

UPCOMING EVENTS
Fall Graduation

December 10, 2011

**Spring Semester
Classes Begin**

January 10, 2012

**Martin Luther King Jr.
Holiday**

January 16, 2012

From the Dean's Desk....

We just returned from Ft. Worth where we celebrated the 3rd birthday of our grandson Jack. Was memorable especially as his rather envious brother Will looked on. Through the course of the afternoon their mother reflected on how fast the time was flying by as her boys were growing into strapping, and competitive, young men. As we chatted, I was reminded of those days some 25 years earlier and indeed how quickly the children grow. What's in your memory file? Depending on your age, there are no doubt an assortment of memories. Regardless of those memories past, the memories of the future are in our hands. This Christmas season, let's work deliberately to create rich, loving and deep memories with our families to share over and over again during the years ahead. Many blessings my friends. Feliz Navidad y prospero nuevo ano.

Dear Letu Business Students,

Our Christmas List for you...



- 1.) *Remember the reason for the season.*
- 2.) *Enjoy friends and family.*
- 3.) *Share the news of Christ's birth.*
- 4.) *Make someone else's Christmas the best one ever.*
- 5.) *Celebrate the end of finals!*
- 6.) *Eat lots of Christmas treats!*
- 7.) *Have a very Merry Christmas and a Happy New Year!*



Letourneau's School of Business welcomed 'The Ascent,' (pictured below) a band from Visible Music College in Memphis, Tennessee November 11th– 14th. The band performed at three events while in Longview. The School of Business is currently investigating articulation agreements with Visible Music College for two specific areas of study, Music Business and Media Production. <http://visible.edu/academics>



Reaching Beyond the Classroom

Winning Team!

Mr. Filippazzo, Owner



Connections with



Connections with



What does a gas company have to do with LeTourneau Business students?

Every field of business needs financial management. Martin Midstream Partners is a publicly traded partnership involving diverse operations such as the storage of petroleum products, the gathering and processing of natural gas, the managing of marine transportation services, the manufacturing and distribution of sulfur based products. Martin LLP Gas is a branch from the main company based out of Kilgore,

Texas. This business focuses mainly on the installation of propane tanks in major businesses as well as in homes around east Texas.

LeTourneau students have surely made a name for themselves and our business department. Several students have interned with Martin LLP Gas in the last two years and six have graduated and are currently working as full time employees. Four of these students are pictured to the left. (From left to right: Kristen Pierce, Amber Johns, Tabitha Staley, and Brooke McAlister.)



Dr. Ken Fairweather's advertising class engaged in a semester long project with Joseph Filippazzo, owner of the local pizzeria, Pietro's. All advertising and marketing classes as well as the American Marketing Association (AMA) members first heard Mr. Filippazzo's personal journey through the business world on September 7, 2011 when he served as the AMA's featured guest speaker. Mid semester, the Advertising class divided into eight teams of three to take on the team advertising project. These eight teams were to create a full advertising plan for the newest edition of the Filippazzo family restaurants- *The Italian Market by Pietro's*, opening June of 2012 in Longview. Mr. Filippazzo visited the Advertising class consecutively every Tuesday for over a month to guide the students while they prepared their unique advertising plans for the upcoming restaurant. Students were encouraged to collect pricing and statistical data from advertising agencies in East Texas including magazines, TV and radio slots, billboards, and Google Ads. All strategies were fair game to research and apply to the advertising plans. On November 11th, the eight groups submitted their finalized advertising plans to Mr. Filippazzo so he could select the top four plans that he believed would best benefit his future business. The selected groups presented their projects the night of November 16th to Mr. Filippazzo as well as a panel of judges. After careful consideration, a winning team was selected. (Pictured above from left to right: Dana Edwards, Jedidiah Crittenden, Zeke Domowski, and Dongwon Kim). This team will now work with Mr. Filippazzo to implement their advertising plan as the grand opening for the restaurant approaches. In order to reward the students for their in-depth research and strategic awareness, Mr. Filippazzo gave each person on the winning team a year's supply of pizza!

Not Your Ordinary Class Project....

Dr. Karen Jacobs' Compensation and Benefits class conducted market research for Strategic Fulfillment Group. This business based out of Dallas, TX. consists of a management team who specializes in publishing, marketing, and fulfillment industries. Senior Business Management major, Zac Allredge reflects on his class project, "We did market research for SFG to enter a new business venture and then compiled portfolios in the form of a business plan with our pitch on how they should enter the market. It was great to analyze an actual company's needs and apply what we learned in class to benefit them."



Compensation and Benefits Class



Dr. Juan Castro's Investments class engaged in a market simulation game called 'Stock Trak.' Each student received \$10 Million to invest in various type of securities. Jonathan Kalkan, Junior Finance major states, "The overall purpose of this was to get us involved in the stock market and business news. The game was a lot of fun to play. I learned two things from this simulation. First, day trading is great and works if you have time to devote to it fully. Finally, if I would have just kept initial investments and not traded, I could have made a lot more money."

Investments Class

Mrs. Emily Bellamy's Government and Non-Profit class worked on a project for Longview Economic Development Corporation. LEDCO provides incentives to encourage new companies to move to Longview and to existing companies in Longview. LEDCO needed a documented, methodical vehicle for awarding incentives to these companies. The students created a spreadsheet to award incentives based on the economic impact on the Longview community through wages paid, capital investment, and taxes paid.

Longview! Economic Development Corporation



Government and Non-Profit Class