



LOUISIANA LOOKING UP



Each year, Louisiana Looking Up brings business leaders together to share positive news, innovative plans, and success stories.

Hosted by the LSU Flores MBA Alumni Association-Louisiana Chapter, the conference funds international travel scholarships for Flores MBA students. In 2008, the fifth annual Louisiana Looking Up is scheduled for Thursday, September 25, 2008 and will focus on entrepreneurship in Louisiana. Held at the Lod Cook Alumni Center, the conference offers its sponsors the opportunity to be recognized by today's business leaders and to support future business leaders.

Since its beginning in 2004, Louisiana Looking Up has enjoyed increased support from its sponsors for which the Flores MBA Alumni Association and the Flores MBA Program and its students are very appreciative. To continue the growth of Louisiana Looking Up, we are asking you to consider joining us as an event sponsor. There are several different sponsorship levels for you to choose from, and we are certainly appreciative of your support. Beginning last year, we launched a substantial promotional campaign for the conference that included advertisements in *The Greater Baton Rouge Business Report*, radio spots, and television appearances. Past sponsors for Louisiana Looking Up have enjoyed the benefits of signage at the event, top billing on promotions, top billing in the event program, a reserved table, seats at the event's head table, the opportunity to address a captive audience of approximately 200 attendees during the program, permission to distribute marketing materials to guests, and a mailing list of event attendees.

Considering the steady increase in attendance at Louisiana Looking Up, we fully expect to have nothing less than a capacity crowd at this year's offering, the theme of which is "Celebration of Entrepreneurship in Louisiana." Dan S. Borné, president of the Louisiana Chemical Association, will serve as the conference's moderator, and the following panelists and speakers have been confirmed for this year's event:

Stephen Moret, Secretary of Louisiana Economic Development
Shelton Dennis Blunt, Partner with Phelps Dunbar and President of 100 Black Men (Baton Rouge)
Lee Michael Berg, President and CEO of Lee Michaels Fine Jewelry
Tom Cox, President and CEO of Golfballs.com
Dwayne G. Honore, President of D. Honore Construction
Steve and Cindy Kuhnau, President/CEO and Vice President of Smoothie King
Janice Harvey Pellar, President of EMCO
Manuel J. Perez de la Mesa, President and CEO of Pool Corporation
David R. Voelker, Owner of Frantzen Voelker Investment

All proceeds from Louisiana Looking Up 2008 will be utilized by the Flores MBA Alumni Association's international travel scholarship pledge to LSU. We hope you will strongly consider participating in this extremely worthwhile and beneficial event.

Sincerely,



Dan Strecker
President
Flores MBA Alumni Association-Louisiana Chapter
CEO of C-K Associates

AGENDA

Location:	The Lod Cook Alumni Center 3838 West Lakeshore Drive Baton Rouge, Louisiana 70808
Date:	Thursday, September 25, 2008
Time:	1:30 - 5:30 p.m.
Theme:	Celebration of Entrepreneurship in Louisiana
Moderator:	Dan S. Borné President of the Louisiana Chemical Association
Opening Welcome:	Eli Jones Dean of LSU E. J. Ourso College of Business
Special Guest Speakers:	Stephen Moret Secretary of Louisiana Economic Development Shelton Dennis Blunt Partner with Phelps Dunbar and President of 100 Black Men (Baton Rouge)
Speakers:	Lee Michael Berg President and CEO of Lee Michaels Fine Jewelry Tom Cox President and CEO of Golfballs.com Dwayne G. Honore President of D. Honore Construction Steve and Cindy Kuhnau CEO/President and Vice President of Smoothie King Janice Harvey Pellar President of EMCO Manuel J. Perez de la Mesa President and CEO of Pool Corporation David R. Voelker Owner of Frantzen Voelker Investment
Cocktail Reception:	The Lod Cook Alumni Center Lobby

BIOS

Moderator:



Dan S. Borné
President
Louisiana Chemical Association

Dan Borné is the president of the Louisiana Chemical Association, which represents the interests of nearly 70 chemical manufacturing companies that operate at over 90 locations statewide. Borné is also the president of the Louisiana Chemical Industry Alliance, a partnership of Louisiana's chemical plants and hundreds of their suppliers, contractors, and vendors.

Additionally, Borné has served previously as vice president of Kaiser Aluminum and Chemical Corporation, worked in television news and sports, and held positions for various politicians, including three U.S. Senators and one governor. Borné is the public address announcer at LSU's Tiger Stadium for football games and the Pete Maravich Assembly Center for men's basketball games.

Opening Welcome:



Eli Jones
Dean
E. J. Ourso College of Business

Eli Jones began his tenure at LSU as the dean of the E. J. Ourso College of Business on July 1, 2008. He holds a bachelor's degree in journalism, an M.B.A., and a Ph.D. from Texas A&M University. Previously, Jones served as executive director of the Sales Excellence Institute and the Program for Excellence in Selling at the University of Houston.

Jones has also taught sales and sales management at the undergraduate and MBA levels and a doctoral seminar in marketing strategy at the University of Houston. Additionally, he taught leadership, sales strategies, and customer relationship management to senior- and mid-level executives in China, Dubai, France, India, Malaysia, Mexico, Trinidad, the United Kingdom, and in the United States. He has won 10 Excellence in Teaching Awards at the college, university, national, and international levels.

In addition to publishing 30 articles in major marketing and management journals, Jones has co-authored two books, serves on four editorial review boards, and is a member of the board of directors of Administaff.

Special Guest Speakers:



Stephen Moret
Secretary
Louisiana Economic Development

Prior to being appointed by Governor Bobby Jindal as secretary of Louisiana Economic Development in 2008, Stephen Moret served as president and CEO of the Baton Rouge Area Chamber of Commerce (BRAC). Under Moret's leadership from 2004-07, BRAC became a regional economic development organization of national caliber. Revenues tripled during Moret's tenure following the launch of "The Campaign for a Greater Baton Rouge," a five-year, \$15 million economic development initiative for the nine-parish capital region.

Moret's other professional endeavors include working as a management consultant with McKinsey & Company, a leading global consultancy serving senior executives of Fortune 500 companies and large public sector organizations. Previously, he was a project supervisor with Trinity Consultants, where he advised large industrial facilities in Louisiana, Arkansas, Mississippi, and California on environmental issues related to major plant expansions. Moret also served as an assistant to the LSU Chancellor, an independent consultant to Harvard University, and a Public Policy Fellow with the Public Affairs Research Council of Louisiana (PAR).



Shelton Dennis Blunt
Partner with Phelps Dunbar
President of 100 Black Men (Baton Rouge)

As a partner in the regional commercial litigation practice group in the Baton Rouge office of Phelps Dunbar, Dennis Blunt has represented clients across a wide spectrum of industries and has extensive trial experience in matters involving corporate governance. His practice focuses on business disputes, including business torts and insurance company solvency and regulations.

Blunt holds the "AV" rating from Martindale-Hubbell Law Directory, which is the highest possible rating for legal ability and ethical standards. In February of 2007, Blunt was named one of the most influential people in the City of Baton Rouge by *Capital Assets IV: The Power Book of The Greater Baton Rouge Business Report*.

Speakers:



Lee Michael Berg
President and CEO
Lee Michaels Fine Jewelry

After gaining experience in the Fine Jewelry Division of Zale Corporation, Lee Michael Berg opened his first retail jewelry location in The Mall at Cortana in Baton Rouge. Lee Michaels specializes in the finest gems, timepieces, and giftware by the world's most distinguished designers and craftspeople. *The Greater Baton Rouge Business Report* named Lee Michaels Fine Jewelry its Company of the Year in 1991 for businesses with 26-99 employees. The company today employs more than 150 people combined in its eight stores, which are located in Louisiana, Mississippi, and Texas.

Berg believes in building the community through philanthropic efforts. He is a member of the board of directors of the Baton Rouge Area Foundation, Mary Bird Perkins Cancer Center, Crime Stoppers, and a member of the LSU E. J. Ourso College of Business Dean's Advisory Council. Local recognitions for Berg include the Baton Rouge Volunteer Activist Award, the Business in the Arts Award, and the Louisiana Entrepreneur of the Year Award in Retailing.



Tom Cox
President and CEO
Golfballs.com

A graduate of the University of Louisiana-Lafayette, Tom Cox co-founded Einstein Digital Media, a Web development firm that grew into the second largest in Louisiana prior to being sold to Brightstar Technology Group in 1997.

Utilizing his previous experience as a country club manager and executive director of a nationwide PGA Tour golf event, Cox co-founded Golfballs.com in 1995. This multi-channel retailer of golf equipment, custom imprinted golf balls, and embroidered golf apparel posted revenues of \$9 million in 2007.

Cox is also a member of the editorial board of *Internet Retailer Magazine*, the premier publication for businesses that sell on the Internet. In addition to being a commissioner with the Lafayette Economic Development Authority and the former chairman of the Louisiana Workforce Commission, Cox has been named to the Chase Top 40 Under 40 list for the Lafayette area and the Young Entrepreneur of the Year.



Dwayne G. Honore
President
D. Honore Construction Inc.

Dwayne Honore, a native of Baton Rouge, was raised in a family widely recognized for its knowledge and expertise in the commercial construction industry. At age 18, he became a 25% owner of Harvey Honore Construction Company Inc., which was started by his father in 1957. After completing projects for Harrah's Casino, the U.S. Postal Service, the state of Louisiana, and numerous private owners, Honore founded D. Honore Construction in 1998.

D. Honore Construction Inc. has successfully completed projects for Folgers Coffee, BREC, Wells Fargo, and other well-established businesses. Honore is associated with various organizations in Louisiana, including the Better Business Bureau, Young Entrepreneur's Organization, Rotary Club, and Southside YMCA.



Steve and Cindy Kuhnau
President/CEO and Vice President
Smoothie King

Steve Kuhnau is the co-founder, president, and chief executive officer of Smoothie King. As a young man, Kuhnau fought food allergies, which led him to develop the first nutritional smoothie in 1967. Later, while stationed at Fort Sam Houston, Texas and serving as a nurse at Brooks General Hospital, he learned more about nutrition and its effects on the body.

In 1973, Kuhnau opened Town & Country Health Foods in Kenner, Louisiana, where he served the first Smoothie King smoothies. It did not take long for Kuhnau, and his wife and business partner Cindy, to realize how popular their smoothies were. Their passion for healthy living continued to be enhanced as Smoothie King was later incorporated and became a fast-growing franchises under Kuhnaus' direction with 550 locations in 34 states and Seoul, South Korea.





Janice Harvey Pellar
President
EMCO

Janice Harvey Pellar is the president and owner of EMCO Technologies, a company founded by her late father in 1962. EMCO has brought the latest in communication, information technology, and emergency notification to the marketplace in effective and innovative ways, receiving the Motorola Pinnacle Award for outstanding sales for eight years.

Pellar has served in all areas of EMCO, which now has locations in 11 states and approximately 450 employees. She also serves as a board member of Capital Area United Way, Rotary of Baton Rouge, and Carter Chambers LLC. Pellar served on the Motorola MSS Advisory Council from 1990-1993 and was later appointed to the National Motorola Problem Resolution Council to represent the Southeast Region.



Manuel J. Perez de la Mesa
President and CEO
Pool Corporation

Manuel Perez de la Mesa has been chief executive officer of SCP Pool Corporation (POOL) since May 2001 and has served as its president since February 1999. POOL is the world's largest wholesale distributor of swimming pool supplies and related equipment. Established in 1993, POOL has grown to over 280 sales centers in North America and Europe, through which it distributes more than 100,000 national brand and private label products to over 70,000 customers.

Prior to joining POOL, Perez de la Mesa worked with Watsco Inc., Fresh Del Monte Produce B.V., IBM Corporation, and Sea-Land Service Inc. in various general, financial, and other management positions.



David R. Voelker
Owner
Frantzen Voelker Investment

David R. Voelker has been actively investing in emerging as well as mature companies for the past 25 years. Voelker has successfully grown his business ventures in various industries such as oil & gas exploration, technology, and real estate development. Some of Voelker's business ventures include Summit Holding LLC, FV Diversified LLC, Stone Energy Corporation, and Professional Technologies LLC.

Additionally, Voelker has contributed to his community and state through founding and serving on numerous non-profit organizations, including the UNO Foundation, Touro Infirmary, New Orleans Business Council, and the National World War II Museum.

SPONSORSHIP LEVELS

Premier Sponsor • \$10,000

Signage at event
Top billing on all promotions for the event
Top billing in the program
Acknowledgement in ads
Reserved table - eight seats
Two reserved seats at speaker table
Opportunity to address the audience during the program
Permission to distribute marketing materials to guests
Invitation to special events
Additional sponsorship of the LSU E. J. Ourso College of Business Alumni Party September 26

Major Sponsor • \$5,000

Signage at event
Secondary billing on all promotions for the event
Secondary billing in the program
Acknowledgement in ads
Reserved table - eight seats
Permission to distribute marketing materials to guests
Invitation to special events

Table Sponsor • \$700

Billing in program
Reserved table - eight seats
Signage at event

Sponsor • \$500

Billing in the program
Signage at event

Other sponsorships available:

Reception sponsor • \$2,000

Signage at the event
Reserved table - eight seats

Venue sponsor • \$1,500

Signage at the event
Reserved table - eight seats

Break sponsor • \$ 1,500

Signage at the break
Reserved table - eight seats

Speaker gifts • in kind

12 - 15 gifts
Acknowledgement at time of gift presentation

PAST PARTICIPANTS AND SPONSORS

Adams & Reese
Antares Technology Solutions
Baton Rouge Water Company
Brezeale, Sachse and Wilson LLP
Business First Bank
Capital City Consultants
Celgene
Charles Schwab
Chemtech Chemical Services LLC
Citizens Bank & Trust
City of Baton Rouge
C-K Associates
Commercial Properties
Commonwealth Advisors
Department of Commerce
Dow
Dow Louisiana Federal Credit Union
EATEL
ECD/HOPE
Entergy
Ernst & Young
FPL Asset Management
Golden & Associates
Greater Baton Rouge Industry Alliance
Gulf Gate Construction
Hancock Bank
Honeywell
HUB International Gulf South
Jones Walker
Kean Miller
Kellerman Kitchen and Bath
LaPorte, Sehrt, Romig, Hand

Latter & Blum Realtors
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Louis DeAngelo's Restaurants
Louisiana Association of Business and Industry
Louisiana Capital CDC Inc.
Louisiana Economic Development
Louisiana Public Facilities Authority
Louisiana Technology Park
LUBA Workers' Comp
New Orleans U.S. Export Assistance Center
Pennington BioMedical Research Center
Peters Financial Services LLC
Petroquest Energy Inc.
Professional Technical Support Services Inc.
Provost, Salter, Harper and Alford LLC
Remarkable Recovery Medical Billing
River Road Coffees
Saurage Realtors
Sealy & Falgoust
Shadow Broadcasting
SSA Consultants
Sunbelt Business Brokers
Sunland Construction
The Greater Baton Rouge Business Report
The Shaw Group
Traffic Scan Network
Turner Industries
U.S. Government
Whitney National Bank
Williams Investment Group LLC
Zehnder Communications Inc.

PAST SPEAKERS AND PANELISTS

2007 Speakers:

Chris Russo Blackwood
Publisher
InRegister

David Blossman
President
Abita Brewing Company

Donald T. "Boysie" Bollinger
CEO
Bollinger Shipyards

Bill Borne
CEO
Amedisys

Louis DeAngelo Jr.
CEO
DeAngelo's Restaurants

John Douthat
CEO
AllBrands.com

Chris Ferrara
CEO
Ferrara Fire Apparatus

David Fluker
President
Fluker Farms

Rolfe McCollister
Publisher
*The Greater Baton Rouge
Business Report*

Sean O'Keefe
Chancellor
LSU

Margaret Spellings
Secretary
U.S. Department of Education

Mark Weaver
Director
Stephenson Entrepreneurship
Institute
LSU

2006 Speakers:

Tim A. Barfield Jr.
President & COO
The Shaw Group

Dickie Brennan
New Orleans Restaurateur

Angele Davis
State of Louisiana
Secretary of Culture, Recreation,
and Tourism

Maura Donahue
Chair of U.S. Chamber
President
Donahue-Favret Contractors

Mignon Faget
President
Mignon Faget Jewelers

Hyatt Hood
Director, LA Travel
& Promotion Assoc.

Mike Matlock
Reliability & Maintenance Leader
Dow

Loren Scott
LSU Professor Emeritus
President
Loren C. Scott & Associates

Linda Thurman
Partner, Emerald Bayou Studios

Stephen Toups
Vice President
Turner Industries

Roderick K. West
LSU Board of Supervisors
Operations Manager
Entergy New Orleans

2005 Speakers:

Tom Adamek
CEO
Stonehenge Capital

Jim Bernhard
CEO
The Shaw Group

Kip Knight
VP International Marketing
eBay

Roy O. Martin III
President
RoyOMartin Lumber

Buddy Roemer
Former Governor
State of Louisiana

David Vitter
Senator
United States

2004 Speakers:

Kerry Brandon
President
Select Automation of New Orleans

Richard Gill
Executive Vice President
The Shaw Group

Bill Hines
Managing Partner
Jones Walker

Charles Landry
Of Counsel
Jones Walker

Walter Morales
President & CEO
Commonwealth Advisors Inc.

LSU FLORES MBA ALUMNI ASSOCIATION- LOUISIANA CHAPTER

The LSU Flores MBA Alumni Association was launched in August 2002 to support the Flores MBA Program and its alumni by providing a forum for MBA alumni to network, stay in touch with classmates, and continue their business education through various sponsored events.

Since its inception, the Flores MBAAA has grown from a Louisiana based organization of 100 members to three chapters located in Louisiana, Houston, and Dallas. Additionally, the Flores MBA Alumni Association has formulated a capital campaign to play a valuable role in the continued growth and success of both the Flores MBA Program and the E. J. Ourso College of Business.

Alumni Networking

Strong alumni networks have proven to be critical to the success of the nation's top universities and business programs. In order for LSU to reap the same type of benefits as other institutions, the Flores MBAAA hosts events to enable contact amongst alumni. Networking functions established by the Flores MBAAA include Louisiana Looking Up, an annual banquet, monthly "Wind Down and Catch Up" socials, tailgate parties, and the Flores MBA Association Golf Tournament. Flores MBAAA chapters are official chapters of the LSU Alumni Association.

Flores MBA Program Development

The Flores MBAAA has developed an innovative student-to-professional transition program that introduces current Flores MBA students to successful Flores MBA alumni. This program provides opportunities for students to have discussions about career choices, the business environment, and opportunities to forge lifelong contacts in the business community. The Flores MBAAA is also researching ways to play a meaningful role in helping end the exodus to other states of Flores MBA graduates who wish to remain in Louisiana and have a lucrative career.

Fundraising

The Flores MBAAA is committed to conducting a fundraising campaign in the form of the Flores MBAAA Annual Fund for the general benefit of the Flores MBA Program and the Flores MBAAA. While helping to provide scholarships for Flores MBA students in the E. J. Ourso College is the main function of the fund, it has also been used previously to underwrite the costs associated with Flores MBA students taking part in international programs.

The overall hope is that by assisting future MBA alumni, the Flores MBAAA is playing its part in ensuring the continued success of the Flores MBA Program. Recently the program was ranked among the Top 10 nationally in *The Wall Street Journal* by regional corporate recruiters and received a Top 50 ranking by *U.S. News & World Report* among public programs. As the program continues to gain national recognition en route to national prominence, the value of the Flores MBA continues to increase.

BECOME A SPONSOR

Organization:

Contact: Telephone:

Address:

E-mail:

Sponsorship Level (check one):

- Premier Sponsor • \$10,000
- Major Sponsor • \$5,000
- Table Sponsor • \$700
- Sponsor • \$500
- Reception Sponsor • \$2,000
- Venue Sponsor • \$1,500
- Break Sponsor • \$1,500
- Speaker Gifts • in kind

See page 7 in this booklet for more information on the levels of sponsorship.

Make checks payable to: LSU Flores MBA Alumni Association.

Mail completed form and check to:

Flores MBAAA - Louisiana Chapter
Troy Prevot, Vice President of Fundraising
242 Shady Lake Place West
Baton Rouge, LA 70810-3422

For more information, contact:

Troy Prevot, Vice President of Fundraising
E-mail: llu@lsu.edu
Telephone: 225.274.6760
Web site: www.bus.lsu.edu/alumni/llu

BOARD AND COMMITTEE MEMBERS

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*Michele Avery
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*John Prestigiaco, M.D.
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*Stephanie Rials
Board Member
E-mail: stephanie@helpcrm.com

* denotes committee member