



# Experience

Applying your business education in the real world.



## Ron Glosser, Dan Williams and Pat Walters

Don't miss these three speakers on Wednesday, October 5 in  
EDUC 120 from 6pm to 7pm.

**Ronald Glosser** is a graduate of Ohio Wesleyan University and has an honoring Doctorate from Lindsey Wilson College. Ronald spent most of his business career in banking with Cleveland Trust, later becoming President of Goodyear Bank, and prior to retirement served as President and CEO of the Hershey Trust and Milton Hershey Foundation. Past President of the Ohio Bankers Association, Vice Chairman of Guideposts, board of Robert Schuller's Hour of Power, board of Lloyd Ogilvie Ministries, Salvation Army, and Coachella Valley Rescue Mission.



**Dan Williams** – Associate Professor of Organizational Leadership at Biola University since 2005. Founder of Your Life Matters Leadership Coaching Organization. The majority of my working time is spent with young leaders ages 18-30. My responsibility to them is to be a copilot as they consider their place in the world and the contribution they wish to make. I help them make sense of the noise and design a running game plan going forward. My joy is in seeing them make their personalized mark while honoring Christ's calling on their life.



**Pat Walters** holds the Chartered Life Underwriter and Chartered Financial Consultant professional designations from the American College. She is a graduate of Ouachita Baptist University. For years, she worked for Manulife Financial of Toronto as a top producing regional director. Her community activities include past chair and present board member of the Ark House. Ark House has 20 one-bedroom apartments used by families who come to Dallas for long term hospitalizations. She served as board member and President of the Fort Worth Chapter of the Society for Financial Professionals. Currently, she is Chair of the Women's Ministry at South Garland Baptist Church. She and her team develop seminars and retreats aimed at spiritual and personal growth. She is a board member of the Texas Women's Open Golf Tournament, held at Eastern Hills Country Club in Garland, Texas.



# Evan Shelan

Speaker Highlights by Aubrey Couvillion

Evan Shelan, founder and CEO of eZforex.com Inc. came and spoke to Letourneau Business students last Thursday about how to successfully bring innovation into entrepreneurship. Evan would know what it takes to become a successful entrepreneur because after 20 years in business eZforex.com is one of the largest foreign currency companies in the United States. He was a very animated speaker, anyone that was listening to him could tell that he loved what he did, and really enjoyed the opportunity he had to pass on the information he had learned. Evan focused on his idea of what a sixth sense in the business world is, and in his mind, this sixth sense “is the sense to succeed!” Evan helped to show the students the road that they must take in order to achieve success. Throughout his presentation there were many times that he brought up this statement, “It starts with an idea and a Passion for the idea...you need both.” He did not believe that any business had a chance of making it long term unless they incorporated both passion and the idea. Passion is what helps one to go through all the trials and actually fight until the end and you can see your idea being played out. He believes that there are five key words that an up and coming business must pay attention to and they are, association, questioning, observing and analyzing, networking, and experimenting. He has gathered up these five words throughout his lifetime in various businesses that he was a part. Some of his methods were even obtained during his

time in high school while he was exploring with stocks that he had placed in Coca-Cola. Through his innovative thinking and utilization of the five keys to a sixth sense, he was able to create a strong alliance with the FSCC. Together the two companies developed a shared branching concept, which is unique to their financial institutions only, “competitor has a clue how we do this,” said Mr. Shelan. He then went on to explain to the class that through this partnership and the networking that it took to achieve success, that “to become the best of the breed in an industry,” there are only three elements that a business or person must have and they are the latest technology, be able to provide excellent customer service, and have confidence in their decision making. These three elements, according to Mr. Shelan, have the ability to bring your company from mediocre to great. In closing Mr. Shelan left the students with a list of books that he suggested they read, and maybe the public has an interest in reading them also so the list of suggested reads is provided below.



## Evan Shelan's Recommended Reading List:




**Power of Impossible Thinking by Dr. Jerry Wind**  
**Marketing Metrics by Dr. David Reibstein**  
**The Innovators DNA, Jeff Dyer and Hal Gregersen, 2011**  
**Knowledge@Wharton - Free Newsletter**  
**Evan Shelan's Own Book-Innovating Entrepreneurism™**  
**– coming Spring 2012**



# ► October 2011

Sun	Mon	Tue	Wed	Thu	Fri	Sat
25	26	27	28	29	30	1
						
2	3	4	5 	6 	7	8
9	10	11	12	13 	14	15
16	17	18	19 	20	21	22
23	24	25	26	27 	28	29

## Dates to Remember in October:

- 28**– Academic Chapel, Europe Trip Report
- 29**– Holmes-Millet Ad Agency, Advertising class field trip
- 05**– Pat Walters, Dan Williams, and Ron Glosser Presentation. 6:00-7:00pm in EDUC 120.
- 06**– Health Fair 
- 19**– Mrs. Patsy Martin from Neiman-Marcus Presentation. 6:00-7:00pm in EDUC 120. 
- 27**– Career Fair 



## Health Fair

LeTourneau University's annual health fair will provide health assessments, fitness testing, and education for healthy living. By providing these free health resources for our staff, faculty, students, and community, we can honor God by making positive lifestyle changes for improving overall health. The health fair will be held at the Solheim Arena on Thursday, October 6, 2011 from 8am to 1pm.



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# **CAREER FAIR 2011**

**Solheim Center**

**Thursday, October 27th  
9am - 1pm**

- *Meet Professionals in Your Field of Study*
- *Connect with Alumni*
- *Discover Co-op/Internship Opportunities*
- *Explore Potential Careers*
- *Learn who Hires LeTourneau Graduates*

**Students attending during 9:30-10:50 class period will receive an excused absence from that class**



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