

*“The only thing we know about the future is
that it is going to be different.”*

(Peter F. Drucker, Management Consultant, 1977)

“The only thing that is constant is change-”

(Heraclitus, pre-Socratic Greek philosopher)

Introduction

This year’s forum will focus on **“Business and the Current Economy”**. Change has always been a constant in the business world. However, recently it appears that it has hit us with an unprecedented speed and intensity. More than ever, our prosperity – as organizations, societies and individuals – depends on our ability to adapt to changes in our business and personal lives.

Our speakers bring a wealth of business knowledge and experience; they will enlighten our business students, faculty members, and the business community about the exciting and ever-changing world of **‘Business’**.

Thank you for joining us in this year’s forum. We believe that you will find the presentations particularly relevant and enlightening.

The Forty-Seventh Annual

J. Walter Porter Forum

Thursday, October 10, 2013

Business & the Current Economy Trends and Outlook for the Future

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.

*School of Business-Northwestern State University
Natchitoches, Louisiana*

Schedule of Events
2013 J. Walter Porter Forum

Russell Hall, Room 107

9:40 a.m.

Dr. Margaret Kilcoyne, Director
Introduction

9:45 a.m.

Dr. Lisa Abney
Welcome
Provost

Northwestern State University

9:50 a.m.

Pete Abington

10:30 a.m. – 10:55 a.m.

Break-Natchitoches Room

11:05 a.m.

Sherri Talley

11:40 a.m.

John Manno

12:15 p.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 are...

Leonard 'Pete' Abington- MidSouth Bank

Abington is the director of MidSouth Bank, N.A. and MidSouth Bancorp, Inc. Prior to its merger with MidSouth Bank of Lafayette, Abington served as Chairman of the Board of Peoples State Bank for twenty-eight years.

He is a true "entrepreneur." His business interests have included real estate development, automobile dealerships, insurance companies, nursing homes, banking, cattle ranching and others.

He has a long history of community involvement and remains on the Foundation Board for Northwestern State University and the Sabine Hall of Fame Board. He also is a member of the Many Tiger Club and the Tiger Athletic Foundation at LSU.

Sherri Talley-Talley Media, LLC

Talley is owner of Talley Media, a marketing company in Shreveport that specializes in social media management, photography and brand-building for businesses. She is a Northwestern State graduate who had a successful career as a broadcast journalist and has held positions in marketing and public relations. As a reporter and anchor at KBTS-TV, she also managed the station's social media and news department's website.

While at Northwestern, Sherri served as News Director for KNWD, was a member of Purple Jackets and elected Miss NSU.

Sherri is married to Rufus Lemaire. She has a son, Casey Allen, who is an improv/acting student at The Second City in Chicago.

John Manno, Jr.-Southland Printing Company, Inc.

Manno, a 1978 graduate of Northwestern State, is vice president of his family-owned company, Southland Printing Company in Shreveport, America's largest supplier of parking lot tickets. In addition to running a successful business, Manno and his wife, Lynne, have been active in community and philanthropic initiatives in Shreveport-Bossier, holding offices on numerous boards that support cultural, economic, educational, civic, spiritual and charitable endeavors.

In 2008, John Manno, along with his wife, Lynne, became Capital Campaign Chairman of the Northwestern State University Foundation Board of Directors, which Manno originally joined because he wanted to give back to his alma mater.