

“Each Year . . .”?

That’s What Elizabeth LaFleur Said

On 10-Mar-09 CoB-GC marketing professor Elizabeth LaFleur had an e-mail delivered to CoB faculty (inserted at the end of this report) stating: “Each year, the College of Business sponsors a public lecture on the Gulf Coast in collaboration with *The Sun Herald*. . .” The “Each year . . .” beginning came as a surprise to some CoB insiders, as it is not necessarily widely known (as with so many things involving USM’s CoB) that “each year” such a lecture *is* sponsored by USM’s b-school. In any event, the **annual ISSUES + ANSWERS GULF COAST PUBLIC LECTURE SERIES** event will go on in 2009, and it will feature new CoB dean Lance Nail (see poster below).

ISSUES + ANSWERS
GULF COAST PUBLIC LECTURE SERIES

SUN HERALD
and
THE UNIVERSITY of SOUTHERN MISSISSIPPI GULF COAST
COLLEGE of BUSINESS
presents

THE U.S. ECONOMY and STOCK MARKET
What have we learned from the past and from abroad?

Lance Nail, Ph.D., is Dean of the College of Business at The University of Southern Mississippi. A former credit markets consultant for Ernst & Young, he holds degrees from the University of Alabama and University of Georgia. He is a professor of finance, a Chartered Financial Analyst (CFA), and he is managing editor of the *International Review of Financial Analysis*. His lecture will help laymen understand the current economic situation.

Directions to the Gulf Park Campus, Long Beach:

- From the intersection of Hwy 49 and Beach Blvd. in Gulfport
- Travel west 2.7 miles
- Turn north onto Beach Park Place at the campus traffic light and follow the signs

A Free Community Lecture
THURSDAY, APRIL 2, 7 PM
ADVANCED EDUCATION CENTER AUDITORIUM
GULF PARK CAMPUS, LONG BEACH
www.usm.edu/gulfcoast/lectureseries

As the poster above indicates, Nail's lecture is set for 2-Apr-09, and the title is: "The U.S. Economy & Stock Market: What have we Learned from the Past and from Abroad?"

LaFleur's goal, as stated in her 10-Mar-09 e-mail below, is to "fill up the auditorium," and in that effort she encourages CoB faculty, particularly "those . . . who are teaching a class on the Coast . . .," to "encourage [their] students to attend." Of course, this suggestion threatens to turn 2-April-09 into a night off for CoB-GCers, an opportunity USMNEWS.net sources say they will most likely grab quickly and firmly.

Colleagues:

Each year, the College of Business sponsors a public lecture on the Gulf Coast in collaboration with *The Sun Herald*. This year, our featured speaker is Dean Lance Nail. I've attached the ad copy that began appearing in *The Sun Herald* yesterday.

Please plan to attend this lecture on Thursday night, April 2nd at 7:00. The lecture will be in the Advanced Education Center Auditorium on the Long Beach campus.

My goal is to fill up that auditorium, and my hope is that many of you will attend and encourage your students to attend. This is especially true for those of you who are teaching a class on the Coast this semester.

I look forward to seeing many of you on April 2nd – and thank you in advance for your support of our College and our Dean!

Beth
Dr. Beth LaFleur
Professor of Marketing
College of Business
The University of Southern Mississippi Gulf Coast