



Since its inception in 2004, **Louisiana Looking Up** has annually celebrated entrepreneurship in our state. As the LSU Flores MBA Alumni Association-Louisiana Chapter and the E. J. Ourso College of Business prepare to host the sixth installment of this yearly event, we want to recognize our sponsors for their love of entrepreneurship in Louisiana, and their support of this very special endeavor.

Last year, 27 industry leaders assisted in making **Louisiana Looking Up** possible by giving as major sponsors, table sponsors, or additional sponsors. Their participation was heartily appreciated, and the fact that many of these businesses were repeat sponsors is a strong testament to the value of **Louisiana Looking Up**.

Networking, business acumen, support, reputation-building—the list of benefits is long. Most importantly, the knowledge, insight, and innovations brought back to the sponsors' businesses are invaluable. This is certainly the type of sound investment everyone is looking to make in today's economic climate.

"A Celebration of Entrepreneurship in Louisiana" serves annually as the overall theme for **Louisiana Looking Up**, and a celebration is truly the best way to describe the event as speakers and panelists share their "secrets" of success. This year, we are also excited to welcome the Mobile Classroom to the festivities. The Mobile Classroom is the centerpiece of the Louisiana Business & Technology Center's "Incubator on Wheels" initiative, for which the LBTC was recently honored with an Economic Development Administration 2009 Excellence in Rural/Economic Development Award.

Please consider sponsoring **Louisiana Looking Up 2009**. The event will take place Thursday, September 17, 2009, from 1:30 p.m. to 5:30 p.m. on the LSU campus at the Lod Cook Alumni Center. Additionally, there will be a reception held immediately following **Louisiana Looking Up 2009**.

The information included in this packet will help you identify which level of sponsorship is right for you. Become a part of what is now an established tradition in the Baton Rouge Area for all of Louisiana.

I look forward to seeing you in September!

Sincerely,



Eli Jones  
Dean and E. J. Ourso Distinguished Professor of Business

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 2009, the sixth annual **Louisiana Looking Up** is scheduled for Thursday, September 17, 2009 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—Louisiana Chapter 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, reserved seats at the event's head tables, the opportunity to address a captive audience of more than 200 attendees during the program, permission to distribute marketing materials to guests.

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." Eli Jones, dean of the E. J. Ourso College of Business, will serve as the conference's moderator.

All proceeds from **Louisiana Looking Up** 2009 will be utilized by the Flores MBA Alumni Association—Louisiana Chapter's international travel scholarship pledge to LSU. We hope you will strongly consider participating in this extremely worthwhile and beneficial event.

Sincerely,



Jim Purgerson  
Vice President, Citizens Bank & Trust  
Flores MBA Alumni Association—Louisiana Chapter

## AGENDA

Location:	The Lod Cook Alumni Center 3838 West Lakeshore Drive Baton Rouge, Louisiana 70808
Date:	Thursday, September 17, 2009
Time:	1:30 - 5:30 p.m.
Theme:	Celebration of Entrepreneurship in Louisiana
Moderator:	Eli Jones Dean of LSU E. J. Ourso College of Business
Dean's Reception:	The Lod Cook Alumni Center Lobby Reception to Follow

## 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
- Twenty registrations, priority seating
- Twenty registrations to LSU's Executive Education's Breakfast to Business
- Two free registrations to a one day seminar by LSU's Executive Education
- Lunch with Louisiana Looking Up speakers
- 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

### Major Sponsor • \$5,000

- Signage at event
- Secondary billing on all promotions for the event
- Secondary billing in the program
- Acknowledgement in ads
- Ten registrations
- Twenty registrations to LSU's Executive Education's Breakfast to Business
- One free registration to a one day seminar by LSU's Executive Education
- Lunch with the Louisiana Looking Up speakers
- Permission to distribute marketing materials to guests
- Invitation to special events

### Reception/Break Sponsor • \$2,000

- Signage at the reception/break
- Ten registrations

### Annual Sponsor • \$1,000

- Billing in program
- Ten registrations
- Signage at event

### Sponsor • \$500

- Billing in the program
- Signage at event

## PAST PARTICIPANTS AND SPONSORS

Adams & Reese  
Antares Technology Solutions  
Baton Rouge Water Company  
Blue Cross Blue Shield Association  
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  
CMA Technology Solutions  
Commercial Properties  
Commonwealth Advisors  
D. Honoré Construction Inc.  
Department of Commerce  
Dow  
Dow Louisiana Federal Credit Union  
EATEL  
ECD/HOPE  
Entergy  
Ernst & Young  
FPL Asset Management  
Golden & Associates  
Goodwood Hardware & Outdoors  
Greater Baton Rouge Industry Alliance  
Gulf Gate Construction  
Hancock Bank  
HELP Solutions  
Honeywell  
HUB International Gulf South  
Jones Walker  
Kean Miller  
Kellerman Kitchen and Bath  
Kurt & Hebert Commercial Real Estate Inc.  
LaPorte, Sehrt, Romig, Hand  
Latter & Blum Realtors  
Lehman Brothers  
Louis DeAngelo's Restaurants  
Louisiana Association of Business and Industry  
Louisiana Capital CDC Inc.  
Louisiana Economic Development  
Louisiana Public Facilities Authority  
Louisiana Tecnology Park  
LUBA Workers' Comp  
Mesh Design  
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  
TSC Logistics  
Turner Industries  
U.S. Government  
Whitney National Bank  
Williams Investment Group LLC  
Wright & Percy Insurance  
Zehnder Communications Inc.

## PAST SPEAKERS AND PANELISTS

### 2008 Speakers:

Dan S. Borné  
President  
LA Chemical Association

Lee Michael Berg  
President and CEO  
Lee Michaels Fine Jewelry

Dennis Blunt  
Partner, Phelps Dunbar and  
President, 100 Black Men

Tom Cox  
President and CEO  
Golfballs.com

Dwayne G. Honoré  
President  
D. Honoré Construction

Eli Jones  
Dean  
E. J. Ourso College of Business

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

Michael V. Martin  
Chancellor  
LSU

Janice Harvey Pellar  
President  
EMCO

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

David R. Voelker  
Owner  
Frantzen, Voelker and Conway Investments LLC

### 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

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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

## PAST SPEAKERS AND PANELISTS

### 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—Louisiana Chapter 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—Louisiana Chapter 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. In addition to its main function of providing scholarships for LSU Flores MBA students, the fund has also been used to underwrite students' participation 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

Make your organization part of the celebration of entrepreneurship in our state.

Organization: .....

Contact: ..... Telephone: .....

Address: .....

E-mail: .....

Sponsorship Level (check one):

- Premier Sponsor • \$10,000
- Major Sponsor • \$5,000
- Reception/Break Sponsor • \$2,000
- Annual Sponsor • \$1,000
- Sponsor • \$500
- Registration Fee • \$75
- Flores MBA Student • \$25

See page 5 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 MBA Alumni Association  
c/o Stephanie Rials, HELP Solutions  
3233 S. Sherwood Forest Blvd, Suite 208  
Baton Rouge, LA 70816  
225-936-6757

For more information, contact:

Bill Jeansonne, Vice President of Fundraising  
E-mail: llu@lsu.edu  
225-766-0000, ext. 232  
or  
Wendy Osborn Luedtke, Director, Alumni & External Relations  
wendy@lsu.edu  
225-933-0901

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