

*“Life’s under no obligation to give us what we expect.”*

— Margaret Mitchell

*“You can have it all. Just not all at once.”*

— Oprah Winfrey

## Introduction

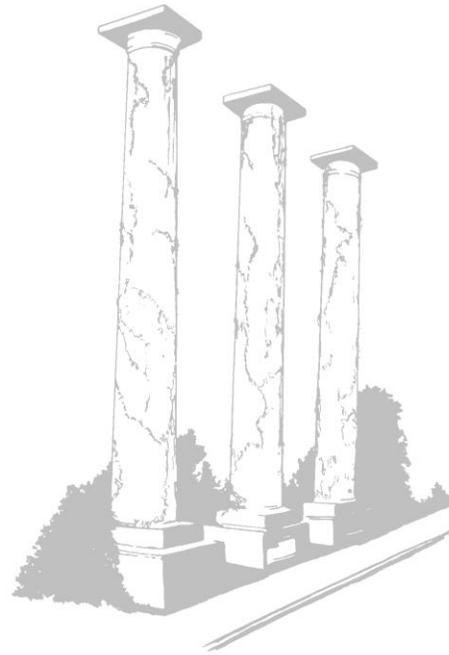
*Insight* is defined by the *Merriam-Webster Dictionary* as “the act or result of apprehending the nature of things or of seeing intuitively.”

Experiences both good and not-so-good provide important life lessons.

Our School of Business strives to produce graduates who have *insight* into the rapid changing world of business - locally, regionally, nationally and internationally.

Since the world of business is enormously diverse, for this forum, we will focus on providing *insights* into the world of business through the life experiences of three talented speakers. It is our hope that sharing their experiences will provide tools to assist in ensuring success in the world of business.

Thank you for joining us in this year’s forum.



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**The Forty-Eighth Annual**

# **J. Walter Porter Forum**

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Thursday, October 9, 2014

*Insights into the Game of Life  
...Critical Lessons*

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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*  
**2014 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.**

**Barbara Jo Pease**

**10:30 a.m. – 10:55 a.m.**  
**Break-Natchitoches Room**

**11:05 a.m.**

**Michael S. Fox**

**11:40 a.m.**

**Wes Breeden**

**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...

**Barbara Jo Pease** - *Chief Ethics and Compliance Officer, Shell Oil (Retired) & Founder, Louisiana Youth Seminar.* Ms. Pease, a NSU graduate, a member of the NSU Long Purple Line, and a member of School of Business Hall of Distinction, consults and teaches in the field of ethics and compliance to a variety of companies. Jo was given the LYS "Life Achievement Award" for her 40 years of dedication to the youth of Louisiana. She also co-teaches the ECOA sponsored "Effective Ethics and Compliance" course, which can result in "certification" for the students. Prior to her retirement in 2006, Jo served as the Chief Ethics and Compliance Officer for Shell in the United States.

**Michael S. Fox** - *President & CEO CP-Tel Holdings, Inc.* Mr. Fox, currently the President and CEO of CP-Tel Holdings, a Natchitoches, LA based company, has over thirty (30) years of experience in the information and communications technology (ICT) sector with a focus on business planning and developing financial business and ownership models for public sector, private sector and combined public-private sector projects. Prior to his current CEO position, Mike worked internationally in sub-Saharan Africa. Originally from Wyoming, he earned both his undergraduate and master's degree in economics from the University of Wyoming.

**Wesley Breeden** - *Regional Vice President, AMBA* Mr. Breeden, a 2003 graduate of NSU, holds the position of Regional Vice President for Association Member Benefits Advisors, a company that specializes in benefits for the largest state and teacher retirement associations in the country. In his 10 year career with AMBA, Wes has used the lessons he learned while a student at NSU, to build a successful career that took him from Natchitoches to Denver, Seattle, and now New Orleans. He spends his free time volunteering with college students across the country, helping them hone in their organizational, motivational, and leadership abilities.