

## Introduction

Success in economic and community development efforts is directly related to how well resources are utilized. By definition it usually refers to the adoption of new technologies, transition from agriculture-based to industry-based economy, and general improvement in living standards. Actions can involve development of human capital, critical infrastructure, regional competitiveness, environmental sustainability, social inclusion, health, safety, literacy, and other initiatives.

Through economic development government officials and other business professionals have opportunities to promote civic engagement, cultivate entrepreneurship and inspire the constant development of a dynamic and healthy state, region, and city.

Each and every community in Louisiana has a role to play in attracting and retaining business investment. Louisiana's continued success with economic development hinges upon the level of preparedness of each community – large and small.

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## The Forty-Sixth Annual

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# J. Walter Porter Forum

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Thursday, October 11, 2012

*Economic & Community  
Development*

*Encouraging Quantitative and  
Qualitative Changes.*

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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***  
**2012 J. Walter Porter Forum**

Russell Hall, Room 107

**8:15 a.m.**

**Dr. Margaret Kilcoyne, Director**  
***Introduction***

**8:20 a.m.**

**Dr. Randall Webb**  
**Welcome**  
**President**

Northwestern State University

**8:30 a.m.**

**Donna Isaacs**  
**President of CocoGreen**

**9:30 a.m.**

**The Honorable Hiram Copeland**  
**Mayor of Vidalia**

**10:15 a.m.**

**Break-Natchitoches Room**

**11:00 a.m.**

**Tony Davis**  
**President Natchitoches Chamber of**  
**Commerce**

**11:45 a.m.**

**Lunch – Natchitoches Room**

(Guests, Speakers, Faculty, Director's Executive Advisory  
Board Members, and School of Business 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 include . . .

**Donna L. A. Isaacs-CocoGreen**

Isaacs is President of CocoGreen, a consulting firm dedicated to educate, advocate, and rehabilitate communities to improve the health and well-being of residents while saving money.

A Leadership in Energy and Environmental Design (LEED) instructor, she prepares construction industry professionals for LEED accreditation and has conducted over 70 workshops nationwide. A dynamic community leader, her specialty is Green Rehabilitation, a combination of green building and historic preservation for the creation of a healthy resource efficient built environment. Donna Isaacs has over 20 years of experience in accounting, management and strategic planning.

**Hiram Copeland, Mayor of Vidalia**

Copeland, formerly LEPA Chairman in 1996, 1997, and 2007, has been Mayor of Vidalia since 1992. Before that, he served on the Vidalia Board of Aldermen for 12 years. He is past President of the Louisiana Municipal Gas Authority and is a member of the Gas Authority's Board of Directors and Pricing Committee.

A LEPA board member since 1992, Copeland was a LEPA Operating Committee member from 1993 to 1997, then from 2000 to 2007, then rejoined the Committee in 2010. Mayor Copeland has held a number of other positions, including Chairman of the Highway 84 Commission, President of both the Macon Ridge Economic Development District and the statewide Rural Economic Development District, Chairman of the Concordia Parish Economic Development District, board member of the Kisatchie Delta Regional Planning and Development District, and member of the Vidalia Chamber of Commerce. Mayor Copeland has also served on the Governor's Economic Development Task Force, the Mississippi River Parkway Commission and was voted 2010 Concordian of the Year.

**Tony Davis-Natchitoches Chamber of Commerce**

Davis is President of the Natchitoches Area Chamber of Commerce. He is a Natchitoches native and graduate of Northwestern State University where he received his BS in Business Administration. Tony is a licensed real estate broker and residential contractor and serves on the Board of Directors for the Louisiana Association of Chamber of Commerce Executives and the Board of Regents for Oklahoma University's Center for Chamber of Commerce Excellence program. He has served on several local boards, including the Jaycees, D.O.V.E.S. and the Board of Realtors.