



MISSION ACCOMPLISHED! COLLEGE MAINTAINS PRESTIGIOUS PROGRAM ACCREDITATION

AACSB International, The Association to Advance Collegiate Schools of Business, (AACSB) is the top accrediting organization for business and accounting programs that offer bachelor's, master's, and doctoral degrees in those disciplines.

Fewer than 600 schools of business, or fewer than 5 percent worldwide, have earned AACSB accreditation. Of those, only 170 have earned additional accreditation for their accounting programs. The College of Business at Louisiana Tech University is one of those 170. In recent months, the college participated in an intense self-review followed by a peer review by deans and professors of peer institutions. The result was excellent with the College being awarded accreditation for an additional six-year period.

"We are extremely pleased and proud to have maintained our AACSB accreditation," said James Lumpkin, Dean and Bank One Professor of the College of Business at Louisiana Tech University. "The College continues to strive for excellence and achieving accreditation was a major milestone. It is certainly a measure of the outstanding faculty and staff and the learning environment we provide for our students."

The college received its initial AACSB accreditation in 1955 and has received reaffirmation of accreditation to date. The School of Accountancy received its initial



AACSB accreditation in 1982.

The AACSB review process has changed in the last few years. Rather than requiring an accreditation review every 10 years, business colleges and accounting departments that have been previously accredited now undergo a maintenance of accreditation review every five years that focuses on improving quality from one five-year cycle to the next. The review focuses on a few of the most critical standards.

This year the maintenance of accreditation review evaluated three areas for both business and accounting:

1. Strategic planning process and progress
2. Faculty qualifications and sufficiency
3. Assurance of learning

The achievement was recognized in April at the 2010 AACSB International Conference and Annual Meeting in Anaheim, California. To learn more about AACSB International accreditation, visit the accreditation section of the AACSB International web site at www.aacsb.edu/accreditation.

COUPLE'S GIFT PROVIDES CHAIR IN FINANCE

Gift given by the estate of A. W. and Screven Thompson in memory of Virginia Spinks Thompson, mother of A. W. Thompson

A gift of \$1 million from the estate of A.W. (Addison Walter) and Screven Thompson to Louisiana Tech University will create a Chair in the Department of Finance in memory of Virginia Spinks Thompson, mother of A.W.

A.W. and Screven Thompson were longtime residents of the Ruston community. A. W. graduated from Louisiana Tech University in 1936 with a bachelor's degree in business. Following graduation Mr. Thompson served in the United States Army. After his stint in the Army, Mr. Thompson began a lifelong career as a banking professional. Mr. Thompson began his career at First National Bank in Ruston and in 1975 he became President of Ruston Building and Loan until his retirement in 1992. Mr. Thompson remained as Director Emeritus at the Bank of Ruston until his death in July 2009.

Screven Thompson was married to A.W. for 73 years and supported him in his career while participating in a number of civic and community organizations as well as in Trinity United Methodist Church where the couple were longtime members. Screven was a Ruston native, and her mother, Eunice Coon Williamson, was a member of the Louisiana

Tech faculty, teaching both English and Latin. The bequest also establishes a Chair in the School of Language and Literature in Mrs. Williamson's memory.

The Thompson Chair enhances the college's resources to attract and retain top faculty and will be awarded to an outstanding business faculty member in finance. The recipient will be expected to demonstrate excellence in teaching, scholarly productivity, service effectiveness and collegiality. The Virginia Spinks Thompson Chair in Finance will be managed by the chair of the Department of Economics and Finance, Dr. Otis Gilley.

The Dean of the College of Business, Dr. James Lumpkin, expressed his appreciation for the outstanding bequest from the estate of A.W. and Screven Thompson. "Thanks to the generosity and vision of the Thompsons, the College of Business is better able to educate students as they address today's complex financial structures. We are extremely grateful for this opportunity."

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

A MESSAGE FROM THE DEAN

We have exciting news about the new College of Business building. We are pleased to share with you that the Legislature provided funds to build the new building. It appears that we will break ground this fall for a much needed new building. We will continue to ask for your support so that we can provide a first-class facility for our students, faculty and staff. Our goal is to provide the finest College of Business in Northern Louisiana.



Thank you for your continued interest and support in the College of Business.

Dr. James R. Lumpkin, Dean
Bank One Professor

SCHOLARSHIP AWARDS

More than \$15,000 was awarded to outstanding returning students at the College of Business in the way of scholarships from generous donors. Students from all four academic departments and graduate studies were recipients of individual awards ranging from \$300 to \$2,500 to be used toward their academic pursuits next year. Congratulations!

VISITING PROFESSOR IN MARKETING



Dr. **Trá Lopez**, Professor of Marketing, Southeastern University, Hammond, LA (Tech graduate); Dr. **Barry Babin**, Max P. Watson Professor and Chair of the Department of Marketing and Analysis, Louisiana Tech University; and Dr. **Adilson Borges**, IRC Professor of Marketing, Reims Management School in France.

Professor Adilson Borges, IRC Professor of Marketing from the Reims Management School in France, visited the College of Business on June 11. Dr. Borges delivered a research presentation entitled, Low Price Guarantees: Effects of Refund Size and Burden of Proof to students, faculty and staff in the College.

Dr. Borges previously served as the Auchan Chair of Retailing at the Reims Management School in France where he worked closely on merchandising and pricing research with Auchan—one of the world's largest hypermarket retailers. Dr. Borges is also the Vice President for International Membership of the Academy of Marketing Science and the co-chair of the 2011 World Marketing Congress to be held in Reims, France, from July 19 to July 23, 2011. Dr. Borges' most recent publication concerns the impact of shopping companions on value perceptions and, in particular, focuses on the way family companions diminish value in the shopping experience.

SUSTAINABLE SUPPLY CHAIN GRADUATES

The newest degree program in the College of Business graduated its first students at the Spring 2010 commencement. On May 22, William Bolin, Trevor Lundy, and Stephen Lynch became the first three graduates of the Sustainable Supply Chain Management program.

EXECUTIVE MBA PROGRAMS

The College of Business EMBA-Shreveport program is now accepting applications for its second cohort of students. The new class of students will begin study in March 2011. Applications can be found on the EMBA web page at: <http://business.latech.edu/embra/>.

The current students in the EMBA-Shreveport program completed the third of four terms and will earn their MBA in December 2010. The EMBA-Monroe program recently completed its first term, and students will complete their MBA in December 2011. A second cohort of students will begin study in March 2012 in Monroe.

MANAGEMENT 571: LEADING LINCOLN PROJECT

On Friday, May 7, Dr. Bryan Fuller's Management 571 class spent the day with approximately 35 Lincoln Parish high school student-leaders. The MBA students organized a day-long leadership workshop focusing on the impact that these students can have on their communities. The MBA students led the student-leaders through low-level ropes activities and facilitated small group discussions. Cathi Cox, Lincoln Parish ACHIEVE Coordinator, explained that "it was an absolute thrill to witness such engaging interaction between the university students and our outstanding high school leaders."

NEW BSA OFFICERS INSTALLED FOR 2010-2011

President	Caitlin Mc Alpin, Senior Accounting
Vice-President I	David Watters, Grad Student Professional Accountancy
Vice-President II	Caitlyn Norris, Junior Economics
Secretary	Mary Allred, Senior Marketing
Treasurer	Christian Conley, Sophomore Business Administration
Accounting	Dow Eldridge
Economics & Finance	Laura Nichols
Marketing	KeaJuantra Brisker
Management & Information Systems	Marghee Evans
Graduate School	Stephen Walker

ELLIS NAMED COB ADVISOR OF THE YEAR

Dr. Selwyn Ellis, Associate Professor of Computer Information Systems, was selected by the student body to receive the 2010 Outstanding Faculty Advisor Award from the College of Business. This award is voted on by the students based on criteria such as current knowledge of University policy, effective interpersonal skills, demonstration of a caring attitude toward students, referral of students to appropriate sources of assistance or information, and service to student organizations and University programs. Congratulations!



CRAWFISH BOIL



More than 250 students, faculty, and staff converged at the Argent Pavilion on Thursday, April 22, to experience the annual College of Business Crawfish Boil.

CLASS NOTES

O. Landon Miles, Business Administration '40, recently celebrated his 90th birthday in Monroe, La. Happy Birthday, Landon!

W. Bryan Chapman, Masters' of Business Administration '86, recently joined IBERIABANK as Executive Vice President and Energy Lending Manager in Houston, Texas.

SEND US YOUR GOOD NEWS

We want to let your fellow alumni 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!

SPRING COMMENCEMENT

On May 22, the College of Business graduated 104 undergraduate students, four MBA students, two MPA students, and two DBA 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.

BUILDING DISTINCTION... ALUMNI PROFILE



Gary A. Moore, Accounting '73, MBA '74, is the President of Argent Trust in Shreveport, Louisiana. This position involves guiding clients through good times and bad as they seek advice on how to manage their financial assets.

Argent Financial Group is a diversified financial services entity providing a full array of products and services. With roots tracing back to 1930, and more than \$2 billion in assets under management, today's Argent is comprised of business lines offering a full complement of financial services.

Gary came to Louisiana Tech as a track athlete; consequently, athletics has always been a big part of his life. Gary recalled that many of his best memories of Tech centered around all the various athletic events. Gary stated that he had the opportunity to witness firsthand many great athletic performances in all Tech

sports. He also enjoyed the opportunity to be a part of The Fellowship of Christian Athletes on campus. He felt it was a privilege to be part of an organization whose purpose is "to present to athletes and coaches, and all whom they influence, the challenge and adventure of receiving Jesus Christ as Savior and Lord, serving Him in their relationships and in the fellowship of the Church."

Mr. Moore had the following advice to offer to students, "Don't waste the opportunity that is before you. The older I get, the more I realize how important education is to your future, so do not neglect studying. Be friends with everyone but choose whom you allow to be your influence. Be a positive influence on others. Develop friendships that will last a lifetime. Have fun within boundaries that are good for you!"

COLLEGE OF BUSINESS ANNOUNCES EXECUTIVE OFFICERS AND NEWLY APPOINTED ADVISORY BOARD MEMBERS

The College of Business announced the appointment of the Executive Officers and the addition of three new Advisory Board members. The Executive Officers include: Malcolm Murchison (Bradley, Murchison, Kelly & Shea), Chairman; Janet Wong (Grant Thornton LLP), Vice Chair; and Brad Taylor (BBVA Compass Wealth Management), Nominating Committee Chair. The new Board members recently participated in the spring regular board meeting. The new board members include:

Adam Ewing
2006 Alumnus
Louisiana Insurance Company, Ruston La.
Degree in Business Management

William R. "Randy" Fowler
1978 Alumnus
1989 Alumnus
CFO and Executive Vice President
Enterprise Products Partner, L.P., Houston, Texas
Bachelor's Degree in Accounting and Masters' Degree in Finance

Sharilyn Gasaway
1989 Alumnae
Retired Executive Vice President – CFO
Alltel Corporation, Little Rock, Ark.
Degree in Accounting

LOUISIANA TECH UNIVERSITY MARKETING PROFESSOR RECEIVES NATIONAL AWARD



Dr. Barry J. Babin, chair of the department of marketing and analysis and the Max P. Watson professor of business, recently received the prestigious Harold W. Berkman Service Award from the Academy of Marketing Science.

Berkman is the founder of the Academy of Marketing Science (AMS) as well as the *Journal of the Academy of Marketing Science*. Berkman serves as the executive vice president and director of the Academy which is composed of approximately 2,500 marketing professors from all over the world. This award was established in 2005 to honor Dr. Berkman and is given to an individual for distinguished longtime service to the Academy of Marketing Science and the marketing discipline. He is a past president of AMS, current co-chair of the Board of Governors, co-director of International Programs and Program Chair of the AMS World Marketing Congress to be held in Reims.

Dr. Babin is respected for his research in the area of consumer and employee interface within the exchange environment. His research has appeared in the *Journal of the Academy of Marketing Science*, the *Journal of Marketing*, the *Journal of Retailing*, the *Journal of Consumer Research*, and many other places. He is co-author of several books. His consulting and teaching center around consumer research approaches, creativity and problem solving. Babin is recognized as a Distinguished Fellow of the Society for Marketing Advances. Babin received his doctorate from Louisiana State University, master's degree from the University of Central Florida and bachelor's degree from Louisiana State University.

For more information, please contact Debbie Van De Velde at **318-257-3741** or debrav@latech.edu.

LOUISIANA TECH ACCOUNTING STUDENTS SHINE

The Louisiana CPA Education Foundation awards scholarships every year in varying amounts to accounting students in Louisiana through the LCPA Education Foundation and through the Society's chapters.

The LCPA Education Foundation of accounting education and the accounting profession in Louisiana. To date, the Foundation has awarded \$200,000 to 240 accounting students.

Students are selected based on academic merit and achievement (2.50 or better), and an essay. A student must be at least a fifth semester student enrolled in an accounting program in a Louisiana four-year college or university.

Louisiana Tech accounting students garnered the largest share of scholarships this year both in terms of value and numbers with six students receiving scholarships totaling \$7,000. Others receiving scholarships were Grambling State University, Louisiana State University-Baton Rouge, University of New Orleans, McNeese State University, Louisiana State University-Shreveport, and University of Louisiana-Monroe.

The following is a summary of the scholarships awarded and the recipients from Louisiana Tech University:

Kristopher Eldridge received the Kit Smith Scholarship - \$3,000

Timothy Smith received the Richard Roth Scholarship - \$1,000

Jamie Gray received the Will Elliott Scholarship - \$750

Adejoke Jagunna received an Education Foundation Scholarship - \$750

David Watters received an Education Foundation Scholarship - \$1,000

Meghan Zettlemoyer received an Education Foundation Scholarship - \$500

Congratulations to these outstanding students!

COLLEGE OF BUSINESS FOOTBALL TAILGATE DATES

You're invited!

DATE	HOST	TIME
September 18 vs. Navy	Economics & Finance	4-6
September 25 vs. Southern Mississippi	Accounting	4-6
October 9 vs. Utah State University	Management & CIS	1-3
October 16 vs. University of Idaho**	Chamber of Commerce	1-3
November 6 vs. Fresno State University	Graduate Program	1-3
December 4 vs. University of Nevada	Marketing and Analysis	12-2

**Homecoming

Please join us as we cheer on the Dawgs!