



Experience

Applying your business education in the real world.



Evan Shelan

Evan Shelan will be giving a presentation on Wednesday night on foreign exchange. You do not want to miss this. Evan Shelan is the CEO of eZforex, a premier web-based foreign exchange dealer. Evan will be speaking on international business, finance and other related topics. If you want to pursue a career outside the United States, then you will need to hear what Evan Shelan has to say.

This event is open to all business majors.

Location: EDUC 120



QR CODES

You may have noticed that we have started adding these strange square barcodes, like the one at the top of this page, to our newsletters. These strange boxes are called QR codes. QR codes are starting to pop up everywhere now. In order to read a QR code, you must install a QR code reader app on your phone. Then you just scan the QR code with your phone's camera. Try scanning this QR code to see what you get.



Joseph Filippazzo

Joseph Filippazzo, founder and owner of Pietro's Italian Restaurant came and spoke to our LeTourneau Business students, giving them some very interesting insight into being an entrepreneur in today's business world. He encouraged them to put a high value on their families and to think of more than making a lot of money. He expressed great appreciation to the AMA (American Marketing Association) for his career development. He was actually able to meet Emeril Lagasse, the

famous chef in New Orleans, during one of the AMA National Collegiate Conferences. At this same conference, he led his college to a second place prize in the Case Study Competition. Little did he know what influence this would have on his eventual career in the restaurant business.

"Joseph encourages those who love interacting with people to pursue a career in marketing" (Dana Edwards).

"Franchise is no; Operating Partnership is yes" (quotation of Joseph by Dongwon Kim).

"Passion is seen in the life of Mr. Filippazzo through his love for people, pizza, and his hard work ethics" (Zeke Domowski).











"Joseph's best advice was to make contacts. Contacts . . . can get you in the door for many job opportunities." (Heather McAbee).

"Marketing and Advertising is all trends" (Mercy Liaw).

"Joseph Filippazzo has better helped not only myself but other LeTourneau students to understand that success does not always come fast, but if one works hard they can become successful" (Nick LaMastra).

▶ September 2011

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Dates to Remember in September:

21 – Mr. Evan Shelan— eZforex Currency Exchange
6:00pm-7:00pm. EDUC 120
Deadline for Discounted AMA Memberships



27– AMA Leadership Meeting 11:00am-11:45am

28– Academic Chapel, Europe Trip Report

29– Holmes-Millet Ad Agency, Advertising class field trip



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