

## Introduction

It would be hard, if not impossible, to find someone in North Louisiana who has not heard of the Haynesville Shale Natural Gas discovery. Beginning in the early months of 2008 every television and radio station had at least one story a day on the Haynesville Shale Natural Gas. The main topic of conversation in every barber shop and beauty salon, every political hub of every city, town, village and hamlet was about the “Shale” and who had leased their land and for how much and who was driving a new pick-up truck or a new four-wheeler. Today’s program centers around this “New Discovery” and how it has affected the people in Parishes such as Caddo, Bossier, Webster, Sabine, DeSoto, Red River, Winn and Natchitoches. Our speaker’s are eminently qualified to speak on this topic and will share with us the history of the “Shale”, how it was found, how we get it from deep in the Earth to our homes and factories and how necessary it is to know how to administer this pot of gold that we have found at the end of the rainbow.

## The Forty-Fourth Annual

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# J. Walter Porter Forum

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Thursday, October 14, 2010

## *The Haynesville Shale Natural Gas Discovery - The Economic Impact on North Louisiana*

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*Sponsored by the School of Business and made possible by the endowment established by the family and friends of the late J. Walter Porter in recognition of his interest in improving the image of business as a career field for college students and of his concern for moral and ethical standards as expressed in his philosophy of business. The forum is an effort to translate the textbook into practice by bringing capable, successful business executives to the campus to speak on selected topics in their area of expertise.*

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*School of Business  
Northwestern State University  
Natchitoches, Louisiana*

***Schedule of Events***  
***2010 J. Walter Porter Forum***

***Russell Hall, Room 107***

**9:30 a.m.**

**John G. Williams**

***Introduction***

**9:35 a.m.**

**Dr. Randall Webb**

**Welcome**

President  
Northwestern State University

**9:40 a.m.**

**J. Kevin McCotter**

**Brandon Calhoun**

***Haynesville Shale Natural Gas  
Discovery – Impact on Louisiana***

**10:40 a.m.**

**Questions & Answers**

**10:50 a.m.**

**Break**

**11:00 a.m.**

**Jimmy Long**

***Estate Planning & Tax Problems***

**12 Noon**

***The Natchitoches Room***

**Luncheon**

(Guests, Speakers, Faculty, Dean's Advisory  
Board Members, and COB Seniors)



**J. Walter Porter**  
**(1900-1965)**

A native of Kaufman County, Texas, Mr. Porter graduated from Texas A&M, class of 1922, and earned a Master's Degree in Civil Engineering at Harvard in 1924. In 1931, he helped organize the Gifford-Hill Pipe Company in Grand Prairie, Texas. Mr. Porter saw the need to sell business to the college and to bridge the gap between the college campus and industry. Mr. Porter felt that many people in the academic, professional, governmental, and even in the business world, fail to understand the workings of the competitive system and the motivating force behind it. He was determined to contribute to a better understanding of that system among his own employees, associates, and where he could, on college campuses. His death came on the eve of a scheduled three-day lecture program at Southwestern College in Winfield, Kansas. The J. Walter Porter Forum is a continuation of his efforts to increase this understanding.

This year's speakers are...

**J. Kevin McCotter**

Kevin McCotter is Senior Director of Corporate Development/Government Relations (CDGR) for Chesapeake Energy Corporation. He is responsible for managing the external affairs environment in which Chesapeake operates in the Haynesville Shale Play and Rockies Region of the United States. By developing integrated solutions for Chesapeake's operating units, local and state government, royalty owners, news media, community activities and land owner groups, the CDGR team positions all Chesapeake stakeholders in our operating areas for maximum success in the exploration and production of natural gas.

**Jimmy D. Long, Jr.**

Jimmy D. Long, Jr. is an attorney practicing in the areas of estate planning, business planning, retirement and financial planning, elder law, and asset protection. He is the owner of the Law Office of Jimmy D. Long, Jr., L.L. C. and Long Financial Services, L.L. C. Mr. Long earned his bachelor's degree in history from Louisiana State University in Baton Rouge and his juris doctor degree from Loyola University College of Law in New Orleans. He is board certified in estate planning and administration by the Louisiana Board of Legal Specialization.

**Brandon M. Calhoun**

Brandon M. Calhoun is an Operations Engineer within Chesapeake Energy's Haynesville district. In this role, he works closely with the organization's operations team in all aspects of Well Completions, Production and Facilities Management. Brandon joined the Chesapeake team as a Field Engineer in August 2008 where he was initially involved in planning and coordinating Well Completion operations. He then transitioned to serve as a Field Representative. In this capacity, he managed Chesapeake's Haynesville water resourcing to support rapid growth in drilling and hydraulic fracturing operations.