



College of Business Lamar MBA

April 2009

Number 10

Lamar University
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Join the College of
Business at the
following event:
Entrepreneurship
Lecture Series:
John Sage will speak
Tuesday, April 7, 2009
at 11:00 am in the
Landes Auditorium of
the Galloway Business
Building

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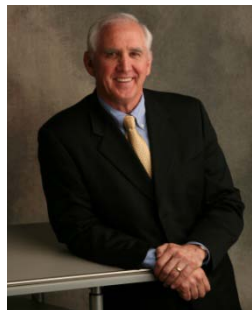
MBA Case Analysis Presentations

Everyone is invited to attend the MBA Case Analysis Presentations from the Spring and Summer 2009 MBA Graduates on Monday, April 13 and Tuesday, April 14 at 1:00, 2:00, 3:00 and 4:00. The presentations will be in the Galloway Business building room 114.

MBA Open House

The MBA office will host an open house on Monday, April 13, 2009 from 6:00 pm – 7:00 pm in the Landes Auditorium. Those interested in pursuing their MBA are welcome to attend. There will be a presentation by Dr. Brad Mayer, Associate Dean.

INSTITUTE FOR ENTREPRENEURIAL STUDIES ENTREPRENEURSHIP LECTURE SERIES PRESENTS: Award-winning social entrepreneur John Sage to speak April 7th



John Sage is Founder and Executive Director of Bridges To Life. Born and raised in Houston, John graduated from St. Thomas High School. He attended Louisiana State University where he graduated with a BS degree in Finance and a Masters degree in Business Administration. Most of John's professional life has been spent in the real estate and financial areas of business.

In 1993, John's younger sister, Marilyn, was murdered and the two killers were apprehended and subsequently sentenced to the death penalty. After several years of trauma, rage, and grief, this life changing experience inspired John to found and direct Bridges To Life in an effort to empower victims and rehabilitate prisoners. Bridges To Life searches for and embraces victims of violent crime, who are often broken by their pain, grief, and rage.

Bridges To Life, a faith based non-profit charity, takes victims of crime into the prison to show inmates the dramatic effect crime has on our communities in an effort to reduce recidivism and thereby effect a consequent reduction in crime. Since 2000, Bridges To Life has experienced significant growth with over 7,000 inmate graduates, 700 volunteers, and programs in 30 prisons throughout the state of Texas.

John received the **Texas Governor's Award for Restorative Justice Volunteer of the Year in 2002**, the **2004 Social Entrepreneur of the Year Award by the Manhattan Institute** in New York City, and the **2008 Liberty Bell Award** presented to a Houston area non-lawyer who significantly contributes to a better understanding and appreciation of the Justice System.

Bridges To Life (www.bridgestolife.org) reduces crime and helps make our community a safer place to live. It does a valuable service for the state of Texas. John has been married to his wife Frances for 39 years and they have two sons, John and Hunter, and a lovely daughter-in-law, Dominique Samson Sage, and a grandson on the way.

Mr. Sage's visit is sponsored by The Institute for Entrepreneurial Studies and the College of Business. Funded in part by a generous grant from ExxonMobil.

EXXONMOBIL EXECUTIVE IN RESIDENCE PROGRAM LAMAR UNIVERSITY COLLEGE OF BUSINESS



The College of Business hosted Thomas Anderson on February 3, 2009. **Thomas C. Anderson is President, Baker & O'Brien, Inc.** Mr. Anderson has 38 years of experience in the petroleum industry, including refining, natural gas processing, petrochemicals, pulp and paper, and petroleum products distribution and marketing. Before joining Baker & O'Brien in 2001, Tom spent 14 years with Solomon Associates where, as a Vice President, he directed performance evaluations and improvement initiatives on refineries, chemical plants, and pulp and paper mills throughout the world.

Tom's refining career began with Gulf Oil, working at refineries in Port Arthur, Texas and Cincinnati, Ohio. Later, he worked for Saudi Aramco, in Saudi Arabia, where his assignments included facility planning studies and expansion of crude oil export capacity by three million barrels per day. After joining Mobil Oil in 1977, Tom was involved in Linear Program optimization studies of Mobil's refinery operations including Beaumont, Texas. He also participated in Mobil's task force to evaluate a \$1 billion heavy crude expansion at the Beaumont, Texas refinery. Tom has a degree in chemical engineering from Texas A&M University and holds the MBA from Lamar University.

Tom's focus at Baker & O'Brien includes mergers and acquisitions, plant performance evaluations, crude and products trading studies, litigation support, refinery LP analysis, and improvement initiatives for petroleum processing facilities. More information is available at www.bakerobrien.com.

Tom presented: **"Vulnerabilities in the US Petroleum Refining and Product Distribution Infrastructure"**

Mr. Anderson's visit is made possible by a generous grant from ExxonMobil.

ACADEMIC LECTURE SERIES LAMAR UNIVERSITY COLLEGE OF BUSINESS

The College of Business hosted Jerry Greenfield, co-founder of Ben and Jerry's Ice Cream on February 17, 2009 *"An Evening of Entrepreneurial Spirit, Social Responsibility & Radical Business Philosophy"*. The co-founder of Ben & Jerry's ice cream delivered a rousing tribute to America's entrepreneurial spirit, full of anecdotes and radical business philosophy. The presentation addressed the great sense of fun that is the company's hallmark.



Jerry Greenfield and long-time friend and business partner Ben Cohen are the men behind one of the most talked-about success stories in America. Together, they built a storefront venture into a \$300-million ice cream empire by turning social responsibility and creative management into strengths instead of weaknesses. With his bestseller, *Ben & Jerry's Double-Dip: Lead with Your Values and Make Money, Too* (co-authored with Cohen), Greenfield created both a nuts-and-bolts guidebook to the promise and pitfalls of “values-led” business and an inspiring wake-up call about the growing international influence of the “socially conscience” or “missiondriven” corporation.

Mr. Greenfield's visit was made possible by Lamar University students.

Global Enrichment in the MBA

CHINA

Lamar University MBA students have the opportunity to go to China May 22 – June 1, 2009. The students will visit Beijing and Shanghai. Students will have the chance to visit factories of Coca-Cola, Hyundai Motors, the Green Power Plant, Baosteel and more. The students will also attend meetings with the Ministry of Commerce, WHO and Tyson China. These opportunities will enable our MBA students to know more about the Chinese business environment. Upon successful completion of the courses, students will receive 3 credit hours in the MBA program.

GERMANY

Lamar University MBA students have another opportunity to attend the University of Mannheim in Germany. The program this summer will be an extended 11 day program beginning June 28, 2009 – July 8, 2009 and consist of lectures in the fields of General Management, Resource Management, international Management, and International Marketing. Also, students will visit a number of international companies including John Deere, BASF, DaimlerChrysler, SAP and Bosch. Finally, students will participated in a guided tour through the Stock Marketing and The European Central Bank in Frankfurt. These lectures, company visits, and guided tours will enable our MBA students to get to know more about the European perspective of business and economy. Upon successful completion of the courses, students will receive 3 credit hours in the MBA program.

MBA Program Advertising Initiatives

To get geared up for Fall, you may hear radio commercials promoting the MBA program. You may also click on the following links for a profile on the MBA program:

www.princetonreview.com, www.hobsons.com, www.gradsource.com, www.gmac.com, www.gradview.com and www.beyondgreypinstripes.com

MBA Resume Book & Internship Resume Book

The 2009 resume book & internship resume book is available to our local businesses. If you know a business that would be interested in receiving the resume book, please notify our office and one will be mailed.

