



Alumni Newsletter

Winter 2013

COLLEGE OF BUSINESS BUILDING DEDICATION



One highlight of homecoming weekend included the dedication of the new College of Business building on Saturday, November 3, 2012.

Louisiana Tech President Dan Reneau served as the master of ceremonies for the event.

Other speakers on the program included Wayne Parker, Tech alumnus and Chairman of the University of Louisiana System Board of Supervisors, and James Lumpkin, Dean of the College of Business.

Dean Lumpkin said the 42,000-square foot building is necessary for the College to meet the challenges of business education in the 21st century. "It is a functional building," Lumpkin said. "We have a lot of technology in the building; all the classrooms are smart classrooms. It has all the things that a professional business school needs."

In addition to classrooms of many sizes, there are computer labs, teaching labs with computers at every desk, two auditoriums, meeting rooms, study areas set aside for graduate students, research centers, and an area for student support and career resources.

"We have a working digital forensics lab to support our program in information assurance (cyber security)," Lumpkin said.

The cutting edge technology of the building

starts in the lobby with video boards that stream business news and campus events. There is also an electronic stock ticker providing the latest stock market information.

The \$12.5 million state-of-the-art structure is the second building to open on the University's Enterprise Campus, a research park that will ultimately span 50 acres. The building's location between the main campus and downtown Ruston supports the University's efforts to bring business acumen and innovative thinking together to create economic development opportunities for the region.

There are 1,062 students and 50 faculty in the College of Business. All programs within the College of Business are AACSB accredited. Bachelor degrees offered are accounting, business administration, business economics, computer information systems, finance, marketing, and three areas of management.

Graduate degrees offered are the master of business administration, master of professional accountancy and doctor of business administration.

The new College of Business building as well as other campus construction projects are a function of Tech 2020, Louisiana Tech's long-range strategic plan and foundation for the future.

AN UPDATE FROM DEAN LUMPKIN



Happy New Year! All of us in the College of Business are gearing up for an exciting 2013. We have been in our new building now for almost seven months, and although we still have a few technological issues to resolve, we are thoroughly enjoying our new home.

The new College of Business building was dedicated on Saturday, November 3, 2012. We were fortunate to have a beautiful day along with approximately 300 people in attendance. Further details associated with the dedication are given in an article within the newsletter summarizing the eventful day.

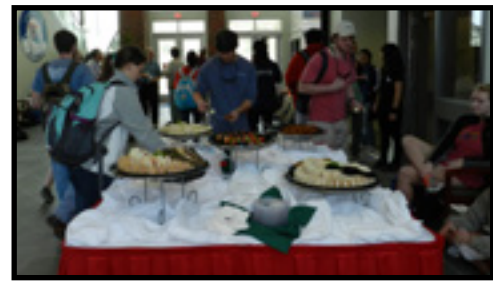
Spring is always a busy time for the College. On April 10, we will be hosting Banker's Day. On April 19, we partner with ULM's College of Business to host the annual Business Outlook Summit. Late spring brings the annual BSA crawfish boil, which is much anticipated by the students. If you have not done so already, we encourage you to visit our new building when you are in the area. The facility is certainly one of the diamonds on the LTU campus, and we want to share it with you.

As always, thanks to all of you for your continued support and loyalty to the College. We strive to make you proud.

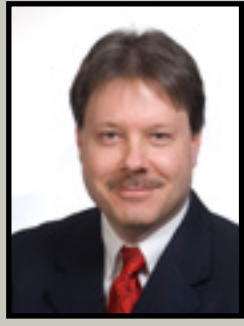
Dr. James R. Lumpkin, Dean
Chase Bank Professor

COLLEGE OF BUSINESS CLOSES OUT 2012 WITH HOLIDAY CHEER

Students, faculty, and staff gathered on December 19 to celebrate the holidays with a reception hosted by the Business Students Association. The event offered delightful food along with an opportunity to visit with fellow students, faculty, and staff in an informal setting. An enjoyable time was had by one and all.



SIGNIFICANCE FEATURES ARTICLE BY COCHRAN IN OCTOBER 2012 ISSUE



An article by Dr. James J. Cochran, Bank of Ruston Endowed Research Professor and Associate Professor of Quantitative Analysis at Louisiana Tech University, is featured in the October issue of the popular magazine

Significance. In the article, "Frankenstein for President: Statistics and Operations Research come together to create the Optimal Candidate for the U.S. Presidency," Professors Cochran and David J. Curry of the University of Cincinnati discuss their use of statistical estimation and mathematical programming to project the winners of Presidential elections, find the optimal positions for a candidate for the Presidency, assess the strengths and weaknesses of a candidate's platform, and assess the viability of a third party candidate. The article is based on forthcoming research papers by Cochran, Curry, Rajesh Radhakrishnan, and Jon Pinnell entitled "Political Engineering: Optimizing a U.S. Presidential Candidate's Platform" (to appear in Annals of Operations Research) and "Hierarchical Bayesian Prediction Methods in Election Politics: Introduction and Major Test" (to appear in Journal of Political Marketing).

The article focused on the country's ten largest battleground states immediately prior to the 2008 election, which most major polls predicted would be won by Senator John Kerry. A poll using a stratified random sample of registered voters in these ten battleground states resulted in a prediction that Senator Kerry would win 76 or 77 of the electoral votes held by these states; when added to the electoral votes associated with states in which Senator Kerry lead by a comfortable margin, this would have resulted in a victory by the Senator.

Conversely, Cochran's methodology predicted that President Bush would win 74 or 75 of the electoral votes held by the battleground states. Of course, President Bush ultimately won 77 electoral votes in the ten battleground states on his way to a victory over Senator Kerry. Cochran hopes to replicate his study on the next Presidential election in 2016.

About Cochran's article, Significance Editor Julian Champkin said, "The art of getting elected is getting more scientific. The fascinating thing about Professor Cochran's work is that it can tell a political candidate exactly what positions on the key issues he should adopt to win most votes. It will be interesting to find out as the 2012 campaign progresses whether the candidates stick to their principles or adjust their platforms to gain votes and get elected."

Significance, which is published six times annually by the Royal Statistical Society and the American Statistical Association, aims to communicate and demonstrate in an entertaining, thought-provoking and non-technical way the practical use of statistics in all walks of life and to show informatively and authoritatively how statistics benefit society. Articles are largely non-technical and hence accessible and appealing to the general public. The October, 2012 issue also includes articles on contrasting styles of classic movie directors such as Hitchcock and Cecil B. DeMille, on whether Prozac is safe for young people, and on whether violence in the home increases when big sporting matches are being broadcast.

Cochran, who received his Ph.D. in statistics from the University of Cincinnati in 1997 and joined the Louisiana Tech College of Business faculty in 2000, is considered a leading authority in the areas of sample-based and Bayesian optimization, statistical methods, computational statistics, statistical learning, and mathematics education.

BUSINESS PROFESSOR PRESENTS RESEARCH IN GERMANY



A Louisiana Tech business professor recently presented research to faculty and graduate students at Kühne Logistics University in Hamburg, Germany, as part of their Research Seminar Series.

Rebecca J. Bennett's presentation was titled "The Impact of Perceived Job Alternatives: Examining the Destructive Effects of Work Frustration and Turnover Intentions on Employee Deviance." Bennett is a professor in the management and information systems department of the College of Business.

She discussed the counter-intuitive findings of recent research undertaken with colleagues Marie Mitchell of the University of Georgia and Craig Crosley of the University of South Florida. Based on a concept called reactance theory, they predicted that individuals who were frustrated at work and wanted to quit, but who felt "stuck" in their jobs, were more likely to engage in counterproductive behaviors at work than those who thought they had more job alternatives.

Their findings revealed that those who felt

stuck perceived they had few job alternatives. An analysis of survey responses of 200 anonymous employees supported their predictions.

Practical implications of the findings were suggested by the German and Dutch scholars in attendance. They suggested that companies might choose to provide executive recruitment services for employees so they were aware of job alternatives if they were dissatisfied.

As part of the visit, Bennett was also invited to give a public presentation titled "Forgiving Offenses in the Workplace: Differing Motives and Their Results on Employee Well-being." In that presentation, she talked about research she recently had published in the Journal of Occupational Health with coauthors Susie Cox of McNeese University, Thomas Tripp of the University of Washington at Vancouver, and Karl Aquino of the University of British Columbia.

Since some of the motives for forgiveness resulted in greater stress or poorer health, she said the audience was curious about the finding that perhaps forgiveness isn't always a good thing. Bennett explained that the "self-defined forgiveness" respondents described was often not "true forgiveness" but rather forced reconciliation because of the work environment.

Written by Reginald Owens
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BUSINESS GRADUATE SUCCEEDS WITH COOL DESSERT



Ten years ago, Kelle Williamson Messer and her husband, Daniel, embarked on an entrepreneurial adventure that would turn them into the owners of three Louisiana-based stores called Eskamoe's Frozen Custard & More. Kelle and Daniel were able to develop their business concept, put it on paper, and turn it into a reality in June 2002, when they opened their first store in Monroe. Instantly, the idea was a hit!

Frozen custard is a super, premium ice cream; it is smooth and extremely creamy. Eskamoe's offers three custard flavors made fresh daily: vanilla, chocolate, and cake batter. According to Kelle, some custard shops offer many flavors, but not all are made daily. They are only considered fresh when you can fire up the custard machine at any time and see a ribbon of custard flow out into the dipping cabinet. Eskamoe's frozen custard is scooped, and all the treats are made to order at the window. They provide face-to-face, friendly service at the drive-up and walk-up windows.

Eskamoe's store concept is a little different than most ice cream shops, in that they offer only

drive-up and walk-up windows and patio dining. They discovered that people are busy; driving here and there, so why not cater to their needs so they don't have to get out of the car? They also have customers that enjoy the experience of meeting their friends at the outdoor patio, where they can listen to music and eat their favorite Eskamoe's treat. Nine months after opening the store in Monroe, the Messers opened a second store to serve the needs of customers in West Monroe. Last year, they opened their third store in Ruston.

Kelle attended Louisiana Tech's College of Business and, in 1983, obtained a business administration degree. According to Kelle, she knew she wanted to major in business, but was unsure which direction to take. Ultimately, the choice to major in business administration gave her an understanding of each of the facets of a business. Because of the variety of courses required for the degree, she became well-versed in the areas needed to manage a business. Kelle's advice to others who may consider starting their own business would be, "Don't be limited to a specific business major or certain degree-track, because a business administration degree can provide opportunities in many different fields." Kelle said the most important thing in starting a business is to study, research, have specific plans, and seek guidance from as many successful people as you can.

For Kelle and Daniel, so far, it has been good! They love to tell each customer that leaves their store, "To Serve the Cool Day!"

W. RANDALL "RANDY" FOWLER COLLEGE OF BUSINESS ALUMNUS OF THE YEAR



W. Randall "Randy" Fowler of Houston was recently named the 2012 Distinguished Alumnus for the College of Business. Fowler was presented with his award at the annual Alumni Awards Luncheon

held at Louisiana Tech's Student Center on November 2.

Randy earned a bachelor of science in accounting from Louisiana Tech University in 1978, and he earned a master's degree in finance from Louisiana Tech's extension program on Barksdale Air Force Base in 1989.

He began his career as a certified public accountant with Deloitte, Haskins, and Sells. He later served in finance and accounting positions for NorAm Energy Corporation, ArkLa Exploration Company, and Butler-Johnson, Inc.

Fowler currently serves as Executive Vice President, Chief Financial Officer, and a director on the board of the general partner of Enterprise Products Partners L.P. (NYSE: EPD). Enterprise is one of the largest publicly traded partnerships, with a value of approximately \$63 billion, and is ranked 62nd on the most recent Fortune 500 list. He also serves as Executive Vice President and Chief Financial Officer of privately-held Enterprise Product Company. He joined Enterprise shortly after its initial public offering in 1998.

Fowler serves as Chairman of the Board of the National Association of Publicly Traded Partnerships. He also is a member of the Advisory Board of the Alerian MLP Index and the Advisory Board of the College of Business at Louisiana Tech. For the past three years, Fowler has been named to Institutional Investor Magazine's All-America Executive Team as the top ranked Chief Financial Officer in the Natural Gas Pipeline and Master Limited Partnership Sector as voted on by institutional investors and security analysts.

Randy has been married for 31 years to Ann Raborn Fowler, a 1981 graduate of Louisiana Tech University. They have three sons.

END OF AN ERA



On Tuesday, January 29, 2013, the demolition of the old College of Business building physically began (see photo). In a very short time, the old building will simply be a fond memory for many people and in its place will be green space.

Now is a good time to take a walk down memory lane. The old College of Business building opened its doors in 1965 and was the first time an actual building had been provided solely for (at that time) the School of Business. The Dean in 1965 was Burton R. Risinger.

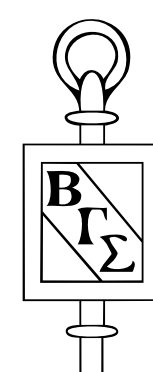
The old building encapsulated a great deal of history in 47 years. Six deans walked the halls of the building beginning with Dr. Risinger from 1945 to 1975; Bob Owens, 1976-1994; John Emery, 1994-2000; Gene Johnson, 2000-2002; Shirley Reagan, 2002-2007; and our current dean, James Lumpkin, 2007 to present.

In 1970, Louisiana Tech became a University and the School of Business became the College of Administration and Business. In 1978 the MBA program was awarded accreditation by the American Association of Collegiate Schools of Business (AACSB). The College's undergraduate programs were accredited in 1955.

In 2007, the College of Administration and Business changed its name to the College of Business.

Many students have graduated and prospered from their education in the old College of Business building, but now we are enjoying a beautiful new facility and marking time toward a new and successful legacy.

BETA GAMMA SIGMA



The College of Business' most prestigious honorary society, Beta Gamma Sigma which was established in 1964 at Louisiana Tech University initiated its 2012-2013 class on February 5, 2013.

Beta Gamma Sigma is the national organization for students enrolled in business and management programs and was developed to encourage and honor academic achievement in the study of business; to foster personal and professional excellence; to advance the values of honor and integrity; pursuit of wisdom and earnestness, and to serve its lifelong members. Election to lifetime membership in Beta Gamma Sigma is the highest honor a business student anywhere in the world can receive in an undergraduate or master's program at a school accredited by AACSB International.

The guest speaker and chapter honoree for the initiation was Mr. David Darland, the Senior Vice President of Community Trust Bank. Mr. Darland graduated from the College of Business in 1978 with a bachelor's degree in accounting and received his MBA in 1991. He serves as a member of the College's Business Advisory Board and became a member of Beta Gamma Sigma in 1977.

Students initiated to Beta Gamma Sigma for 2012-2013 are: Claudine Adams, Morgan Canfield, Alnoor Dhanani, Henry Florsheim, Lauren Gondron, Zachary Hobbs, Phong Le, Adriana Lege, Samuel Porter, Brianna Reichert, Maleah Schorpp, Kelly Sexton, Christian Altch, Abbey Simonneaux, Kaitlyn Stevenson, Sarah Causey, Matthew Myers, Maitaline Lemons, Dr. Tim Bisping, and Dr. John Francis.

CLASS NOTES

IN MEMORIAM:

Lucian G. Conway, Jr., accounting '69, passed away on December 24, 2012, in Dallas, Texas. After graduating from Louisiana Tech University with a degree in accounting and also as a football letterman from 1965 to 1969, Lucian continued with his education at Louisiana State University and received an MBA and Ph.D. in accounting. Lucian began his career as a CPA in 1970, and worked for three international accounting firms. He served as the J.E. Bush Professor of Accountancy at Baylor University's Hankamer School of Business where he taught for over 20 years. During his tenure, Dr. Conway served as the President of the Faculty Senate and as an Associate Dean in the School of Business. Lucian published over 50 articles, authored numerous textbooks, and received more than eight outstanding educator awards for course development. He started a successful consulting and training company where he impacted over 70,000 individuals around the world with his dynamic speaking and training style. Lucian was a leading expert in the field of utility finance and accounting.

Lucian served as a member of the College of Business Advisory Board at Louisiana Tech University. He is survived by his wife, Suzanne Olsen Conway, and two daughters, Allison Denise Conway and Christina Evelyn Conway.

The Honorable James E. Clark., business '52, passed away on December 23, 2012, in Shreveport. Judge Clark graduated from Louisiana Tech University and the LSU Law School. He began practicing law in Shreveport in 1957 with the law firm of Cook, Clark, Egan, Yancey and King. In 1972, he was elected to the 1st Judicial Court and served on the bench for 19 years. Judge Clark resumed private practice until his retirement.

Judge Clark was predeceased by his first wife, Susie. Sons, Chris, David and Jeff survive. His second wife, Linda, also preceded him in death.

Judge Clark supported the College of Business through the "Judge James E. Clark Family Endowed Scholarship." His memory will live on through this scholarship.

SEND US YOUR GOOD NEWS

We want to let your fellow Bulldogs know what's happening in your life by printing your news in our new "Class Notes." Email your news to debrav@latech.edu and we will share it in our next quarterly newsletter. Thanks!

Building Distinction.