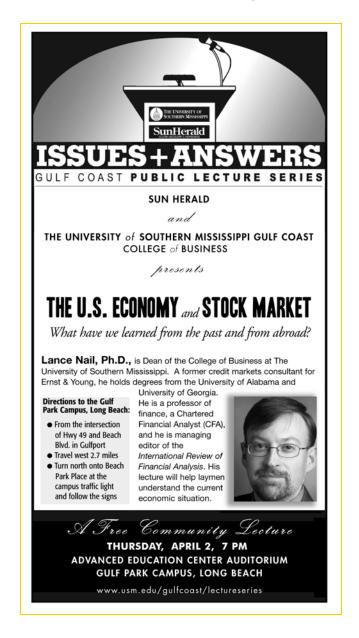
## "Each Year . . . "?

## 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).



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 guickly 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 2<sup>nd</sup> 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 2<sup>nd</sup> – and thank you in advance for your support of our College and our Dean!

Beth
Dr. Beth LaFleur
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