



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 gift 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!



51st Annual

J. Walter Porter Forum

It's Not Business as Usual.

Thursday, October 19, 2017

School of Business

*College of Business and Technology
Northwestern State University*

Natchitoches, Louisiana

INTRODUCTION

"If you are not willing to risk the usual, you will have to settle for the ordinary."

- Jim Rohn, American Entrepreneur

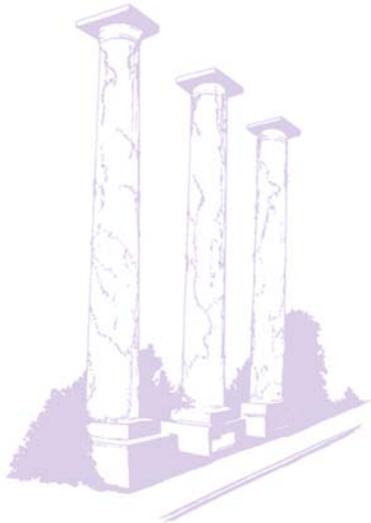
The English Oxford Living Dictionary defines "excellence" as "the quality of being outstanding or extremely good." Our students, faculty and staff strive for excellence at the College of Business and Technology - Northwestern State University. We believe that opportunities are endless in the 'world of business.'

For the 51st Annual J. Walter Porter Forum, we are focusing on relaying to our students that they must strive to be the very best; thus, they cannot conduct "business as usual." We have invited three speakers to come and share their experiences in the workplace to inspire and challenge them to always go above and beyond what is expected in their chosen business fields.

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

"Success is doing ordinary things extraordinarily well."

- Jim Rohn, American Entrepreneur



SCHEDULE OF EVENTS

—2017—

J. WALTER PORTER FORUM

Russell Hall, Room 107

9:40 a.m. - Introduction

Dr. Margaret Kilcoyne, Dean
College of Business and Technology

Welcome

Dr. Chris Maggio, President
Northwestern State University

9:50 a.m. - 10:30 a.m. -Speaker
Mr. Rob Robertson

10:30 a.m. - 10:55 a.m.
Break

11:05 a.m. -11:35 a.m. -Speaker
Mrs. Nikki Ceaser Small

11:40 a.m.-12:10 p.m. - Speaker
Mr. Tommy Wright

12:15 p.m.
Lunch – Natchitoches Room

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

ROB ROBERTSON

Rob, an NSU graduate, has over 17 years of mortgage experience with the last 7 years at Wells Fargo Home Mortgage. He is currently the Regional Manager (Sr. Vice President) of Region 12, leading a dynamic sales team that geographically encompasses the District of Columbia, Maryland, Northern Virginia and Delaware. Prior to joining Wells Fargo, Rob spent 10 years as the Vice-President for GMFS Lending in Atlanta, GA and Baton Rouge, LA. An interesting fact to know about Rob is that he played professional football in the NFL for the Baltimore Ravens as a fullback. Rob is passionate about building and coaching successful teams; building the foundation for a "culture of caring." His leadership skills and ability to develop a winning culture has played a key role to his success at Wells Fargo. He has served in many different geographies during his leadership journey; moving from Georgia to Florida and from Florida to Virginia. Rob is a big component in driving great customer experiences internally...so that the team can drive outstanding customer experiences externally, while helping customers succeed financially!

NIKKI CEASER SMALL

Nikki, an NSU graduate and native of Natchitoches, currently serves as the Associate Director of Graduate Admissions for the Richard DeVos Graduate School at Northwood University, managing training and development for the graduate admissions team. In her role, Nikki is also responsible for developing corporate partnerships across the Dallas-Ft Worth region in order to advance Northwood University's corporate relations portfolio by successfully building and developing business partnerships. Under Nikki's leadership, Northwood has successfully established partnerships with General Motors of Arlington, Amazon and UPS of Dallas. As an Adjunct Professor of Management at the Cedar Valley Community College in Lancaster, Texas, Nikki takes great pride in contributing towards developing our future business leaders.

TOMMY WRIGHT

Tommy Wright is a partner in the Houston office of RSM US, LLP, a leading provider of audit, tax and consulting services focused on the middle market. RSM has 9,000 professionals and associates in 90 cities nationwide and access to more than 41,000 people in 120 countries through its membership in RSM International. Tommy is a member of National Tax Leadership Committee for RSM's Private Client Services (PCS) group, leads the PCS Practice for the U.S. Central Region and leads the RSM U.S. Family Office practice. His primary expertise is in tax matters related to tax planning for family wealth preservation, wealth transfers, charitable transfers, closely held business enterprises and tax compliance for multigenerational families. He works extensively with high-net-worth individuals and families, service organizations and closely held businesses. He has spoken at numerous conferences, seminars and professional training meetings on subjects relating to taxation and tax legislation. Tommy currently serves on the Board of the Northwestern State University Foundation, Memorial Endowment Fund of St. John the Divine Episcopal Church, and Episcopal High School Endowment Fund.