LSU
- Assistant Professor Randle Raggio presented summer award for intellectual contributions and LSU Tiger Athletic Foundation Undergraduate Teaching Award

May 2009
- Marketing graduate Whitney Hughes receives the University Medal for completing her undergraduate career with a 4.0 GPA

August 2009
- E. J. Ourso College Dean & E. J. Ourso Distinguished Professor of Business Eli Jones dubbed a “Rainmaker” by the University

November 2009
- PhD student Nobuyuki Fukawa selected to receive the Daryl McKee Doctoral Study in Marketing Scholarship

February 2010
- Recent marketing alumni Sarah Balcerowicz and Tracy Gagliardi have commercial they produced for Gulf Coast Bank & Trust shown during Super Bowl XLIV
- Beta Xi Chapter of Pi Sigma Epsilon wins 2010 Kodak Video Camera Contest
- V. Price LeBlanc Developing Scholar Professor in Marketing Judith Anne Garretson Folse and Assistant Professor Randle Raggio win best paper award at the 2010 American Marketing Association Winter Marketing Educators’ Conference

April 2010
- Piccadilly Cafeterias Inc. Business Administration Business Partnership Professor Bill Black recognized for 25 years of service to the University

What would you say were your department’s successes or strengths in 2009?

“...The fact that a majority of our courses stress ‘hands-on’ learning, where students do real-world or simulated real-world projects was made evident in a number of ways. In particular, our Pi Sigma Epsilon student marketing organization had another successful year, winning several national awards. Additionally, several of our excellent teachers won outstanding teaching awards, including teaching assistants and tenure-track faculty.”

What Globalization or other growth initiative implementations do you see on the near horizon?

“...Certainly as it relates to globalization we see the Emerging Markets Initiative as one that we can potentially become involved with, in and out of the classroom. So, we are hopeful that the college moves forward quickly with this initiative. We are also learning more about the college’s Supply Chain Management growth initiative, in which we think we can participate.”

What teaching opportunities has your faculty been presented due to the current economic climate?

“...There are certainly many practical examples out there from which our students have been able to learn. Having reality provide examples is always a bonus. This is especially true for our faculty who are involved in the International Business Seminars program, where students go to Europe and visit and learn from several businesses.”

In the summer of 2009, marketing student Shelia De Guzman took part in the college’s annual trip to China. After visiting the emerging market, her entire outlook about the nation was completely turned on its ear.

“...Understanding the Chinese culture took a lot of effort, but in due time what was once impossible and uninteresting was finally before my eyes and truly appreciated,” De Guzman said. “It is a culture with unending and ever important traditions that values education and relationships. There were so many characters and so much history!”

De Guzman’s experience highlights the importance of the E. J. Ourso College’s Emerging Markets Initiative, its role in the Globalization Growth Initiative, and their symbiotic relationship with departments across the college.

www.bus.lsu.edu/marketing
### Spring 2010 Vital Stats

#### Enrollment figures

<table>
<thead>
<tr>
<th>Gender</th>
<th>UG</th>
<th>Graduate</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>869</td>
<td>362</td>
<td>1231</td>
</tr>
<tr>
<td>Female</td>
<td>728</td>
<td>245</td>
<td>973</td>
</tr>
<tr>
<td>Total</td>
<td>1597</td>
<td>607</td>
<td>2204</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>UG</th>
<th>Graduate</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Indian</td>
<td>5</td>
<td>3</td>
<td>8</td>
</tr>
<tr>
<td>Asian</td>
<td>53</td>
<td>12</td>
<td>65</td>
</tr>
<tr>
<td>Black</td>
<td>69</td>
<td>72</td>
<td>141</td>
</tr>
<tr>
<td>Hispanic</td>
<td>51</td>
<td>9</td>
<td>60</td>
</tr>
<tr>
<td>Unknown</td>
<td>39</td>
<td>25</td>
<td>64</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>2</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>Non-Resident Alien</td>
<td>50</td>
<td>93</td>
<td>143</td>
</tr>
<tr>
<td>White</td>
<td>1328</td>
<td>388</td>
<td>1716</td>
</tr>
<tr>
<td>Total</td>
<td>1597</td>
<td>607</td>
<td>2204</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Major</th>
<th>UG</th>
<th>Graduate</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>455</td>
<td>MS 57/PhD 9</td>
<td>521</td>
</tr>
<tr>
<td>Economics</td>
<td>41</td>
<td>MS 3/PhD 25</td>
<td>69</td>
</tr>
<tr>
<td>Finance</td>
<td>348</td>
<td>MS 29/PhD 15</td>
<td>392</td>
</tr>
<tr>
<td>General Business</td>
<td>88</td>
<td>0</td>
<td>88</td>
</tr>
<tr>
<td>ISDS</td>
<td>69</td>
<td>MS 12/PhD 8</td>
<td>89</td>
</tr>
<tr>
<td>Int. Trade &amp; Finance</td>
<td>49</td>
<td>0</td>
<td>49</td>
</tr>
<tr>
<td>Management</td>
<td>298</td>
<td>PhD 11</td>
<td>309</td>
</tr>
<tr>
<td>Marketing</td>
<td>243</td>
<td>PhD 11</td>
<td>254</td>
</tr>
<tr>
<td>MBA</td>
<td>0</td>
<td>MBA 302</td>
<td>302</td>
</tr>
<tr>
<td>MPA</td>
<td>0</td>
<td>MBA 125</td>
<td>125</td>
</tr>
<tr>
<td>National Student Exchange</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Academic Programs Abroad</td>
<td>5</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td>Non-Degree</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>1597</td>
<td>607</td>
<td>2204</td>
</tr>
</tbody>
</table>

#### Undergraduate Residency

<table>
<thead>
<tr>
<th>Louisiana</th>
<th>Men</th>
<th>Women</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other States</td>
<td>672</td>
<td>586</td>
<td>1258</td>
</tr>
<tr>
<td>Other Countries</td>
<td>169</td>
<td>120</td>
<td>289</td>
</tr>
<tr>
<td>Total</td>
<td>869</td>
<td>728</td>
<td>1597</td>
</tr>
</tbody>
</table>

#### Status

<table>
<thead>
<tr>
<th>Full-Time</th>
<th>UG</th>
<th>Graduate</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1519</td>
<td></td>
<td>384</td>
<td>1903</td>
</tr>
<tr>
<td>Part-Time</td>
<td>78</td>
<td>223</td>
<td>301</td>
</tr>
<tr>
<td>Total</td>
<td>1597</td>
<td>607</td>
<td>2204</td>
</tr>
</tbody>
</table>

#### Degrees Awarded

<table>
<thead>
<tr>
<th>2009-2010</th>
<th>UG</th>
<th>Graduate</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>637</td>
<td></td>
<td>277</td>
<td>914</td>
</tr>
<tr>
<td>2008-2009</td>
<td>688</td>
<td>246</td>
<td>934</td>
</tr>
<tr>
<td>Total</td>
<td>1325</td>
<td>523</td>
<td>1848</td>
</tr>
</tbody>
</table>
EMILY HALUSKA

Degree: Flores MBA: Marketing & Finance Specialization
Date of Graduation: 2008

Life at LSU: As an LSU Flores MBA student, Emily founded the University’s National Association for Women MBA chapter.
Life After LSU: Emily is currently involved with marketing and strategy for an advertising start-up in New Jersey.

What did the E. J. Ourso Experience mean to you?
“It’s about learning to ask the tough questions about something everyone else is agreeing to.”

Why did you choose the E. J. Ourso College and the LSU Flores MBA Program?
“I liked the intimate feel and small, professional staff. Everyone knows your name. The staff was very supportive and enthusiastic.”

ERIC LIGUORI

Degree: PhD, Management
Anticipated Graduation Date: 2012

Life at LSU: In 2009, Eric partnered with the Center for Advanced Technology & Innovation to evaluate the commercial viability of two patents for environmentally friendly pesticide formulation aids.
Life After LSU: Eric plans to teach entrepreneurship or technology commercialization classes in a university setting.

What does the E. J. Ourso Experience mean to you?
“Highly recognized faculty and resources and an international reputation in the field of management.”

Why did you choose the E. J. Ourso College and the Rucks Department of Management?
“Here, you are free to research what you want and what you are passionate about. It’s nice to have such a supportive faculty. The professors are always willing to entertain your ideas.”
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 in as little as 18 months with flexible day, night, and weekend options to fit your schedule.

Ranked 26th among public institutions by Forbes.com for return on investment.

mba.lsu.edu
The E. J. Ourso College of Business is excited to announce that 62 members joined the Dean’s Circle in its inaugural year. This initiative, launched in 2009, is a special group of committed alumni and friends who support the academic and developmental goals of the college through their annual investment of $1,000 or more to the Dean’s Excellence Fund.

“On behalf of the college, I sincerely thank these 62 Dean’s Circle members for their generosity and for sharing in our commitment to providing E. J. Ourso College students with a first-class educational experience,” said Dean Eli Jones. “Funds generated from the Dean’s Circle in 2009 were a significant source of support that provided the college with some flexibility to meet the needs of students and faculty during a time when state budget cuts impacted higher education.”

Gifts made to the Dean’s Excellence Fund directly impact the E. J. Ourso College’s programs, faculty, students, and facilities. These gifts provide support for student international travel stipends, business student organizations, undergraduate scholarships, specialized software, graduate fellowships, and the college’s growth initiatives. Dean’s Circle members provide significant immediate support to the Dean’s Excellence Fund and make it possible for the E. J. Ourso College to remain competitive on a national level and develop the next generation of leaders in business.

“As a successful graduate of the E. J. Ourso College, I wanted to do my part to not only help move the college to the next level, but also assist the college with its immediate needs,” said Bill Scheffy, a 1972 alumnus and chief financial officer of Eateal in Baton Rouge. “Joining the Dean’s Circle is a simple and effective way to give back, especially during this time when LSU is facing many fiscal challenges.”

“I am grateful for the educational experience I received at the E. J. Ourso College and the opportunities that I have been afforded,” said Scott Agosta, a 1987 alumnus and vice president of Financial Reporting with XTO Energy in Fort Worth, Texas. “Giving back is my way to thank the college and help other students succeed on their path toward a career in business.”

LSU marks its sesquicentennial anniversary in 2010 with a year of historical reflection, celebration, and commitment.

“As LSU and its alumni and friends worldwide celebrate the University’s 150 years of excellence, I ask our alumni and friends to help the E. J. Ourso College continue in this legacy of excellence through their support of the Dean’s Excellence Fund,” Jones said. “During this sesquicentennial anniversary, I challenge the Dean’s Circle to grow to 150 members. Together, we can reflect upon where we have been and celebrate our commitment to having a positive influence on the phenomenal students and faculty of the college today and in the future.”

Thank you to all of our Dean’s Circle members who donated or pledged $1,000 or more to the Dean’s Excellence Fund in the 2009 calendar year.

Levels of Giving
$10,000 and above
Dean’s Circle Partner

$5,000 to $9,999
Dean’s Circle Manager

$2,500 to $4,999
Dean’s Circle Executive

$1,000 to $2,499
Dean’s Circle Shareholder

$500
Dean’s Circle Associate

(graduates under 40 years of age)

Dean’s Circle Manager
Nancy and John Q. (BS, ’73, MBA, ’75) Barnidge
Sarah R. (BS, ’84) and James Borden
Elizabeth B. (BS, ’63) and G. Lee (MS, ’62) Griffin
BlueCross BlueShield of Louisiana

Dean’s Circle Executive
Scott T. Agosta (BS, ’87)
Cherie P. and Robin P. Arkley II
Jeanie L. and David J. (BS, ’74) Bondy
Carol M. Calkins (BS, ’70)
E. Renae Conley
Brian K. Feraucio
Kathryn S. (BS, ’88) and Donald J. (BS, ’87) Gauzi
Lisa M. (BS, ’90) and William D. (BS, ’89, MS, ’95) Griffin
Lester J. Griffen Jr. (BS, ’73)
Mary T. (BS, ’69) and James Brady (MBA, ’71) Harris
Eric Hespenheide
Leon Hirsch (BS, ’73)
Donna L. (BS, ’74) and J. Gerard “Jerry” (BS, ’73) Jolly
Susan H. and Richard A. (LAW, ’57, BS, ’61) Lipsey
Barbara BS, ’91, MS, ’93 and Gerald BS, ’90, JD, ’93 Louviere
Eugenia S. (BS, ’78) and Richard E. (JD, ’79) Matheny
Lillian (BS, ’70) and James E. (BS, ’71) Maurin
Sandra P. (BS, ’76) and Gerald E. Meyer
Liane M. (BS, ’79) and D. Martin (BS, ’75, MBA, ’77) Phillips
Pamela F. (BS, ’76, MBA, ’79) and Jim Richardson
William T. Stowe (BS, ’02)
Linda and Richard M. Sturlese (MBA, ’99)
Kathryn M. Sullivan (MBA, ’99)
Susan A. (BS, ’73) and Joseph C. (BS, ’73) Winkler
Ainsley and Jeffrey S. (BS, ’89) Zehnder

Dean’s Circle Shareholder
Lisa A. (BS, ’89, JD, ’94) and Thomas J. (BS, ’82) Adamek
Tracy C. (BS, ’87) and Chauvin G. (BS, ’87) Alleman
Sidney V. Arbour Jr. (BS, ’36)
Barry O. Blumberg (BS, ’72)
Eugenia S. (BS, ’78) and Richard E. (JD, ’79) Matheny
Lillian (BS, ’70) and James E. (BS, ’71) Maurin
Sandra P. (BS, ’76) and Gerald E. Meyer
Liane M. (BS, ’79) and D. Martin (BS, ’75, MBA, ’77) Phillips
Pamela F. (BS, ’76, MBA, ’79) and Jim Richardson
William T. Stowe (BS, ’02)
Linda and Richard M. Sturlese (MBA, ’99)
Kathryn M. Sullivan (MBA, ’99)
Susan A. (BS, ’73) and Joseph C. (BS, ’73) Winkler
Ainsley and Jeffrey S. (BS, ’89) Zehnder

Dean’s Circle Shareholder
Lisa A. (BS, ’89, JD, ’94) and Thomas J. (BS, ’82) Adamek
Tracy C. (BS, ’87) and Chauvin G. (BS, ’87) Alleman
Sidney V. Arbour Jr. (BS, ’36)
Barry O. Blumberg (BS, ’72)
Pamela J. (BS, ’75) and Murray E. (BS, ’72, MS, ’76) Brasseux
D. Irvin Couvillion (BS, ’56, JD, ’59)
Jonathan J. Davies (PhD, ’75)
Karen A. Deville (BS, ’76, MBA, ’95)
Judith E. (MS, ’68) and W. Jack (MBA, ’66, PhD, ’69) Duncan
Albert G. Elias Jr. (BS, ’93, JD, ’96)
Dianne H. Gallagher (BS, ’74)
John B. Gremillion Jr. (BS, ’68)
Jill and Fernando M. (BS, ’83, MS, ’84) Guerrero
Lee and Joe (BS, ’78) Herring
Frances A. (BS, ’82) and William P. (BS, ’82, MS, ’83) Herrington
Robert E. Kelton Sr. (LAB, ’59, BS, ’62)
Elizabeth B. (BS, ’71) and David L. (BS, ’71, MS, ’76) Laxon
Sarah L. (BS, ’79) and Michael G. (BS, ’80) Lloyd
Teeta and Rolfe H. (BS, ’78) McCollister Jr.
Louise T. Morgan (BS, ’43)
Mary N. (BS, ’63) and Jake L. (BS, ’60) Nettnerville
Postlewaitte & Nettnerville
Raymond P. Prince (BS, ’76)
Kathleen E. (BS, ’65) and Eddie N. (BS, ’65) Pullaro
Keith Reeves (BS, ’69)
Maurice J. Robichaux III (BS, ’83)
William W. Scheffy (BS, ’72)
Joanne and Joseph (BS, ’66) Stein Jr.
Nancy C. (BS, ’72) and Steven C. (BS, ’71, MS, ’73) Walker
Marian Wilfert Beauchamp (BS, ’76)

Dean’s Circle Associate
Patrick M. Evans (BS, ’93)
Michele A. Reynolds (BS, ’06)

Facts & Figures
Ground Broken for Business Education Complex

Throughout the course of the University’s year-long sesquicentennial celebration, no day is likely to match the exuberance seen and felt March 19, 2010. Bolstered by LSU cheerleaders and the music of the Golden Band from Tigerland, the atmosphere could have been likened to a Saturday afternoon before a night game in Death Valley. With Louisiana Governor Bobby Jindal, Baton Rouge Mayor-President Kip Holden, LSU Executive Vice Chancellor and Provost Astrid Merget, LSU Foundation President William Bowdon, former LSU Board of Supervisors member Roger Ogden, and Chair of the Forever LSU Campaign Henson Moore present, LSU Chancellor Michael Martin and E. J. Ourso College Dean Eli Jones hosted the memorable groundbreaking ceremony for the college’s new home—the Business Education Complex (BEC).

Without question, the football theme was in full effect, and the message was made clear: We have the ball on the goal line, but we still need to punch it in for a score. Funds still need to be raised to complete the project, and the E. J. Ourso
College is looking to its alumni and the business community to finish raising the money needed for the BEC.

Amid the pomp and circumstance of the celebration, the groundbreaking site played host to the Louisiana Business & Technology Center’s Mobile Classroom as close by a model of the BEC under a white canopy drew much attention from attendees. Draped over the facing wall of Patrick F. Taylor Hall, an enormous Forever LSU banner added to the purple and gold attire worn by much of the crowd, and spirit signs held up by students to thank donors and Governor Jindal for the $30 million match provided by the state.

A capacity crowd gathered for the event, which was held in the parking lot east of Patrick F. Taylor Hall. Bleachers packed with attendees were augmented by rows of standing onlookers, present to get a glimpse of golden shovels overturning earth at the climax of the ceremonial start of construction. Before that took place, however, various dignitaries in attendance addressed the crowd.

Martin extolled those who made the construction of the BEC possible, those who supported the effort again and again during what he referred to as “hard times.”

“You can look across the state of Louisiana at the major enterprises and see that the captains of industry in the state—many, many, many of them have a deep connection to this campus and at this college, and we intend to continue that commitment and that connection,” Martin said.

Holden lauded those whose efforts in the past led to the BEC becoming a reality and stated that Baton Rouge is now reaping the benefits of the community having invested in intellectual capital for decades.
“But we really need to pause and salute the pioneers, those who taught in that building (Patrick F. Taylor Hall), the students who went through the programs in that building, and those graduates of this great University that are competing, not on a national level, but an international level because of the investments made in the intellect of the great people who finished this school,” Holden said.

As Holden referenced those who have come before and in the present to make the BEC possible, Jindal intoned how valuable the complex will be for the future.

“Certainly we are here to mark the official groundbreaking of a state-of-the-art business education complex that is going to rival the finest in the country and help our flagship institution attract and keep the best and brightest students in the nation,” Jindal said. “Make no mistake about it. We talk about the Flagship Agenda. It’s not just about competing in the South, it’s about competing across the entire country and indeed the entire world.”

Following the ceremonial groundbreaking, the various dignitaries present provided their signatures in cement on two concrete blocks that will ultimately be placed during the construction of the BEC for all to see. Additionally, a reception was held with a wide array of fare for all to enjoy as tailgating music accentuated the celebratory spirit.

For the latest updates and information about the BEC, or to make a donation, visit www.bus.lsu.edu/building.

BEC Construction Cam and Mike the Builder’s Blog

On the day of the Business Education Complex’s groundbreaking, the E. J. Ourso College launched the BEC Construction Cam. This live, 24/7 look-in at the BEC’s construction site allows you to see the progress being made on the college’s new home anytime. Simply visit the college’s homepage—www.bus.lsu.edu—and click on the cam.

Additionally, the college has a blog you can subscribe to where bi-weekly updates are given about the BEC’s construction, courtesy of Mike the Builder. Simply visit followmike.lsu.edu, and you will be treated to descriptions, photos, and even video on occasion as Mike the Tiger provides the latest on-the-spot information.

Groundbreaking Quotes

A collection of quotes heard March 19, 2010

“I think this is going to put this institution further on the map than we already are. This solidifies our recognition as a major player in higher education, business education.”

— LSU Chancellor Michael Martin

“This is going to impact Louisiana as we transform business education. The flagship business school in the state is leading the way. We’ll have state-of-the-art technology.”

— E. J. Ourso College of Business Dean Eli Jones

“I think this building will be a fantastic representation of all of the hopes and dreams of the LSU business school and the future of business in Louisiana.”

— ikon.5 Architect Joseph Tattoni

“What we expect to see here today is the start of something that is going to change how the entirety of the University and possibly even universities across the state are creating the new generation, the next generation of entrepreneurs that this center is really going to help incubate that talent.”

— Baton Rouge Area Chamber CEO Adam Knapp

“It has been a tremendous challenge to affect an outcome like we’re experiencing today. What an incredible event it is for this university, most especially for the E. J. Ourso College of Business.”

— LBBOC Co-Chair Bill Slaughter

“With this groundbreaking, we’re dealing with one of the greatest needs that LSU has. The LSU business school is one of the best in the country. It’s one of the biggest colleges on this campus, and for the first time it’s going to have its own home, and that’s great.”

— LBBOC Co-Chair Jimmy Maurin

“I think it’s just tremendous. In an environment where funding is so constrained, to see the alumni of this great university and the leadership of this university take the kind of steps to involve private fundraising to accomplish something of this magnitude is just world-class.”

— Lemoine Construction President Leonard Lemoine

“I think it’s going to have a huge impact on the economic development of the state. It’s going to make students want to stay home and develop the state of Louisiana; not having to go to Dallas, to Houston, to Atlanta to get good jobs. When they train here, they’re more likely to stay here.”

— Roy O. Martin Lumber Company LLC and Martin Timber Company LLC President & CFO Roy O. Martin III
GAINES GARRETT

Degree: Bachelor’s in Biology and a Master’s in Business Administration
Date of Graduation: 2008 and 2010, respectively

Life at LSU: At LSU, Gaines relished the spirit of the University and met the guys that would ultimately become his business partners.

Life After LSU: Gaines founded KC Kayaks—the KC stands for “Kajun Custom”—a designer and manufacturer specializing in custom made fishing kayaks and outdoor apparel.

What did the E. J. Ourso Experience mean to you?

“My E. J. Ourso Experience provided me with skills that I needed to not only start my own business but also to convince others that I was capable. Having my MBA from LSU gives other people confidence in me.”

Why did you choose the E. J. Ourso College and the LSU Flores MBA Program?

“Honestly, I never wanted to go anywhere else. LSU has always been a big part of my life and my family. I wanted to stay in Louisiana, and LSU was the best place to establish the network I would need going forward.”

SARAH MILLER

Degree: Bachelor’s in Accounting
Anticipated Graduation Date: 2010

Life at LSU: Sarah, who is also a student in the LSU Honors College, received the 2009 Young Woman of Excellence Award from the Louisiana Legislative Women’s Caucus.

Life After LSU: Sarah plans to pursue her master’s in accounting, sit for the CPA exam, and ultimately work in public accounting as an external auditor.

What does the E. J. Ourso Experience mean to you?

“The E. J. Ourso Experience is the journey of an individual’s transition from student to young professional. I have been challenged by my peers and faculty to grow as a student and a leader. My experience has been an intellectually stimulating time, during which I have created relationships with students, faculty, and staff that will remain intact beyond college graduation.”

Why did you choose the E. J. Ourso College?

The E. J. Ourso College is a community where students receive an unparalleled education while creating unforgettable relationships. With a focus on scholarship, enthusiasm for leadership, and passion for service, the E. J. Ourso College is dedicated to excellence both inside and outside of the class-
In addition to installing a new advisory board in 2009, the LSU Stephenson Entrepreneurship Institute began the fall by promoting its new Entrepreneurship Fellows Program with a kickoff event that featured Raising Cane’s founder & CEO Todd Graves and a free year-supply of chicken fingers for one student. Additionally, the institute began a series called “Doing Business in the Entertainment and Movie Industry” through its Women in Business program and also held its inaugural Distinguished Entrepreneurship Speaker Event, welcoming Rob Campbell, developer of Microsoft’s PowerPoint and Apple’s FileMaker, to campus.

January 2010 saw the institute welcome two visiting scholars from Beijing for the semester—Professor Yongzhung Li and Jianjia Fu. In June, the institute hosted former NFL players for a program designed to help former athletes brand themselves and transition to their next careers.

How did you address the college’s growth initiatives in 2009?

“We are actively working to develop our business relations with China, Brazil, France, and the Philippines. We have a franchising program that has been used by 15 other countries and continues to grow in its expansion throughout the world. We also have a Women in Business program that is one of the leading programs in the nation and has recently traveled to Spain, China, and France. Lastly, the institute has a fantastic staff of professionals who are dedicated to economic growth and the expansion of education and entrepreneurial endeavors throughout the state of Louisiana.”

— Robert Justis, LSU Stephenson Entrepreneurship Institute Director and Marjory B. Ourso Center for Excellence in Teaching Professor

Pictured above: The Stephenson Entrepreneurship Institute installed its advisory board last year. Members of the board include, seated from left to right, John Matthews, Camm Morton, Linda Perez Clark, and Dan Strecker, and standing from left to right, Bret Pinson, David Crais, Kurt Whitcher, Bill Hochstetler, Ray Peters, and Kevin Langley.

Raising Cane’s Graves Greets Potential Stephenson Entrepreneurship Institute Fellows

In September 2009, Raising Cane’s Founder & CEO Todd Graves paid the campus a visit to speak to students from all disciplines in the Cox Communications Academic Center for Student Athletes to promote the LSU Stephenson Entrepreneurship Institute’s Entrepreneurship Fellows Program.

With a free year-supply of Raising Cane’s Chicken Fingers up for grabs for one lucky student, the event enjoyed tremendous attendance as Graves related the story of his career.

The Entrepreneurship Fellows Program is a year-long work/study program intended to help foster and retain needed talent in the region by providing an intensive, high-quality entrepreneurship education to a select group of undergraduate and graduate students at LSU.
The LSU Stephenson Disaster Management Institute was instrumental in the creation of the new Louisiana Business Emergency Operations Center (LA BEOC), which opened its doors officially June 2, 2010.

Located on LSU’s South Campus, the LA BEOC will work to enhance the state’s emergency management efforts by supporting the continuity of business and industry during and after a crisis or emergency. The center is a partnership between the LSU Stephenson Disaster Management Institute, Louisiana Economic Development, the Governor’s Office of Homeland Security and Emergency Preparedness, and the University of Louisiana at Lafayette’s National Incident Management Systems and Advanced Technologies Institute.

The mission of the LA BEOC is to support disaster management in Louisiana by developing an accurate understanding of economic impacts to critical infrastructures and major economic drivers, as well as coordinating businesses and volunteer organizations with the public sector. Through the LA BEOC, the state will work to improve disaster preparedness and response; reduce reliance on FEMA and other federal assistance; maximize business, industry, and economic stabilization; and return the business environment to normal operations quickly.

A $250,000 gift from Entergy Louisiana LLC and Entergy Gulf States Louisiana LLC that was presented to the Forever LSU campaign for the LSU Stephenson Disaster Management Institute will be used to complete the final phase of the LA BEOC.

To learn more about the LA BEOC, visit www.LABEOC.org.

How did you address the college’s growth initiatives in 2009?

“The Stephenson Disaster Management Institute funded a full-time faculty member to ISDS in supply chain management, Dr. Jamison Day. Additionally, the institute has pursued development efforts with other universities and organizations to build projects within the institute that meet both the missions of the institute and college. The institute also maintained a PhD graduate assistantship for a student from China, Ping Xu.

“In December, the institute was invited to be a part of the U.S. Senate on the Homeland Security Committee Staff Delegation to the 15th Anniversary of the Great Hanshin Awaji Earthquake of Kobe Japan and to attend the United Nations Conference International Strategy for Disaster Reduction. We met with Japanese universities and public safety officials from Kobe and Tokyo in January 2010. These included meetings with the national leaders of homeland security of Japan and scholars and not-for-profit organizations such as the Japanese Red Cross Society.”

— Thomas Anderson, LSU Stephenson Disaster Management Institute Director of Development
The Louisiana Business & Technology Center

Tenant & Client News

Utiliworks Consulting, which helps utility clients assess, design, procure, and deploy advanced metering systems was awarded the National AMI Project of the Year Award by Utility Automation and Engineering T&D magazine for its smart metering project implemented in San Marcos, Texas. (February 2009)

Manage-Trak, which built an on-demand secure messaging application to help healthcare organizations comply with new the HITECH Security Act passed in 2009, was featured on CNBC.com. (July 2009)

General Informatics, a technology integrator, was named one of the fastest growing private companies in America on the 2009 Inc. 500/5000 list. (August 2009)

Geoshield, which manufactures and distributes architectural window film, opened a distribution center in Riyadh, Saudi Arabia. (August 2009)

Enervana Technologies LLC, which develops metal-based microscale devices and systems, won a National Science Foundation Small Business Innovation Research award of $100,000 from the Division of Industrial Innovation and Partnerships. (October 2009)

HydroFlame Technologies, developer of a new process for burning a flame inside a rotating body of water, was named LBTC Tenant of the Year. (November 2009)

CAP Technologies Inc., which is developing Electrolytic Plasma Technology, named LBTC Graduate Company of the Year. (November 2009)

Floating Island Environmental Solutions LLC & Latte e Milele LLC were named Small Business Development Center Co- Clients of the Year. (November 2009)

Evisive Inc., which has created a microwave non-destructive examination technology patented in the early 1990s, was named Small Business Innovation Research Client of the Year. (November 2009)

Geoshield opened a second distribution center in Saudi Arabia. (February 2010)

Harbor Telematics launched its first product, the Crane Data System. (March 2010)


General Informatics named one of 10/12 magazine’s 50 companies “the corridor can’t do without.” (May 2010)

Floating Island Environmental Solutions provided Jefferson Parish with 1,000 feet of modules to test in the fight against the Gulf of Mexico oil disaster. (May 2010)

Geoshield opened a second distribution center in Riyadh, Saudi Arabia. (May 2010)

The Louisiana Business & Technology Center (LBTC), housed in the Stephenson Entrepreneurship Institute, endeavors to enhance economic development in Louisiana through the support of existing small businesses and the development of new businesses.

A successful year for the LBTC in 2009 culminated with its 21st anniversary celebration in November. Along the way, the LBTC gained 11 new tenants in its small business incubator, and the Mobile Classroom made 28 stops across the state. In April, the Business Incubator on Wheels program was awarded the National Business Incubation Association’s 2009 Incubator Innovation Award. Two months later, the Mobile Classroom received the Economic Development Administration’s 2009 Excellence in Rural Economic Development Award. September saw the LBTC selected to become a member of the Microsoft BizSpark Program—a global initiative to accelerate the success of early stage startups by connecting them to Network Partners—as a Network Partner. That month, the LBTC also received word from the USDA that it would agree to help fund the Mobile Classroom for an additional year.

In March 2010, the Mobile Classroom made visits to DeRidder, La., Marksville, La., and Ville Platte, La. Meanwhile, LBTC that same month was awarded funding through a Louisiana Economic Development Business Incubation Support Program grant to enhance its incubator space and to establish a student business incubator. In April, LBTC Executive Director Charles D’Agostino was selected for a Fulbright Specialists project in L’Aquila, Italy at the Universita’ degli Sudi dell’Aquila. The Mobile Classroom visited Livonia, La. and LaPlace, La. in June, and D’Agostino was named to the Higher Education Advisory Committee.

How did you address the college’s growth initiatives in 2009?

“As far as Diversity, we helped develop two 8(a) minority certified businesses—Calvin Mills Technologies LLC and Smith Research Inc. Both have become very successful enterprises. Additionally, we are offering a ‘soft landing’ to international businesses interested in moving in U.S. markets by providing business incubator space as part of our focus on Globalization. We are also working with the LSU Stephenson Disaster Management Institute on supply chain conferences and issues as they affect Louisiana businesses.”

— Charles D’Agostino, LBTC Executive Director
The LSU Center for Internal Auditing (LSUCIA) is considered to house the premier internal audit program in the world and provides training to graduate and undergraduate students for developing an understanding about the internal auditing profession.

The center began the year by announcing a partnership with the Baton Rouge chapter of the Institute of Internal Auditors to provide training for local practitioners on a variety of topics and received fantastic news in May 2009 when it learned it had produced a student who received the highest student score on the international Certified Internal Auditor Exam that was administered in November 2008. Yves Damoiseau, a native of Germany, became the 17th LSUCIA educated student to attain this honor. In November 2009, LSUCIA sent 10 students and two faculty members to the by invitation only 3rd Annual Internal Auditing Education Partnership Networking and Leadership Conference in Dallas, Texas. April 2010 saw LSUCIA Director Glenn Sumners recognized for 30 years of service to the University.

How did you address the college’s growth initiatives in 2009?

“Due to the multidisciplinary nature of the LSUCIA program, diversity is and will remain a focal point to our success. The program provides four hours of diversity training for all LSUCIA students, and we have hired a diversity recruiter who actively recruits LSU and Southern University students.

“Additionally, the LSUCIA provides students with an opportunity to experience the possibilities a global market offers. The world wide recognition the LSUCIA program has achieved affords our students the opportunity to be placed in internships and full-time positions with international organizations. I have presented to students at the University of Pretoria in South Africa and have developed an exchange program there for our students.”

— Glenn Sumners, LSUCIA Director and U.J. LeGrange Endowed Professor in Accounting

Picture above: LSUCIA Assistant Director Lydia Lafleur (left) and LSUCIA Director Glenn Sumners discuss some of the finer points of internal auditing with a class.
The LSU Flores MBA Program offers traditional, professional, and executive options for individuals to obtain their MBA. Since humble beginnings in 1935, the program has grown into a nationally recognized leader.

In January 2009, the LSU Flores MBA Program was featured by WBRZ in Baton Rouge and only seemed to gain momentum from there. President of ARAMARK Education Dennis Maple appeared as the program’s first distinguished speaker in February and was followed in March by Executive Vice President of Ad Sales for Fox Sports Network Kyle Sherman. May saw the program hold its annual honors night to recognize outstanding students and teachers and one honored individual, Ed Watson, was named the program’s new director in July. That news was quickly supplanted when Forbes.com ranked the LSU Flores MBA Program 26th in the country among public institutions for return on investment, marking the first time the program has ever been ranked by Forbes. The fall Distinguished Speaker Series (DSS) began in September with the appearance of Vice President of Operations Support for Cameron International Corporation Stephen Tomlinson, and President and CEO of Entergy Louisiana LLC and Entergy Gulf States Louisiana LLC Renae Conley appeared as part of the series in September. Chairman of the Board, CEO, and Co-founder of Administaff Inc. Paul Sarvadi closed out the DSS in October.

Executive Vice President and CFO Brian Ferraioli of the Shaw Group appeared as the first spring DSS speaker in March and was quickly followed during the same month by Woman’s Hospital President and CEO Teri Fontenot. Cameron International Corporation Senior Vice President and CFO Chuck Sledge rounded out the spring DSS in April.

**How did you address the college’s growth initiatives in 2009?**

“We focused a lot of attention on the Globalization initiative and, in a very short amount of time, we have developed a new study abroad program in Brazil. We took our maiden voyage to São Paulo during Spring Break 2010. Along with the University of São Paolo, we have put together a fascinating business, academic, and cultural agenda all about “Doing Business with Brazil.” Also, we have significantly revamped the China program to create a program that has a global supply chain theme, and we are in the early stages of developing our India program. Our faculty are working to further develop the content and focus of the MBA curriculum so that it continues to provide relevant and rigorous global perspective. The goal is for all of our MBA students to have the opportunity for a study abroad or global experience.

“We helped develop and deliver the college’s first Supply Chain Management Symposium, which was hosted by LSU Executive Education. This event brought together more than 100 professionals and students with common interests in global supply chain management. Key presentations were delivered by Baton Rouge Area Chamber, BP, Shell, Halliburton, Cameron, CapGemini, and Accenture. We are further developing a cross-disciplinary supply chain MBA specialization that involves faculty and courses from across the college as well as in engineering.”

— Ed Watson, LSU Flores MBA Program Director and E. J. Ourso Professor of Business Analysis
LSU Executive Education is housed in the LSU Stephenson Entrepreneurship Institute and for nearly 50 years has conducted programs on and off campus to promote the career-long process of leadership development.

LSU Executive Education’s programs kicked into high gear with the inaugural Breakfast to Business event in April 2009, which featured LSU Department of Economics Chair Robert Newman. Louisiana State Treasurer John Kennedy appeared before executive education students in May to discuss the state’s operating budget, and that month also saw LSU Executive Education host the Supply Chain Excellence Workshop. In June, executive education hosted the Disney Institute for its presentation “Disney Keys to Excellence” and, in September, there were two major workshops hosted—the weeklong “Advanced Executive Program: Leading Strategic Change” and the five-day “Achieving Excellence Through Innovation, Strategic Choice, and Culture Management” workshop. Along with LSU Continuing Education, LSU Executive Education hosted the Blue Ocean Strategy Workshop and also presented the E. J. Ourso College of Business Supply Chain Management Symposium: Best Practices for a Global Economy. Toward the end of the year, in November, executive education hosted the Business and Law of Intellectual Property with LSU Continuing Legal Education, announced a concentrated internal audit series to be facilitated with LSUCIA, and announced the Manger to Leader program.

Thus far in 2010, Breakfast to Business has featured Associated Grocers Inc. President and CEO J.H. Campbell Jr. in January, author T. J. Stiles in March, and Success Labs Founder and Chief Visionary Officer Bill Phillips in May. Additionally, LSU Executive Education hosted “Personal Branding for Athletes: Transitioning From the NFL to Your Next Career” June 10-13. The program was designed specifically for former National Football League players, and attendees included former LSU standouts Eddie Kennison and Trev Faulk.

How did you address the college's growth initiatives in 2009?

“The inaugural Supply Chain Management Symposium, which was a half-day event that LSU hosted in October, was created to address challenges within the oil and gas and petrochemical industries. It was well-attended, including by top companies such as Halliburton, Cameron, and BP Amoco. This really has turned into a formal area of study for how LSU can help companies meet goals with competent graduates.”

— Robin Kistler, LSU Executive Education Director
Worth more than just credit hours

For Ponchatoula, La. native Sarah Jenkins, a month’s worth of authentic Chinese food will last a lifetime.

“I don’t think I’ll ever eat Chinese food again,” Jenkins said. “Every day for 28 days was my limit.”

Although Jenkins readily admits her initial reasoning for participating in the E. J. Ourso College of Business’ study abroad trip was “to receive six hours worth of credit,” she came back with much more from the Far East.

“Most importantly, I gained a better appreciation for the Chinese culture during the trip,” she said. “I also met a lot of great, interesting people, and I came back with some good stories to tell my friends.”

Jenkins, a general studies major with minors in business administration, entrepreneurship, and fashion merchandising, took part in the E. J. Ourso College of Business’ annual trip to China in summer 2009. A budding entrepreneur, she views the trip as “a great learning experience about their culture and its work ethic that will no doubt help me in my future goals.”

“It was rather inspiring I guess you could say,” said Jenkins. “My ultimate goal is to open up my own business one day, and viewing the work ethic in China was very impressive. They were so driven to provide excellence.”

Jenkins summed up the trip by praising the overall experience as “an amazing opportunity for students to build relationships on a global level, experience international businesses on a first-hand basis, and as a chance to visit some historical sites.”

— Ye-Sho Chen, Emerging Markets Initiative Director
The Public Administration Institute (PAI) provides outstanding educational opportunities for those already in the workforce who wish to advance their careers, as well as those who seek an MPA immediately after earning their undergraduate degree.

After 2008 saw PAI make a meteoric rise in *U.S & World Report’s* rankings of 35 spots, 2009 witnessed many justifications for the ranking from professors and alumni alike. PAI Woman’s Hospital Distinguished Professor of Healthcare Management Carole Jurkiewicz received a summer award for intellectual contributions and, that same month, Deputy Secretary of Louisiana Department of Social Services Susan W. Sonnier, a 1995 graduate, was named 2009 MPA Alumna of the Year. Three months later, Jurkiewicz presented a paper at Oxford and, the following month, 2002 alumna Genevieve “Genny” May became the first woman from Louisiana to receive a presidential nomination for U.S. Marshal. Another alumna, Renee Roberie, who earned her MPA in 1999, was named CFO for the Louisiana Workforce Commission in October. Kate Rathbun, a PAI instructor, was hired as Louisiana Workers’ Compensation Commission Medical Director in December. Jurkiewicz had her paper “Report Card on Katrina: Administrative Progress Four Years Hence” published in the December 2009 issue of *Public Organizational Review*.

In February 2010, Associate Professor Brian Gerber received the Academy of Management’s Best Article Award in the Public and Nonprofit Division for 2009, and the Beryl Radin Award for best *Journal of Public Administration Research and Theory* article published in 2008. PAI named Genevieve May its Alumna of the Year in April, and Professor Dick White was selected as a 2010 Hoover Scholar in May. Assistant Professor Jared Llorens was named to the editorial board for the *Review of Public Personnel Administration* and the U.S. Book Review Editor for *Public Administration* in June.

**How did you address the college’s growth initiatives in 2009?**

“Our program is a professional program of students, many who will remain in Louisiana. Many of our faculty have increased their globalization efforts and relationships in 2009. We try to ensure that our program is credible for students to participate and achieve in the public and non-profit sector.”

— James Richardson, PAI Director and Harris J. and Marie P. Chustz Distinguished Professor in Business Administration
The Real Estate Research Institute (RERI) was formed to encourage, support, and conduct research in real estate. The Louisiana Real Estate Research Institute was established in 1985, with funding from the E. J. Ourso College of Business and the Louisiana Real Estate Commission.

In April 2009, RERI received a boost from the Baton Rouge Board of Realtors at the 2009 TRENDS Seminar in the form of a $5,000 donation. Additionally, in September 2009, RERI Director and Louisiana Real Estate Commission Chair of Real Estate R. Kelley Pace was dubbed a ‘Rainmaker’ by the University. Pace published four articles and a book, *Introduction to Spatial Econometrics*, which already has been cited more than 70 times.

**How did you address the college’s growth initiatives in 2009?**

“Basically, the RERI is finishing up work on more than $750,000 of grants that have been used to completely support a doctoral student who happens to be a woman from China. Obviously, this speaks to three of the initiatives—globalization, diversity, and doctoral student support. Additionally, I performed some consulting involving four trips to Canada as part of a team, made up of myself and a former head of assessment of New York City, from the International Association of Assessing Officers to conduct a review of the Municipal Property Assessment Corporation, the non-profit firm that assesses all the real estate in Ontario.”

— R. Kelley Pace, RERI Director and Louisiana Real Estate Commission Chair of Real Estate

---

**SREA Hosts Argus Software**

The LSU Student Real Estate Association (SREA) hosted representatives of the world’s leading developer of real estate solution programs, ARGUS Software, last November. Jill Newton, an ARGUS program instructor based in Houston, Texas made the trip to LSU to showcase her company’s software to SREA. Her presentation gave SREA members and its guests an insider’s look at the exceptional software’s functions and applications to the real estate industry.

Becoming ARGUS certified affords students a unique opportunity to obtain valuable skills and credibility in real estate prior to graduation. SREA is conducting fundraising efforts during the spring 2010 semester to bring the ARGUS Software Certification Program to the E. J. Ourso College of Business.
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.

In July 2009, four members of the HSRG attended the 35th International Forum on Traffic Records and Highway Safety Information Systems, which was held in Phoenix, Arizona. Collectively, these four individuals—Research Associate Sara Graham, Project Manager and Louisiana Traffic Records Coordinating Committee Coordinator Cory Hutchinson, Associate Dean for Research and Economic Development Helmut Schneider, and Research Associate Omer Soysal—presented three studies and accepted two Association of Transportation Safety Informational Professionals (ATSIP) Awards. Additionally, the HSRG received an honorable mention Best Practice ATSIP Award for its project titled “Crash Data Backup, Disaster Recover and Replication, and Reporting System Solution.” In September, the HSRG released the 2008 Louisiana Traffic Records Data Report, which combined traffic crash statistics from 110 police agencies in the state thanks to the LACRASH software.

How did you address the college’s growth initiatives in 2009?

“While LACRASH certainly continues to fulfill the Supply Chain Management Growth Initiative, also worth mentioning are our grant activities through the Louisiana Department of Transportation Development and state police of more than $1.5 million in funding to improve crash records collection and problem identification, which supports safety measures, new laws, and better enforcement of traffic laws. For instance, our research helped pass the backseat seatbelt law passed last August.” — Helmut Schneider, HSRG Director, ISDS Department Chair, and Ourso Family Distinguished Professor of Information Systems
The Division of Economic Development (DED) conducts applied economics research on a wide variety of topics. Projects include economic impact studies, program evaluations, forecasting, and a broad range of research assessing the impact of potential policies.

Last October, the DED helped produce the annual *Louisiana Economic Outlook (LEO)*. In particular, DED Director Dek Terrell worked along with LSU Professor Emeritus Loren Scott and John Rhea Alumni Professor of Economics and Public Administration Institute Director James Richardson to produce the 2010-2011 edition of the *LEO*.

**How did you address the college’s growth initiatives in 2009?**

“We supported a number of master’s, LSU Flores MBA, and doctoral students via grants. We have five economics graduate students, two LSU Flores MBAs, and a computer science student on the payroll right now. Additionally, we have numerous funded research projects going right now that cover a very wide variety of topics.”

— Dek Terrell, DED Director and Freeport-McMoRan Corporation Endowed Chair in Economics
The E. J. Ourso College of Business is grateful to the individuals and companies who have invested in our future.

<table>
<thead>
<tr>
<th>Levels of Giving</th>
<th>INNOVATOR $25 Million or More</th>
<th>PROVIDER $250,000 to $499,999</th>
<th>MANAGER $5,000.00 to $9,999</th>
</tr>
</thead>
<tbody>
<tr>
<td>FOUNDER</td>
<td>$10,000,000 to $24,999,999</td>
<td>$100,000 to $249,999</td>
<td>$2,500.00 to $4,999</td>
</tr>
<tr>
<td>BENEFACtor</td>
<td>$5,000,000 to $9,999,999</td>
<td>$50,000 to $99,999</td>
<td>$1,000.00 to $2,499</td>
</tr>
<tr>
<td>PHILANTHROPIST</td>
<td>$1 Million to $4,999,999</td>
<td>$25,000 to $49,999</td>
<td></td>
</tr>
<tr>
<td>GUARANTOR</td>
<td>$500,000 to $999,999</td>
<td>$10,000 to $24,999</td>
<td>$500 to $999</td>
</tr>
</tbody>
</table>

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 2009 calendar year and all LSU degrees are included. Corporate matching gifts are credited to the individual and the corporation.

**PHILANTHROPIST**
Amedisys Inc.
Toni (BS, ‘67) and Emmet (BS, ‘67) Stephenson Jr.

**PROVIDER**
Catherine M. and William W. (BS, ’79) Rucks IV

**SUSTAINER**
cherie H. (BS, ‘86) and James C. (BS, ‘81, BS, ‘82) Flores
Amie (BS, ’81) and Jeff (BS, ‘81) Springmeyer
Sue Turner (BS, ’47)
Holly A. (BS, ’76) and Rick (BS, ’76) Wolfert

**SPONSOR**
ExxonMobil
Internal Auditing Academic Advancement Fund
Barbara and Ulyesses J. (BS, ’51) LeGrange
Jennifer O. (BS, ’84) and Walter A. (BS, ’84, MBA, ’89) Morles III
Sarah P. Munson

**DIRECTOR**
Nancy and John O. (BS, ‘73, MBA, ’75) Barnidge
Andrew E. Brennan (BS, ’02, MBA, ’04)
Virginia and Tom Bromley
Ernst & Young L.L.P.
Elizabeth B. (BS, ’63) and G. Lee (MS, ’62) Griffin
IBM Corporation
Louisiana Municipal Advisory & Technical Services Bureau
Louisiana Public Facilities Authority
Jane and James D. (BS, ’75) Shelton
Christel M. (BS, ’75, PhD, ’79) and William S. (MBA, ’68, PhD, ’73) Slaughter III
Linda and Richard M. Sturlese

**PARTNER**
BlueCross BlueShield of Louisiana
Chevron Inc.
Deloitte & Touche L.L.P.
Charlotte A. and Timothy W. (BS, ’80, MBA, ’85) Dietrich
Estate of Beverly O. Gunness (BS, ’36)
Brenda and Gregory J. (BS, ’68) Hamer Sr.
Eric Hesperheide
Bill Hochstetler
Donna L. (BS, ’74) and J. Gerard “Jerry” (BS, ’73) Jolly
Peggy Day and Kip (BS, ’78) Knight
KPMG
LSU MBA Alumni Association Inc.
Marathon Oil Corporation
Kathy and Philip (BS, ’71, MS, ’73) McInnis
Leslie (MBA, ’91) and Dal (BS, ’89, MBA, ’91) Miller
NAWMAA-LSU Chapter
PricewaterhouseCoopers L.L.P.
William D. Sanchez (BS, ’91)

**MANAGER**
Shell Oil Company
Marian Wilfert Beauchamp (BS, ’76)
Elaine and Richard Zuschlag

**MANAGER**
Brenda and Lee Michael Berg
Warren Berwick Trust
Sarah R. (BS, ’84) and James Borders
James H. Browning (BS, ’71)
Kenneth M. Burke
Kitty and Kenneth R. (BS, ’79) Chatelain
CLECO Power L.L.C.
Susan and Charles F. (BS, ’70, MBA, ’72) D’Agostino
Debra E. (BS, ’78) and John L. (BS, ’77, BS, ’78) Daniel Jr.
Dillard’s Inc.
Edward Jones Investments
El Paso Corporate Foundation

Continued on next page.
2009 Investees

Kathryn S. (BS, ‘88) and Donald J. (BS, ‘87) Gauci
Grant Thorton L.L.P.
Mary B. (BS, ‘73) and Charles D. (BS, ‘73) Harvell
Michael J. Head
G. Darcy Klug (BS, ‘73)
Julie A. (BS, ‘83) and Joseph B. (BS, ‘82) Lancaster III
Doris D. and Richard N. (MBA, ‘74) Lemieux
Sandra P. (BS, ‘76) and Gerald E. Meyer
Irene W. & C. B. Pennington Foundation
Postlethwaite & Netterville Protiviti Inc.
Shaw Group Inc.
Smith International Inc.
Edwin S. Vandenburg (BS, ‘85)
Ainsley and Jeffrey S. (BS, ‘89) Zehnder

EXECUTIVE

The Active Network Inc.
Scott T. Agosta (BS, ‘87)
Cherie P. and Robin P. Arkley II
Jeanie L. and David J. (BS, ‘74) Bondy
Carol M. Calkins (BS, ‘70)
Jan and Donald M. (PhD, ‘80) Chance
E. Renae Conley
James Davenport
Jonathan J. Davies (PhD, ‘75)
Duke Engineering & Services
John W. Dupuy (BS, ‘46) Entergy
Brian K. Ferraioli
Lisa M. (BS, ‘90) and William D. (BS, ‘89, MS, ’95) Griffin
Lester J. Griffon Jr. (BS, ‘73) Halliburton
Mary T. (BS, ‘69) and James Brady (MBA, ‘71) Harris
Leon Hirsch (BS, ‘73)
Linda A. (BS, ‘78) and Kevin (BS, ‘78) Hughes
Susan H. and Richard A. (LAB ‘57, BS, ‘61) Lipsey
Barbara (BS, ‘91, MS, ‘93) and Gerald (BS, ‘90, JD, ‘93) Louivié

James R. Mach
Martha J. (BS, ‘73) and Farrell J. (BS, ‘73) Malone
Eugenia S. (BS, ‘78) and Richard E. (JD, ‘79) Matheny
Lillian (BS, ‘70) and James E. (BS, ‘71) Maurin
Robert M. Mills (BS, ‘76)
Richard D. Nijoka (BS, ‘81)
Liane M. (BS, ‘79) and D. Martin (BS, ’75, MBA, ‘77) Phillips
Regions Financial Corporation
Pamela F. (BS, ‘76, MBA, ‘79) and Jim Richardson
Peggy B. (BS, ‘73) and Loren C. Scott
William T. Stowe (BS, ‘02)
Kathryn M. Sullivan (MBA, ‘99)
Susan A. (BS, ‘73) and Joseph C. (BS, ‘73) Winkler III

SHAREHOLDER

Lisa A. (BS, ‘89, JD, ‘94) and Thomas J. (BS, ‘82) Adamek
Tracy C. (BS, ‘87) and Chauvin G. (BS, ‘87) Allemán
Sidney V. Arbour Jr. (BS, ‘36)
Association of Healthcare Internal Auditors
Charles A. Baker
Baton Rouge Business Report
Baton Rouge Chapter Society of Louisiana CPAs
Victoria and Bryan K. (MBA, ’90) Benoit
Cynthia C. (MS, ‘83) and Lee D. (BS, ‘74, MS, ’79) Bloeck
Pamela J. (BS, ‘75) and Murray E. (BS, ‘72, MS, ’76) Brasseux
Michael H. Carpenter (BS, ’79)
R. Matthew Cotton
D. Irvin Couvillion (BS, ’56, JD, ’59)
Crowe Horwath L.L.P.
Karen A. Deville (BS, ’76, MBA, ’95)
Catherine A. (BS, ’80) and Darrel L. (BS, ’81) Dias
Marcela E. Donadio (BS, ’75)

Judith E. (MS, ’68) and W. Jack (MBA, ’66, PhD, ’69) Duncan
Albert G. Elias Jr. (BS, ’93, JD, ’96)
Faulk & Winkler L.L.C.
Marsha L. Felker (BS, ’94)
Hardy B. Fowler Jr. (BS, ’73)
Patricia and Robert L. (BS, ’67) Galantucci
Dianne H. Gallagher (BS, ’74)
William M. Gilbrow Sr. (BS, ’66)
John B. Gremillion Jr. (BS, ’68)
Jill and Fernando M. (BS, ’83, MS, ’84) Guerrero
Kathryn R. Habluetzel (BS, ’84)
Gregory R. Haney (BS, ’91)
Home Depot - Your Other Warehouse L.L.C.
Hannis T. Bourgeois L.L.P.
Bonnie B. Hatrel
Lee and Joe (BS, ’78)
Herring
Frances A. (BS, ’82) and William P. (BS, ’82, MS, ’83) Herrington
D. Lee Jenkins (BS, ’88)
Troy Johnston
Fern and Eli Jones
Robert E. Kelton Sr. (LAB ’59, BS, ’62)
Kevin Kelty (BS, ’82, MBA, ’83)
Robert W. Kimbro (BS, ’80)
D. S. Landry
Elizabeth B. (BS, ’71) and David L. (BS, ’71, MS, ’76) Laxton
Lawrence Lemoine
Sarah L. (BS, ’79) and Michael G. (BS, ’80) Lloyd
David Long
Louisiana Chemical Industry Alliance
LSU Alumni Association
Dallas/Ft. Worth Chapter
Terry M. Lynch (BS, ’77)
David Magill (MBA, ’75)
Rodney J. Martinez (BS, ’88)
Teeta and Rolfe (BS, ’78, LAB ’73) McCollister Jr.
David Meyer
Lauri A. (BS, ’87) and Eugene W. (BS, ’87) Miller III
Con C. Mills
Emmett L. Mitchell
Debbie (BS, ’80) and Gordon (BS, ’78, MPA ’84) Monk
Louise T. Morgan (BS, ’43)
Mary N. (BS, ’63) and Jake L. (BS, ’60) Netterville
Kathleen E. (BS, ’65) and Eddie N. (BS, ’65) Pullaro
Justin P. Ransome (JD, ’91, MS, ’93)
Keith Reeves (BS, ’69)
Maurice J. Robichaux III (BS, ’83)
William W. Scheffey (BS, ’72)
Laura A. Soileau
Joanne and Joseph (BS, ’66) Stein Jr.
Leon K. Stiel Jr. (BS, ’76)
Charles R. Swanson
Gregory S. Taylor (BS, ’83)
Nancy C. (BS, ’72) and Steven C. (BS, ’71, MS, ’73) Walker
Barbara A. Wech (PhD, ’01)
Woodrow Wilson Construction Company Inc.
XTO Energy
Linda S. (BS, ’57, BS, ’71) and Ronald A. (BS, ’70) Young
Martha and Paul R. (DRS ’64) Zehnder Jr.

ASSOCIATE

Atmos Energy Corporation
Durward P. Babin Jr. (BS, ’48)
Glenn Beckworth
Mary H. Burns (BS, ’75)
Owen J. Callahan Jr. (BS, ’82, MS, ’84)
Bunnie R. Cannon (BS, ’92, MS, ’98)
Bradley B. Dennison (BS, ’95)
Lance W. Dickerson (BS, ’91)
Patrick M. Evans (BS, ’93)
Kellie Fisher
Colette M. Gagnet (BS, ’06)
Philip J. Gunn
Jeanne A. (BS, ’92) and David P. (BS, ’91) Herry
John Wiley & Sons Inc.
Leah and Paul E. Katz (BS, ’69)
Janice Holmes  
Ryan Hooks  
Daniel W. Huff Jr. (BS, ’66)  
John T. Hutchens  
Simisola Illedare  
Bill D. Jackson (BS, ’58)  
Linda L. (MBA, ’84) and Donald A. Jacobson  
Jason W. Jenkins (BS, ’02)  
Richard A. Jernigan (BS, ’77)  
Karen H. (BS, ’01) and James R. (BS, ’80) Jewell  
Stewart H. Jolly (BS, ’01, MBA, ’03)  
Marilyn and Eddie J. (BS, ’63) Jones  
Lynna D. (BS, ’83) and Allen P. (BS, ’78, JD, ’81) Jones  
Jeri A. (BS, ’75) and David L. (BS, ’73, MBA, ’77) Kelly  
V. S. Kennedy (BS, ’71)  
Eleanor L. (BS, ’77) and Edward G. (MS, ’79) King III  
Sonja D. (BS, ’78) and Lucien P. (BS, ’76, MBA, ’78) Laborde  
Daniel E. LaGrone (BS, ’85)  
Glenn J. Landry Jr. (BS, ’92)  
Maris E. LeBlanc (BS, ’82, JD, ’85)  
Susan and Charles D. Lein  
Edmund E. Lesage Jr. (BS, ’81)  
Jan K. (BS, ’76) and Ronald J. (DRS ’77) Liuza  
Jill A. Lockhart (BS, ’83)  
Mary M. (BS, ’91) and G. Bart (BS, ’89) Lofton  
Samuel R. Lolan (BS, ’76)  
Julie M. Madere (BS, ’01, MBA, ’03)  
Kellie L. Maranto  
Paul M. Marek (BS, ’64)  
Donald J. Martin (BS, ’78)  
Mikki L. McCall (BS, ’04, MS, ’05)  
John A. McClain (BS, ’48)  
Tracey A. (BS, ’79) and Dale McElroy  
Lawrence A. Melsheimer (BS, ’96, JD ’02)  
Robert Merchant  
Merrill Lynch & Co. Inc.  
Microsoft Corporation  
Travis Migliico  
Grace T. (MS, ’64) and Jonah M. (PhD, ’64)  
Miller  
Ann C. (BS, ’64) and Harry O. (BS, ’64) Mills  
Lubin E. Mire Jr. (BS, ’77, MBA, ’82)  
Jacquelyn S. Moffit  
William C. Moncrief III (PhD, ’83)  
Alicia R. (BS, ’86, MS, ’88) and Alan S. (BS, ’87) Moore  
Paula C. (BS, ’88) and Charles B. (BS, ’91, MBA, ’05) Moreau  
John L. Morello (BS, ’00)  
Neda J. (BS, ’76, MS, ’80) and D. Eric (MS, ’78) Morris  
Stephen A. Mount (BS, ’03)  
Lynne M. Mulston-Duffy (BS, ’82)  
Lonny A. Myles (BS, ’70, JD, ’73)  
Neal C. Nolan (BS, ’87)  
Becky M. (BS, ’83) and Thomas M. (BS, ’83) Normand  
Robert P. Normann (BS, ’02)  
Sarah E. (BS, ’01) and Denny W. (BS, ’93) North  
Lisa O’Beirne (BS, ’98)  
Occidental Petroleum Corporation  
Michael J. O’Rourke (BS, ’68)  
Alvin J. and Alvin J. (BS, ’50) Ourso Jr.  
Warren G. Parham (MS, ’86)  
Jay A. Patel (BS, ’99)  
Bernardine D. (BS, ’48) and Jack (BS, ’49) Persac Jr.  
Louis W. Peters (LAB ’64, BS, ’69)  
Stewart D. Petrick (BS, ’84, BS, ’85)  
Robert L. Pettit III (MBA, ’00)  
Dwight D. Poirrier (BS, ’87, JD, ’90)  
Charles M. Ponder III (BS, ’80, JD, ’83)  
Kenneth D. Posey Jr. (BS, ’64)  
Sonya F. Premeaux (PhD, ’01)  
Ginger A. (BS, ’69) and Gregory A. (BS, ’71) Price  
Raymond P. Prince (BS, ’76)  
Elodie A. (BS, ’81) and Logan P. (BS, ’81) Pruitt  
William L. Rainey Jr. (BS, ‘93)  
Charles B. Randolph  
Susan H. (BS, ’72) and Raymond J. (BS, ’68) Regan Jr.  
Michele A. Reynolds (BS, ’06)  
Peggy H. Robertson (BS, ’48)  
Toni H. Rodrigue  
Gigi L. Rosenfeld  
Cheryl K. (BS, ’66) and Henry J. (BS, ’64) Roussel  
Rutgers University  
Pamela J. (BS, ’81, JD, ’84) and Darrell J. (JD, ’81) Saltamachia  
Judith M. and Eugene F. (BS, ’66) Sanchez  
Sharon L. Sanchez (BS, ’71)  
Deborah S. Scanlon  
Kelly S. Schexnaildre (BS, ’91)  
Charles J. Schneller  
Mary A. Scope (BS, ’78, BS, ’82)  
Brandon T. Scruggs (MBA, ’02)  
Kathy B. (BS, ’78, MS, ’82) and Jon C. (BS, ’81, MBA, ’84) Seger  
Mark W. Seiler (BS, ’81, BS, ’83)  
John A. Sentell (BS, ’05)  
Gina L. (BS, ’88) and James Keith (BS, ’89) Short  
Carla P. (BS, ’75) and Michael L. Shriver  
Thomas J. Sliman (BS, ’58)  
Miriam Smith  
Steven S. Soileau (BS, ’82)  
South Jersey Transportation Authority  
Kenneth P. Spera (BS, ’07)  
S. Jess Sperry (BS, ’85, JD, ’88)  
Kenneth P. St. John (BS, ’83)  
David P. Stevens  
Mark F. Stryshak (BS, ’80, MPA ’81)  
Carol L. (BS, ’70) and William P. (BS, ’69, JD, ’73) Stubbs Jr.  
Heather M. Sturlese (BS, ’01, MBA, ’03)  
Michael M. Talbot (BS, ’83)  
Charles L. Taylor (MBA, ’66)  
Dixie D. (BS, ’55) and Edward G. (BS, ’55) Taylor  
Texas Transportation Institute  
J. David Tidwell Jr. (BS, ’71)  
Wilen Tombough  
Sue A. (BS, ’72, MS, ’73) and James W. (MBA, ’78) Turbish  
Louise A. (BS, ’83) and Brent D. (BS, ’83, DRS ’87) Videau  
Laura A. (BS, ’93) and Bradley K. (BS, ’93) Ward  
Wells Fargo Foundation  
William F. Wilkes (BS, ’76)  
Doyle Z. Williams (MS, ’62, PhD, ’65)  
William A. Womack (BS, ’72)  
Kenneth A. Wood (BS, ’57)  
John W. Wooliel III (BS, ’75, MBA, ’77)  
Barry J. Wynne (BS, ’70)  
Cho-Hang A. Yeung (MS, ’75)  
Rosemary and James L. (DRS ’67) Zehnder

For information about giving to the E. J. Ourso College, please visit www.bus.lsu.edu/advancement.
The following list of donors represents E. J. Ourso College of Business alumni who are members of the 1860 Society. Members of the 1860 Society have made a planned gift to benefit an LSU unit of their choice through a bequest in a will, charitable gift annuity, charitable lead trust, the donation of retirement assets, or life insurance. These individuals have left a gift in perpetuity to the E. J. Ourso College.

Ellen and Paul (BS, ‘42) Arst  
Jan M. and Fred J. (BS, ‘69) Atchity  
Claire L. Cagnolatti (BS, 78, MBA, ‘82)  
Carol M. Calkins (BS, ‘70)  
William G. Castle Jr. (BS, ‘62)  
Allen E. Cohen (BS, ‘47)  
Elizabeth B. (BS, ‘63) and G. Lee Griffin (BS, ‘62)  
Thomas M. Hontzas (MS, ‘68)  
Margaret J. and Loy R. (MBA, ‘63) Lorren  
Leslie S. (MBA, ‘91) and Dal Miller (BS, ‘89, MBA, ‘91)  
Keith Reeves (BS, ‘69)  
Cary F. Owen (BS, ‘63)  
William A. Womack (BS, ‘72)  
Linda S. (BS, ‘57) and Ronald A. (BS, ‘70) Young

If you are interested in supporting the LSU E. J. Ourso College of Business through Planned Giving, please contact:

Karen A. Deville  
Senior Director of Advancement  
LSU E. J. Ourso College of Business  
3139 Patrick F. Taylor Hall  
Baton Rouge, LA 70803  
225-578-6407  
advancement@lsu.edu

Or visit:  
www.lsufoundation.org/plannedgiving
Update your information today!
bus.lsu.edu/update