



## 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.

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.

**Thank you to the Porter family for your commitment to Northwestern State University and the School of Business!**



# *52nd Annual*

## *J. Walter Porter Forum*

### *Leadership and Empowerment: Time's Up!*

*Thursday, October 25, 2018*

*School of Business*

*College of Business and Technology  
Northwestern State University*

*Natchitoches, Louisiana*

## INTRODUCTION

*“Self respect by definition is a confidence and pride in knowing that your behaviour is both honorable and dignified. When you harass or vilify someone, you not only disrespect them, but yourself also.”*

- Miya Yamanouchi

Excellence is defined as "the fact or state of excelling; superiority." Our students, faculty and staff strive for excellence at the College of Business and Technology at Northwestern State University. We believe that opportunities to demonstrate this excellence are endless in the 'world of business.'

For the 52nd Annual J. Walter Porter Forum, we are focusing on why all business professionals should lead in the fight against sexual harassment in the workplace. To that end, we have invited two dynamic speakers to come and discuss this important topic with our business students, our future leaders.

With that said, we wish to thank you for joining us for this year's forum. We believe that you will find the presentations particularly relevant and enlightening.

*“Be an active bystander because sooner or later you or someone you love could be a victim too.”*

- Shahla Khan



## SCHEDULE OF EVENTS

### Russell Hall, Room 107

**9:40 a.m. - Welcome and Introduction**

**Dr. Margaret Kilcoyne, Dean**  
College of Business and Technology

**10:00 a.m. - Speaker**

**Julie Couret**

**10:30 a.m. – 10:45 a.m.**

Break

**11:05 a.m. - Speaker**

**Keith Poirrier**

**12:00 p.m.**

**Lunch – Natchitoches Room**

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

## JULIE COURET

Julie Couret is founder and Chief Executive Coach of her management consulting firm, 7602 Business Performance. She has been training leaders and developing team communication and problem solving skills for 15+ years. She helps leaders reach their most effective potential through focused and results driven one-on-one coaching and training. She utilizes a direct and solution-orientated approach with her clients as she swiftly and effectively identifies the opportunities, strengths, and solutions for her client's personnel management situations. Julie is the trusted sounding board for senior leaders, leading and navigating sensitive and critical decisions. Julie is a graduate of Leadership Jefferson, the youngest female President of the Greater New Orleans Executive Association and serves on both the Board of Directors for the Jefferson Chamber of Commerce and the Advisory Council of the New Orleans.

## KEITH POIRRIER

After obtaining his B.S. in Accounting from NSU in 1992, Keith founded Quicktax Financial Services, LLC (QFS). QFS began as a tax preparation business, and now offers financial and business consulting services and serves as a business brokerage for capital growth funding, recapitalization, and mergers and acquisitions. In 2000, he obtained his MBA from the University of Louisiana at Lafayette, and shortly after, began his insurance career with Hub International, a "Top 10" national insurance brokerage. While working for Hub, Keith was recognized as one of Hub's top national producers, and awarded their Superior Sales Performance Award for three consecutive years. In 2011, he was awarded the "Power Broker of the Year" award in the Marine Industry by *Risk & Insurance Magazine*, a national publication. His credentials include Certified Insurance Counselor, assigned by "The National Alliance for Insurance Education & Research". In 2012, Berkley Oil and Gas, a global leader in the energy insurance sector, appointed him to its agency advisory board for a two year term. In 2015, Keith founded Poirrier Group, LLC, a specialty, high risk, commercial insurance agency, where he serves as President and CEO. At Poirrier Group, "Team Poirrier" focuses on writing complex commercial accounts and insuring the assets and liabilities of high net worth individuals; both requiring creative solutions to risk challenges. Keith's vision for a dynamic team culture, strong customer service, and exceptional integrity have set Poirrier Group apart from its competition and establishes "Team Poirrier" as a valued partner in managing commercial insurance programs and corporate risks.