



Alumni Newsletter

Spring 2010

SIXTH ANNUAL BUSINESS OUTLOOK SUMMIT APRIL 9

The Community Trust Bank Business Outlook Summit will be held on Friday, April 9, 2010, at the CenturyLink Headquarters from 8:00 a.m. to 12:00 noon. Speakers will deliver economic forecasts for the region, state, and nation. Delivering the economic outlook for the nation is keynote speaker Dr. James Glassman, managing director and senior economist with J. P. Morgan Chase & Company. Dr. John Francis, Assistant Professor of Economics at Louisiana Tech University, and Dr. Robert Eisenstadt, Associate Professor, Economics at the University of Louisiana at Monroe, will provide a regional economic outlook. Mr. David Hitchcock from the V-Vehicle Company will also be present to update the attendees on this project.

The Louisiana Tech University College of Business along with the University of Louisiana-Monroe College of Business Administration are pleased to partner with the Department of Economic Development Northeast Louisiana Region, the Monroe Chamber of Commerce, the Ruston/Lincoln Chamber of Commerce, the Union Parish Chamber of Commerce, and the West Monroe/West Ouachita Chamber of Commerce to bring this event to Northeast Louisiana.

SEVENTH ANNUAL RUSTON-LINCOLN PARISH BUSINESS AWARDS BREAKFAST

The College of Business is once again partnering with the Ruston-Lincoln Chamber of Commerce to recognize outstanding businesses and individuals in the Lincoln Parish community.

The Business Awards Breakfast is sponsored by Franke Consumer Products and will feature keynote speaker, Joel Trammell, Senior Vice President and General Manager of NetQoS. The event will be held on April 7, 2010, from 7:30 to 8:45 a.m. in the Louisiana Tech University Student Center.

Additional sponsors include Bank of Ruston, Community Trust Bank, and Lincoln



Sponsors include Community Trust Bank (Conference Sponsor); J. P. Morgan Chase & Company (Keynote Speaker Sponsor); P&S Surgical Hospital (Regional Outlook Speaker Sponsor); CenturyLink and Centric Federal Credit Union (Corporate Sponsors); The News-Star, KRLQ 94.1 FM, Radio Center of Ruston, and The Ruston Daily Leader (Media Sponsors); and Peregrine Corporation (Printing Sponsor).

If you would like to attend this event, the registration fee is \$50 per person and \$15 per student. Tickets will not be sold at the door. For more information or to register for the summit please call 318-257-3701 or e-mail debrav@latech.edu. Registration forms can also be found on the College of Business at Louisiana Tech University website: www.business.latech.edu/bos.

Builders as Gold Sponsors; Hunt-Guillot & Associates and Marbury Companies as Silver Sponsors; House of Flowers and Ruston Florist as Floral Sponsors; Sudden Link, The Radio Center of Ruston, and The Ruston Daily Leader as Media Sponsors; and Driggers Outdoor as the Billboard Sponsor.

If you would like to attend this event, tickets can be purchased by contacting the Ruston-Lincoln Chamber of Commerce at 318-255-2031. Members: \$10; Non-Members: \$12 • Tables of 8 for Members: \$100; Tables of 8 for Non-Members: \$120.

STUDENTS, FACULTY AND STAFF SUPPORT HAITI



The Sustainable Supply Chain Management Society organized the HELP HAITI campaign. In conjunction with The Dawg House, they sponsored an all-day concert on February 6 to raise money for Partners in Health. By the end of February, the students had collected nearly \$10,000 through cash donations, penny wars, and bake sales. The students also arranged to have the donated items transported to Lake Charles by Davison Transport and then shipped to earthquake-ravaged Haiti via Friend Ship Integrity.

TECH MARKETING GRAD KICKS HIS WAY TO SUCCESS



The 2010 Super Bowl showcased a number of star athletes from New Orleans, but it also featured a star from the opposing team with a Louisiana Tech University background. That person is Matt Stover. Matt is the placekicker with the Indianapolis Colts.

Matt Stover received his marketing degree in 1991 from the College of Business while also serving as the kicker for the Louisiana Tech football program. During his college career, Matt successfully converted on 64 of 88 field goal attempts.

Matt was drafted by the New York Giants in the 1990 NFL draft. In 1991, Matt moved to the Cleveland Browns and in 1996 he transitioned to the Baltimore Ravens until 2008. In 2009, Matt became a member of the Indianapolis Colts and at age 42 he was the oldest player to appear in the Super Bowl.

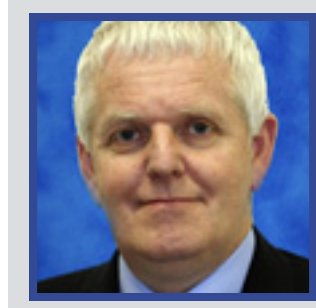
Matt has had an outstanding career in the NFL. We are certainly proud of his accomplishments both as an athlete and as a person. Congratulations!



BLACKMAN NAMED TO 2010 LEADERSHIP OUACHITA CLASS

Debra Blackman, the Burton L. Risinger Endowed Professor in the Department of Management and Information Systems, is one of 23 individuals selected for inclusion to the 2010 Leadership Ouachita class. Leadership Ouachita, sponsored by the Monroe Chamber of Commerce, is designed to develop and empower the emerging leaders of northeast Louisiana to transform the region into a place recognized as one of the best places to live and do business.

Class members will be trained to take an active role in government advocacy, workforce development, infrastructure, and all aspects of the community where leadership is needed to make an impact. Congratulations!



BUILDING DISTINCTION... ALUMNI PROFILE

Reverend Charles Carnahan, Marketing 1977, is the chief administrative officer and treasurer for the United Methodist Board of Discipleship in Nashville, Tennessee. This position involves leading the agency's financial and operational areas, including accounting, human resources, building services, strategic systems and communications, and providing general oversight of the agency's financial affairs.

The General Board of Discipleship is the lay leadership and spiritual development agency of The United Methodist Church. Their mission is to equip leaders of the churches and provide training and resources for spiritual development within the church. They also provide various worship resources used throughout their denomination and worldwide.

Reverend Carnahan stated that his undergraduate degree from Tech provided him with the foundation for understanding basic business principles and organizational

development. His degree in theology provided him the theological grounding and context for ministry. Reverend Carnahan stated, "I have for most of my professional life combined both to understand the need to see a component of ministry as operating within a business environment. In recent years, earning my MBA while certainly exposing me to enhanced learning, clearly fortified my appreciation for the strength of my undergraduate experience. My experiences of developing, managing, and turning around organizations (both secular and religious) of various sizes and complexities, combined with my education have served to uniquely position me for my current work."

Reverend Carnahan felt that the most valuable thing he learned at Tech was that knowledge has the power to transform one's life and open opportunities that one cannot imagine.

\$250,000 GIFT HONORS LA TECH ALUMNI, BENEFITS STUDENTS

Gift given by the estate of James H. Blanchard, Jr., in memory of Audrey Palmer Blanchard and James H. Blanchard, Jr.

A \$250,000 gift to Louisiana Tech University will honor the memory of two alumni and provide scholarships to students in the College of Business.

The gift from the estate of James H. Blanchard, Jr. establishes the Audrey Palmer Blanchard and James H. Blanchard, Jr. Scholarship in the College of Business. Blanchard, who passed away in June 2009, graduated from Tech in 1979 with a bachelor's degree in finance. He was self-employed as a petroleum land consultant. Mr. Blanchard's mother, Audrey, who passed away in February 2006, graduated in 1940 with a bachelor's degree in business and served as a school

teacher in Webster Parish for many years.

"This gift will be a lasting memorial to Audrey and James Blanchard and their commitment to higher education. It will provide financial assistance to deserving Louisiana Tech University students and help them pursue their dreams," said James Lumpkin, dean of the College of Business.

For more information on how you can support the College, please contact Debbie Van De Velde, Associate Director of Development, at 318-257-3741 or debrav@latech.edu.

YOUR GIFT CAN MAKE A DIFFERENCE



The College of Business recently mailed our 2010 Annual Fund appeal to alumni and friends asking for support during these challenging budgetary times. With the latest round of budget cuts upon us, it is essential

that we receive private funding in order to meet our general operating needs. Now more than ever, the College of Business requires the help of our alumni and friends. For example, we need monies to purchase student work tables and chairs for the building in order to enhance student study space. We need funds to purchase office supplies, computer and software equipment, and printer supplies.

The financial support of our alumni has made possible many of our successes; this support is deeply appreciated and is vital if progress is to continue.

Please consider a gift no matter the size of your donation. By clicking on the link below, you can make a difference with a gift to the College of Business to the area of your choice. Thanks again for your consideration and support of the College of Business at Louisiana Tech University. Together we are Building Distinction. If you have additional questions, please feel free to contact me at 318-257-4526 or Debbie Van De Velde at 318-257-3741 or debrav@latech.edu. www.latechalumni.org/makeagift

Thank you.

Dr. James R. Lumpkin, Dean
Bank One Professor

WHO WILL BE THE TOP DAWG?

The TOP DAWG Business Plan Competition is Tuesday, April 6, 2010, in the Student Center Tonk. The student body, faculty, and interested supporters are encouraged to attend. Teams present from 9 a.m. to 4 p.m. and the awards ceremony is 5 p.m. in the Student Center.

The Association of Business, Engineering, and Science Entrepreneurs (ABESE) holds the TOP DAWG Idea Pitch and TOP DAWG Business Plan Competition to encourage students with great ideas to act upon their ideas. These events are focused on helping teams build innovative, creative products and services that create value in the marketplace.

The TOP DAWG Business Plan Competition provides an opportunity for students to create business plans based on the top ten "for profit" and "not for profit" ideas pitched during the TOP DAWG Idea Pitch (the preliminary event to the business plan competition). Each business plan team is mentored by College of Business faculty and business center directors. Mentors include Dr. Andrea Drake, Associate Professor of Accounting; Dr. Son Le, Assistant Professor of Management; Dr. Davy Norris, Enterprise Center Director; Dr. Jon Pratt, Center for Entrepreneurship and Information Technology Director; Carol Shaver, CPA and Professional in Residence; and Kathy Wyatt, Director Business Development Center Director.

Judges for the TOP DAWG include Brent Hales, Assistant Professor of Economic Development, University of Southern Mississippi; Bill Hogan, Executive Vice



President, Bank of Ruston; Miriam Russell, Northeast Regional Director, Louisiana Economic Development; Joel Trammell, Sr. VP and General Manager of NetQoS; and Robert C. Tucker, Partner, Jones Walker. Teams will be judged on the written plans, oral presentation, and business feasibility.

The College of Business, College of Engineering and Science, and the Student Organization Grant funded a total of \$7,000 to be awarded to first, second, and third place teams. Other awards include the \$2,000 Best Presentation Award. Proceeds generated by the Ruston-Lincoln Parish Business Awards Breakfast, a collaborative event of the Ruston-Lincoln Chamber of Commerce and the Louisiana Tech College of Business, fund this award.

The \$2,000 Jones Walker Entrepreneurial Spirit Award funded by Jones Walker will recognize the team with the most entrepreneurial spirit. Jones Walker has grown over the past several decades in size and scope to become one of the largest law firms in the Gulf South. With more than 270 attorneys, Jones Walker serves local, regional, national, and international business interests in a wide range of markets and industries through offices in Alabama, Arizona, the District of Columbia, Florida, Louisiana, and Texas. For more information, visit www.joneswalker.com.

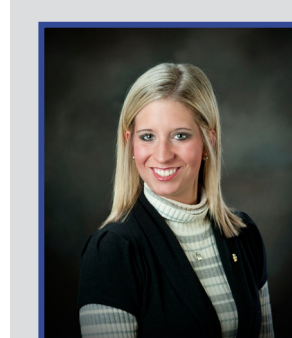
WINTER COMMENCEMENT

On March 6, the College of Business graduated 42 undergraduate students. Congratulations and best wishes new graduates as you begin another segment of your life. You are always welcome in the College of Business and we hope that you will stay in touch and support the College in the future.

SEND US YOUR GOOD NEWS

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

A SCHOLARSHIP OF SUCCESS



Ask a student how scholarships help them, and most will say scholarships free them to focus on learning and participate in more extracurricular opportunities at Louisiana Tech.

Sarah Vance, a senior in marketing, is one of those students. Thanks to the assistance of the Judge James E. Clark Endowed Scholarship in Business, the University Outstanding Student Scholarship, and the Taylor Opportunity Program for Students (TOPS), Sarah has been able to concentrate on her studies as well as be an active participant in College of Business activities and University-related activities.

Sarah is a member of the Alpha Chi Omega sorority and is the President of the American Marketing Association student chapter as well as being named an Outstanding Senior Scholar in the College of Business.

"Scholarships have played a huge role in my education," stated Sarah. "Being able to be involved in a number of organizations rather than working has allowed me to expand my leadership opportunities as well as my networking relationships that will ultimately benefit my career."

TWO BUSINESS STUDENTS ARE WAC CHAMPS

Brietta Thomas, a senior in business administration, and Adrienne Johnson, a junior in accounting, are members of the Louisiana Tech Women's Basketball Team that won the 2010 Western Athletic Conference (WAC) Championship Title on Saturday, March 13, in Reno, Nevada. This is the 16th conference title in school history for the Lady Techsters, the 5th WAC title in nine years and the 26th time the Techsters will play in the NCAA tournament. Congratulations to Brietta and Adrienne!

ANNUAL CRAWFISH BOIL ON THURSDAY, APRIL 22

The Business Students Association (BSA) of the College of Business will be holding their annual Crawfish Boil on Thursday, April 22, 2010. The event will be held from 12 noon to 2 p.m. at the Argent Pavilion. College of Business students are invited to come enjoy crawfish and the company of their fellow classmates and faculty.

The BSA is the student representative body of the College of Business. The purpose of the association is to serve as a liaison between the Business students and the Business Faculty. Their goal is to promote unity among the two parties in efforts to enhance the educational experience offered at the College of Business. For more information, contact Lori Bradshaw in the College of Business at 318-257-4526 or lorib@latech.edu.

SHREVEPORT EXECUTIVE MBA PROGRAM ACCEPTING APPLICATIONS

The College of Business' EMBA-Shreveport program is now accepting applications for its second class of students. The new class of students will begin in January 2011. The current students are in their third of four terms and will complete their MBA in December 2010. Applications can be found on the EMBA Web page at: <http://business.latech.edu/emba/>.

It's Business.