

Flynn Arrives

CoB's New Marketing Chair Arrives Mid-Year

The long-awaited arrival of the CoB's new marketing chair, Leisa Flynn, from Florida State University is now reality. According to Van Arnold's [4-Jan-10 press report](#), Flynn (pictured below) is now safely ensconced in Joseph Greene Hall.



As reported by Arnold, Flynn received a bachelor's degree from Spring Hill College in Mobile, the current home of former CoBer Stephen Bushardt. She went on from there to receive graduate degrees from the University of New Orleans and the University of Alabama. According Arnold, Flynn "views the academic arena as a comprehensive vacuum for learning that extends well beyond the classroom setting."

As long-time readers of USMNEWS.net are aware, the CoB's marketing unit is housed at the departmental level with fashion merchandising. That area, FM, is, according to sources, one that could easily face the chopping block as USM budgets tighten further in the coming years. This is an area that reportedly under-produces relative to much of the CoB. In that regard, Flynn offered some ominous thoughts vis-à-vis FM's future via her interview with Arnold. According to Flynn, "I'd like to see us grow our retail area. We should take the Fashion and Merchandising Department now and turn the emphasis more to retail merchandising. This will be a valuable asset to retailers in the Hattiesburg area." If sources are on point, CoBers like Brigitte Burgess may have cause for concern when it comes to Flynn's vision.