PROGRAM

WELCOME AND INTRODUCTIONS
Richard D. White Jr.
Dean, LSU E. J. Ourso College of Business

DINNER

INDUCTION OF 2017 HALL OF DISTINCTION CLASS

HONOREE REFLECTIONS
Sarah Borders
James Parr
David Songy

CLOSING REMARKS
LSU’s E. J. Ourso College of Business has long been at the forefront of producing leaders who make significant contributions to the areas of business, academia, government, and the community at-large. Whether alumni or friends, individuals who have a strong association with the college and have distinguished themselves through their professional and civic achievements are considered annually for the Hall of Distinction.

Well before the formal establishment of the E. J. Ourso College in 1928, students attending the university with aspirations in various endeavors were taught the basic principles of entrepreneurship necessary to be successful. Such successes established the foundation later alumni would utilize to achieve their accomplishments. Continuously, the college has recognized these ambassadors of LSU. Since 1996, the E. J. Ourso College has honored such individuals via the Hall of Distinction.

Nominees for the Hall of Distinction may be submitted by anyone and are solicited on behalf of the E. J. Ourso College by the Dean’s Advisory Council, the College Executive Committee, and past inductees.
Honorees

Sarah Borders
Partner
King & Spaulding LLP

James Parr
Retired Founder and President of Records Management Solutions of Georgia Inc.
Adjunct Professor in LSU Department of Marketing, Professional Sales Institute

David Songy
Co-founder and Chief Executive Officer
Songy Highroads LLC
Sarah Borders, a native of Mansfield, Louisiana, graduated from LSU with a bachelor’s in economics in 1984 before earning her Juris Doctor at the University of Virginia School of Law in 1988. She then clerked for Judge Henry Politz of the US Fifth Circuit Court of Appeals before joining King & Spalding, where she worked as a summer associate.

In 1995, Borders was elected to the partnership and has had an extensive career representing both creditors and debtors in some of the nation’s largest workouts, restructurings, and bankruptcy cases, including General Electric Capital, SunTrust Bank, and AIGBaker Partnership.

Today, she is the practice group leader for the firm’s Financial Restructuring practice group and its global Capital Transactions and Real Estate practice group. Borders was twice elected to the firm’s policy committee and has served on the Partner Committee, Associate Evaluation Committee, Diversity Committee, Equity Partner Compensation Committee, and is currently chair of the firm’s Lateral Partner Committee, which is responsible for the recruitment and integration of all lateral partners for the firm.

Borders’ work has gotten her recognized in the last several annual directories of The Best Lawyers in America, as one of Georgia’s “Legal Elite” each of the past five years, as a leading lawyer in her practice area by Chambers USA, and she has been named to Atlanta Magazine’s list of Georgia Super Lawyers and Legal 500’s list of Corporate Restructuring and Real Estate Attorneys.

She is also a frequent speaker on restructuring issues, including presentations at the National Conference of Bankruptcy Judges, the Federal Judicial Conference for Bankruptcy Judges, and multiple seminars for the American Bankruptcy Institute and Practicing Law Institute. She is a member of the E. J. Ourso College Dean’s Advisory Council, a member of the board of directors of Brand Bank Holding Company and Action Ministries Inc., a member of the board of trustees for the University of Virginia School of Law Foundation, a past president of the Bankruptcy Section of the State Bar of Georgia, and a fellow in The American College of Bankruptcy.

Borders is married to Jim Borders, president and chief executive officer of Novare Group, a leading developer of innovative mixed-use core high-rise communities in Sunbelt urban markets. They have two daughters, Savannah and Maggie. Savannah is a graduate of the UVA and lives in Washington, DC where she is coordinator of public affairs for CTIA – The Wireless Association, an international nonprofit membership organization that represents the wireless communications industry. Maggie is a sophomore at Southern Methodist University, majoring in fashion media & communications. She is a member of Kappa Kappa Gamma and a writer for SMUStyle.
I first visited LSU the summer after my eighth-grade year as part of a 4-H Club program. It was love at first sight. With a newly discovered independence, my friends and I explored the campus, admiring the buildings with their red clay roofs and arched windows, the stately oaks lining the Parade Grounds, and even the old swimming pool. I could not wait to be a student at LSU.

I arrived for my freshman year in the summer of 1980. LSU was just as hot and more exciting than I had imagined. Football, basketball (with a Final Four appearance), Miller Dorm, sorority, classes, parties, new friends, great professors — it was a lot for a small town girl from north Louisiana to absorb, but I loved every minute of it.

I had always planned to attend law school and was busy skipping my way through ancient civilization and history of the modern world when I was forced to confront the fact that I had great visual and poor audio learning skills. Thirteen hours of foreign language were required for a degree in history or political science. I had spent countless hours in the language lab with headphones on trying to understand and repeat the droning Spanish voice, only to have to start again at the beginning each time I missed a response. Finally, I admitted defeat and began searching for any major that did not have a foreign language requirement.

The business school was an obvious choice, and I left the beauty of the Quad for CEBA. In that functional cinder-block structure, I found my passion in the study of economics, statistics, and accounting. I had great teachers and wonderful classmates that challenged and inspired me.

I graduated from LSU in December 1984 and started law school at the University of Virginia the following fall. To my great surprise and delight, the law and economics movement that applies economic theory to the analysis of law had made its way to UVA. All those demand and supply graphs that I had painstakingly mastered at LSU provided the perfect foundation for the study of law.

After I graduated from UVA, I secured a judicial clerkship with Judge Henry Politz, a judge on the US Fifth Circuit Court of Appeals and a fellow LSU graduate. I am pretty sure that he hired me solely because I graduated from LSU.

After my clerkship, I joined King & Spalding in Atlanta. I was the 246th lawyer in the firm who then had offices in Atlanta and Washington, DC. Today, the firm has more than 1,000 lawyers in 20 cities and 10 countries. I have had the opportunity at K&S to lead both our financial restructuring and global real estate practices, to serve on our policy committee, and to lead our lateral partner investments. In my practice, I have been involved in some of the nation’s most significant restructurings.

To be sure, much of my success is directly attributable to LSU — not only to the great education I received but also to the uniqueness of that experience. LSU fosters a sense of community and pride that is unparalleled. From time to time in Atlanta, I will see someone approaching in LSU attire. I catch their eye and in a barely audible voice, say “Geaux Tigers.” Inevitably, a smile will cross their lips, and they respond “Geaux Tigers.” Before unknown to each other, we are a community because we love LSU.

In coaching young lawyers, I often say “you need to be both interested and interesting.” LSU made me interesting. My biography on our web page gets thousands of hits a year. The statement that I get most often from those who have read it is this, “I saw that you went to LSU; that must have been amazing.” Indeed it was.
Jim Parr’s career is representative of the “American Dream”—get a good education, work hard, save money for the right opportunity, and then open a successful business.

He graduated from the “University of Himes” — at that time, all of the business classes were held in Himes Hall on the Quad — as a marketing major in 1972. He then got his MBA in 1973, partially “to atone for overdoing early LSU college life.” Little did he know that years later, the degree would qualify him to teach undergraduates at his alma mater.

Once he declared as a marketing major, Parr started working in marketing jobs to broaden his experience. He sold Bibles for the Southwestern Company; was a waiter at Baker’s Restaurant in Tiger Town; sold jewelry at Wilson’s Department Store; and was production manager for Hebert, Keely, and Root Advertising Agency. In fact, one of his first assignments at the agency was working on the gubernatorial campaign of Edwin Edwards.

After graduation, Parr became director of marketing for Precision Sampling, a Baton Rouge manufacturer. There, his duties included hiring and training a salesman to sell products locally. While making calls with the new hire, Parr realized sales was where he wanted to be. He first spent three years with Sargent Welch Scientific, selling laboratory equipment and supplies across Louisiana. Next, he signed on with Lanier Business Products as their records management-micrographic products salesman. Parr was Lanier’s top salesman in his rookie year and quickly started climbing the corporate ladder over the next seven years, reaching the position of Georgia divisional sales manager at the corporate office in Atlanta.

It was then that he and his wife, Laura, agreed to put their life savings at risk and open their own company, Records Management Solutions of Georgia Inc., or RMS. RMS solved paper problems using micrographic equipment and systems and was Minolta’s dealer in Atlanta, an opportunity that came about as previous dealers had folded due to intense competition. Within a year, RMS was Minolta’s top dealer and retained that honor each year, thereafter. The company grew from one to three offices covering Georgia and part of Tennessee. Parr also served on the Minolta Dealer Advisory Council, and RMS won numerous sales and service awards.

The Parrs sold RMS in June 1989 when Jim was 43. Since that time, they have worked on five-year plans which included extensive travel, building three homes, attempting to qualify for the Professional Golf Association (PGA) Senior Golf Tour, working with the United States Golf Association (USGA) Course Rating System in three states, and starting in 1997, teaching Marketing 3427: Professional Selling at LSU as an adjunct professor.

Three years ago, the Parrs provided the seed capital for the LSU Professional Sales Institute and with the help of many — including E. J. Ourso College of Business Dean Richard White Jr., Marketing Professor Al Burns, Marketing Chair Ron Neidrich, and PSI Director Greg Accardo — established the professional sales concentration in marketing, offering LSU students an excellent foundation in sales that will serve them in the real world. The goal is 100% employment for its graduates.

Parr is president of the Greater Baton Rouge Chapter of the LSU Alumni Association, enjoys shooting his age on the golf course, and catching a limit of bass.

The Parrs have been married for 39 years and have just moved into a new home in the University Club in Baton Rouge.
Isn’t it interesting where life leads us? I was a New Jersey-Delaware boy that only got to Louisiana when my dad’s job relocated us to Baton Rouge. What a different world!

I enrolled at LSU and quickly found the college freedom and myriad LSU activities to be overwhelming. Why go to class and study when there was so much else to do and experience? You would think flunking out would get my attention, but not in my case, as apparently I was a slow learner but big experiencer! I finally realized my lack of academic effort was not only demoralizing for my parents but actually affecting my future, especially those that might depend on me.

After two semesters in the University College, I found confidence and good study habits that allowed me to enter the College of Business. I noticed the best students usually sat in the first row; being competitive, I joined them and found I was comfortable there.

I soon had to decide on a business major, and I remember interviewing three professors (finance, economics, and marketing) about opportunities in the real world. I remember Dr. Steve Brown in marketing, who I still keep up with, and Loren Scott in economics.

I made the decision to major in marketing, which certainly impacted the direction my life would take. I started paying for school by working marketing-related jobs like waiting tables, selling Bibles door-to-door, selling jewelry at a department store, and working as production manager for a local advertising agency. We even started Pi Sigma Epsilon, a sales and marketing fraternity, in my junior year, which was a great experience!

I felt I was LSU’s top marketing student, but as I was still dragging an academic anchor, my grade-point average didn’t agree. So upon graduation, I joined the LSU MBA Program with a clean slate. What a wonderful preparation for a career in the business world. I always believed it gave me the tools to succeed and the confidence to overcome the toughest challenges. Furthest from my mind was the thought my master’s degree would one day allow me to teach and give back to my profession (professional selling) and my alma mater.

In 1996, I received an invitation to an LSU College of Business get-together prior to the Peach Bowl in Atlanta. It was there that the dean of the college, Tom Clark, invited me to return to LSU to teach. The timing was right; Laura and I were about to start a new five-year plan, and Baton Rouge was always home to us. So in 1997, thanks to Professor Al Burns, I started teaching Marketing 3427 Buyer Seller Communications. I was paid, but at the end of the semester, I told Al I was enjoying teaching so much I should be paying LSU. From then on, I would teach for free. I remember Al calling me to his office a week later to ask if I would also like to teach principles of marketing … for free! I will soon start my 19th semester teaching at LSU.

A few years ago, I was able to change the name of the course to professional selling and worked closely with Dean Richard White Jr. and (Department of Marketing Chair) Ron Niedrich to establish the LSU Professional Sales Institute while creating the professional sales concentration in marketing. This is a lineup of courses, internships, and sales competitions designed to lay a solid sales foundation for our LSU graduates to succeed in the real world of professional sales. An earlier survey of what jobs our marketing graduates take pointed out that more than half took sales jobs. We were not preparing them to be successful. Recently, Chally Institute conducted a nationwide survey of marketing and general business grads and found more than 80% of marketing grads and 60% of business grads take sales jobs.

Our sales track has gotten great student and business community interest. We presently have 120 students declared for the concentration. Our goal is 100% employment after graduation for those students working their way through the program.

I know there are many important people reading this, and it is my hope to get your interest and participation in supporting this worthwhile program.

As I said earlier, it is amazing where life leads us, and I am most happy it led me back to LSU! What a wonderful honor to be asked to join the E. J. Ourso College of Business Hall of Distinction.

Looking back it has been an amazing journey!
David Songy graduated from LSU with a bachelor’s degree in accounting and a master’s in finance. He began his career as a project manager for AP Keller Company in Houston for six years before leaving to serve as regional partner for Barker Patrinely Group’s Florida region for six years in Miami and Ft. Lauderdale.

In 1992, he co-founded Songy Partners Limited in Boca Raton with Perry Waughtal, and in 2010, co-founded Songy Highroads LLC in Atlanta with Waughtal and Todd Nocerini. As CEO, Songy is responsible for comprehensive oversight of company operations, with particular attention to business development, financing, and product expansion.

Among the firm’s notable project developments and acquisitions are the Hyatt Regency Houston Galleria, which was recently honored with the Houston Business Journal’s 2016 Landmark Award in Hospitality, and the Miami Arena, home to the Miami Heat basketball team.

Songy is a member of the E. J. Ourso College of Business Dean’s Advisory Council and has volunteered his time as a coach and corporate sponsor in the Buckhead Baseball Little League, a member of the Atlanta Youth Academy Board of Trustees, and a member of the Urban Land Institute.
Reflections

My first memories of LSU are walking up the portals of Tiger Stadium on Saturday nights — the bright stadium lights, the illuminated colors of the uniforms, the painted field, the smell of concessions (hot dogs, popcorn, and Jack Daniels), the LSU Tiger Marching Band, the roars of the student section, the public address system, and the giant scoreboard. I can still recall this magical, iconic setting and watching my idol, Bert Jones, firing bullets to his cousin, Andy Hamilton, over the middle of the field.

I was born in Baton Rouge and raised in Alexandria, Louisiana. I am a third-generation LSU graduate, and my son's graduation makes him fourth-generation. With my parents and four older siblings having attended LSU, I rarely considered other colleges. My first "campus" visit was on a Sunday night, driving to Baton Rouge after football practice during my senior year for an Elton John concert. If this is how Sunday nights were spent at LSU, my decision was final!

As to my major, a few fraternity brothers were in accounting, and my father graduated in accounting from LSU, so I headed that way. But during my senior year, I decided finance was more my strength. I would graduate in accounting, then pursue my master's in finance at LSU the following year.

My senior year I was tasked with writing a research paper on the operations of a business type of my choosing. I called my brother Chip and asked if I could interview him and Jimmy Maurin at their offices in Hammond. I became intrigued with real estate development while writing that paper, hearing them describe the sequential process of a project's life cycle. That exercise alone led me to my career decision, and I've pursued it ever since. Starting in Dallas, then Houston, South Florida, and finally Atlanta, I worked for larger, experienced developers in the office building sector, learning the trade at an accelerated rate. By the age of 34, I had developed and managed more than 1 million square feet of Class A office buildings and a 17,000-seat arena for the NBA's Miami Heat.

In 1992, after more than a year of planning, I opened the doors of my own company in Boca Raton, Florida. We began acquiring and managing real estate assets that needed financial and sponsor help due to the overbuilding of the 1980s. By 1998, we had grown throughout Florida into Texas, Louisiana, Georgia, and Mexico City. We relocated our headquarters to Atlanta that same year. We reversed course on plans to renovate a vacant office building and instead converted it into a Marriott hotel, not realizing how little we knew or that it would lead to substantial hotel opportunities for years to come. Today, our portfolio stretches from Texas to Washington, DC and down to Florida. We will soon have completed more than $2 billion in projects coming out of the Great Recession, with $750 million started or underway since 2013. Our partners include Goldman Sachs, The Carlyle Group, Assurant, Hyatt Hotels, Omni Hotels, Elliott Capital Management, and numerous private family offices.

The true meaning of LSU starts with my family and friends made while/since there. The institution's students and alumni are intertwined amidst the bedrock of south Louisiana's rich and colorful culture along the mighty Mississippi. Its meaning to me includes academics, sports, and recruiting — my wife Lisa and I have hosted LSU-Atlanta's recruiting efforts at our home multiple times in recent years during the spring.

The three letters of our university are world famous, and that is so rewarding. Wherever I have lived, people always wanted to hear more and learn more about LSU. They asked if all of the stories they heard over the years were true! For instance, my company's architect in Atlanta is from Spain, and he attended LSU his freshman year. His parents came over for a surprise visit, but his roommate informed them he was snow skiing for a week, then was headed to Mardi Gras, where they "might" have a chance to see him if they could find him among the massive crowds! The next semester he found himself at Georgia Tech. As we laugh together, he always wonders what it would have been like to finish at LSU.

I am truly flattered and honored to be inducted. I want to continue giving back to LSU at a greater pace and in ways the college wishes. I hope to help the new real estate program when it's ready and leverage lessons from my career in that direction. Harvard Business School wrote a case study on my company last year, and we were privileged to teach two back-to-back courses there this fall. It was a truly rewarding experience. Maybe we can help LSU from this experience.

Also, a very special thanks to Dean Richard White and especially to Karen Deville, who sought me out in Atlanta more than 10 years ago to become more involved. I wish to share and dedicate this award with my mother, Carolyn Adams. Many thanks for all of your support over the years!
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<th>Year</th>
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| 2016 | Deke G. Carbo  
      | Fernando M. Guerrero  
      | James O. Harp Jr.  
      | Steven C. Walker |
| 2015 | G. Matthew McCarroll  
      | Dale E. Redman  
      | Richard M. Sturlese |
| 2014 | Gregory J. Hamer Sr.  
      | Rose J. Hudson  
      | John R. Landon |
| 2013 | William E. Balhoff  
      | Toni E. Stephenson  
      | Robert M. Stuart Jr. |
| 2012 | Rolfe H. McCollister Jr.  
      | Anthony B. Ravani  
      | Sue Wilbert Turner  
      | Joseph C. Winkler |
| 2011 | David J. Bondy Jr.  
      | Garret H. Danos  
      | Teri G. Fontenot  
      | Shaquille O'Neal  
      | David P. Steiner |
| 2010 | Thomas J. Adamek  
      | Donald J. Gauci  
      | David L. Laxton III  
      | Jerry E. Shea Jr.  
      | Christel C. Slaughter |
| 2009 | Roy O. Martin III  
      | Jonathan E. Martin  
      | Richard E. Matheny  
      | Maurice J. Coleman  
      | William F. Borne* |
| 2008 | Edward A. Landry  
      | Peggy B. Scott  
      | James D. Shelton |
| 2007 | Ross J. Centanni  
      | Laura Alexander Leach  
      | Doyle Z. Williams |
| 2006 | James M. Bernhard Jr.  
      | James E. Maurin  
      | Jeffrey N. Springmeyer |
| 2005 | Joseph L. Herring  
      | Patricia Hewlett Bodin  
      | Bartholomew F. Palmisano |
| 2004 | Eduardo Aguirre Jr.  
      | William S. Slaughter III  
      | John C. Hamilton |
| 2003 | John Q. Barnidge  
      | J. Gerard Jolly  
      | Eddie J. Jones*  
      | Roger H. Ogden  
      | Kathryn M. Sullivan |
| 2002 | Richard F. Gill*  
      | Harry T. Hawks  
      | D. Martin Phillips  
      | Kay G. Priestly  
      | Frederick E. Wolfert |
| 2001 | Kerry D. Brandon  
      | Jake L. Nettiville  
      | Julian* & Sidney Carruth  
      | E. Robert Theriot III |
| 2000 | Herman J. Lowe*  
      | Norman V. Kinsey*  
      | Joseph H. Campbell |
| 1999 | E.R. Campbell  
      | Senator Randy L. Ewing  
      | Ronald A. Laborde |
| 1998 | Carol A. Calkins  
      | Ulysses J. LeGrange  
      | A. Emmet Stephenson Jr. |
| 1997 | Aaron J. Beam Jr.  
      | J. Terrell Brown  
      | Robert F. Kelley  
      | Bernard F. Sligar  
      | William W. Rucks IV |
| 1996 | James C. Flores  
      | Robert S. Greer Sr.*  
      | Susan M. Phillips  
      | G. Lee Griffin |

* Denotes Inductee is Deceased
The Dean’s Advisory Council exists to promote and improve the E. J. Ourso College of Business. These accomplished professionals donate their time, talents, and resources to support the dean’s efforts to enhance the college’s substance and image.

The Executive Committee of the Dean’s Advisory Council is comprised of the officers, chairs of the four component committees of the council, the dean, and other selected individuals to oversee the administrative functions of the council as a whole.

The DAC is currently led by President Bill Balhoff, Vice President Jim Harp, and Immediate Past President Jerry Jolly.

Thomas J. Adamek
Scott T. Agosta
Stephanie M. Anderson
William E. Balhoff
John Q. Barnidge
Sarah R. Borders
William E. Bradley
Patrick J. Brandau
Thomas W. Broom
Claire L. Cagnolatti
Carol M. Calkins
Deke G. Carbo
Christopher O. Carlton
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Ye-Sho Chen
Leviticous Cleveland
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Karleen J. Green
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Eric J. Hesperheide
Leon L. Hirsch
Gregory M. Hoffman
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Ashley R. Junek
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Kevin F. Knobloch
David L. Laxton III
Charles D. Lein
Richard A. Lipsey
H. Gerald Louviere Jr.
Farrell J. Malone
Roy O. Martin III
Wendy O. Marx
James E. Maurin
G. Matthew McCarroll
Matthew G. McKay
Brian McNamara
Toby T. Menard
Dal B. Miller
G. Rolfe Miller
Shelley R. Mockler
Jessica W. Monroe
Walter A. Morales III
Jake L. Netterville
A. Scott Newitt
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Thomas H. Olinde
Steven T. Perret
D. Martin Phillips
J. Russell Porter
Maurice J. Robichaux III
William W. Rucks IV
William D. Sanchez
Robert P. Schneckeburger
Marc H. Schneidau
Helmet Schneider
Peggy B. Scott
William L. Scott
James D. Shelton
Kyle R. Sherman
William S. Slaughter
Joaneane A. Smith
David B. Songy
Nicklos S. Speyrer
Jeffrey N. Springmeyer
David P. Steiner
Robert M. Stuart Jr.
Richard M. Sturlese
Patrick W. Suffern
Milton D. Terrell
J. Shawn Usher
Christian G. Vaccari
Edwin S. Vandenburgh
Steven C. Walker
Edward F. Watson
John E. Watson
Richard D. White Jr.
Joseph C. Winkler
Frederick E. Wolfert
Paul L. Wolfert
Clifton M. Worley
Mark S. Worthen
Jeffrey S. Zehnder
William T. Zehnder
Robert E. Zetzmann Jr.

* Denotes Executive Committee Member