

## CoB News, 5 November 2007

### How Many Trees Must Die?

Over and over and over. That's how much CoB faculty and the rest of the world have to hear about EFIB economist Farhang Niroomand's federal grant, "From Local to Global." Once again Niroomand's grant activity is "news," as reported on page 6 of the October 2007 issue of **The Eagle's Eye**. According to the *News[letter] for the Southern Miss Community*, Niroomand held "a series of five workshops last spring designed to equip businesses with the skills to expand their products and services into the global marketplace."



**Farhang Niroomand**

Of course, none of the sources our reporters spoke with had any idea what knowledge Niroomand possesses about expanding products and services.

In addition to the newsletter's story about Niroomand's grant, the recently released USM advancement report, originating from the Office of USM President Martha Saunders, also included a story (with photo) of Niroomand's "From Local to Global" grant. Apparently, there is no end to the publicity allotted to Niroomand for this activity. It would be nice if the space for at least one of these self-promotion pieces would instead be used to explain to the Southern Miss community just why Niroomand resigned (on 9-April-07) his position as Associate Dean of the CoB.

### **Back to School**

According to a USM presser, the CoB's own Evelyn Green, instructor of tourism management, has been working to give Gulfport High School students a "glimpse into career opportunities in the tourism industry . . ." The 2-Nov-07 presser, written by Charmaine Williams and entitled "High School Students Discover Possibilities in Tourism Management from Southern Miss instructor," is inserted below:



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**GULFPORT** – A class of Gulfport High School students recently got a first-hand glimpse into career opportunities in the tourism industry with the help of two professionals in the field.

Evelyn Green, instructor in The University of Southern Mississippi Department of Tourism Management, and Beverly Martin, executive director of the Mississippi Casino Operators Association and president of the Harrison County Tourism Commission, told students in the hospitality class at Gulfport High School about the various career possibilities the tourism industry has to offer.

"There are really no limits as to what you can do in tourism," said Martin. "If you want to get your degree in tourism and move on to something else, then your tourism background will help you no matter where life takes you."

Many of the junior and senior students showed interest in opening their own restaurant and several wanted to develop a clothing line. One student added that she would like to be a lawyer.

Green explained how each career named by the students could be beneficial in the tourism industry. "In tourism, restaurants are very important. Clothing designers can open their own retail store or they can design the uniforms of each department in a casino. With all the legal issues in the gaming industry, casinos employ attorneys to make sure everything is official."

Green also stressed the importance of personal appearance in starting a career in the tourism industry.

"You are always marketing yourself," said Green. "Marketing is not just putting an advertisement in the newspaper. It's how you look, how you dress and how you carry yourself. You just have to remember that you are always marketing yourself."

Based on the press release above, Green may also be a marketing expert. According to Green, marketing is ". . . how you look, how you dress and how you carry yourself." This may be an important revelation pertaining to Green, who has worked in numerous capacities for USM. According to the story above, Green may also be qualified to work as an instructor in the CoB's Department of Management & Marketing.