Clark named chancellor
Former professor and dean returns to lead LSUS

After 18 months and an extensive chancellor search with applicants from all over the world, Dr. King Alexander, LSU system president, has named Dr. Lawrence “Larry” Clark the new chancellor.

Clark is currently the dean of the Cameron School of Business, University of North Carolina Wilmington. He earned a Juris Doctor from the John Marshall Law School in Chicago. He also holds a Bachelor of Arts in economics/business administration from Knox College in Illinois and Master of Laws in Taxation from the DePaul University School of Law.

Clark has had a rich career in academia, but most notable to his upcoming position is his history with LSUS. He began at LSUS as a professor of business law in 1981, and chaired the Department of Management & Marketing from 1983-1985. He later served as dean of the LSUS College of Business from 1985-1994.

“It is a privilege to be able to return as chancellor of LSU Shreveport,” Clark said. “I know and respect the LSUS mission, culture and journey — and that of the region. I am eager to begin building strong, innovative teams to grow the university and to more effectively serve both students and the communities of northwest Louisiana.”

The chancellor search, funded by the LSUS Foundation, was comprised of a group of LSUS faculty, staff, students, alumni, members of the LSUS Shreveport Foundation Board of Directors and members of the Shreveport-Bossier community at-large. Brian Bond said, “Both as the vice-president of External Communications for SWECPO and as the Foundation’s board president, I am excited to work with Clark. He understands the needs of the students and faculty as well as higher education’s role in meeting the needs of a trained workforce.”

Four finalists were invited to LSUS between Feb. 10 and 13 to meet with campus and community representatives and Alexander. Alexander made the final choice from the four finalists. Clark will assume the role of chancellor on July 1.

Clark File
• Juris Doctor from John Marshall Law School
• Dean of LSUS College of Business from 1985-1994
• As LSUS Dean, secured initial AACSB* accreditation in 1992 (LSUS was the second smallest public university with the accreditation)
• Dean of Cameron School of Business from 2000 until now
• Author and co-author on 8 books, 12 journal articles and 38 paper presentations

*The Association to Advance Collegiate Schools of Business
Letter from the Board President

Dear Friends,

The printing of this newsletter marks a new day for LSUS and the LSUS Foundation. On behalf of the Board of Directors, we are thrilled to welcome Larry Clark to the position of Chancellor. Shortly after he was named I had the opportunity to speak with him from his home in Wilmington, NC. He is serving as the dean of the Cameron School of Business at the University of North Carolina-Wilmington. The conversation covered many topics, and I knew after getting off the phone, LSU System President Dr. King Alexander had made a good decision for LSUS.

Larry talked about the last time he was in town. You may recall the weather the week of Feb. 10; it was not on our side. Ice and snow came in shutting down roads, cancelling flights and closing schools, even the LSUS campus. What was originally slated as a two-day trip to LSUS for interviews with varying campus stakeholders and Alexander, turned into two days of interviews and three days of waiting to be able to catch a re-scheduled flight back to North Carolina.

But, I can say confidently after our conversation that Larry is not the kind of man who waits around. Many of you know this because he took those three days to visit you, business and other college leaders in the area. At that point you may have thought that you were getting reacquainted with an old friend. After all, Larry was the dean of the business school here. But, as fate would have it, many of you had your first meeting with LSUS’ newest visionary, Chancellor Larry Clark, that wintery week.

As a businessman, I am very pleased with his background. He understands the connection we are striving to make between higher education and the needs of our workforce. As alumni, I am thrilled for the faculty, staff and students; his level of commitment to moving LSUS into its next growth phase is evident. As the board president, I know we are all looking forward to working with him during what is sure to be one of this University’s most exciting times in its young history.

Best Regards,

Brian Bond
President

Board of Directors

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Salute to LSUS Visionaries

Dear Foundation Members,

One word describes this issue of the newsletter: visionary. Packed between these pages are stories of people and programs, all with an unwavering commitment to this University and its potential. I continue to be humbled by the people who, for so many different reasons, make the success of this University a lifetime commitment.

You will read about Dr. Kemp, one of our most passionate visionaries who continues to see what LSUS can be long after he planted our iconic trees, retired from teaching and established professorships. His vision for an LSUS lecture series is coming to fruition due to his gift of time and treasure.

George Khoury spoke to why he believes in gifts to establish endowed professorships on page 6. To date, George has established more professorships on the LSUS campus than any other person or business. He always attributes his success in life to his family and his education.

We also must mention losing one of our most faithful visionaries, Dr. Woody Wilson. Dr. Wilson was thinking of this University even in his final days when he asked for memorials to be made to his scholarship.

And, of course, we highlight Larry Clark, the newly named chancellor, who comes to campus with a vision for LSUS that began many years ago when he was dean of the business school.

These are just a few of our visionary gems that have contributed to this issue. But, in the last two pages are the names of 183 other notable visionaries. Your name is there. Thank you for your faith in our future, your belief in education and your dedication to LSUS.

Best Regards,

Laura Perdue
Executive Director,
LSUS Foundation

Save the Date

The LSUS Foundation presents
The 2014 RiverBend Revue
October 23rd

Join us as we salute LSUS and some of the University’s greatest supporters all to the songs and dance of the Great American Songbook.

Details to come.

You won’t want to miss it!
Woods establishes new scholarship

In an effort to show community support for the appointment of Larry Clark as LSUS’ new chancellor, Michael Woods, president of Woods Operating Company, made a charitable donation of $60,000 to establish the Michael H. Woods Family First Generation Scholarship. This is the second scholarship of its kind Woods has funded at LSUS.

“Education, specifically higher education, is a commitment I have made for my charitable dollars. My father was a first generation college student; my mother, one of four girls, couldn’t even afford to get a college degree. This is important to us, and my family knows first-hand the impact a degree can have on someone,” said Woods, a 1975 graduate of LSUS.

Though Clark will not assume the chancellor position until July 1, he said: “We are so appreciative of the Woods family for this gift, and for their commitment to LSUS. A first-generation scholarship is particularly impactful because the recipient is typically a student who may not otherwise have the college opportunity.”

The First Generation Scholarship is matched by the Board of Regents with $40,000 when a donor provides a private gift of $60,000 for a total fund of $100,000. The $100,000 becomes the endowed principal and earned interests provide scholarships to students who are the first in their families to attend college.

Laura Perdue, LSUS Foundation executive director said, “Mike’s gesture in establishing a second First Generation Scholarship is really at the heart of the Foundation’s purpose. We are working on spreading the $1,000,000 secret which is the fact that, on average, $1,100,000 is the difference in earnings between a high school graduate and a college graduate. We want people to know this and how cost-effective LSUS is for getting that life-changing degree. Mike’s gift is one that will literally make someone’s American dream a reality.”

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**Sharing the million dollar Secret**

$1,100,000 — the difference in *lifetime earnings* between someone who has only a high school diploma versus someone who has a bachelor’s degree.

### Education Pays

<table>
<thead>
<tr>
<th>Unemployment Rate in 2011 (in %)</th>
<th>Median Weekly Earnings in 2011 ($)</th>
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<tbody>
<tr>
<td>Doctoral Degree</td>
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<tr>
<td>Professional Degree</td>
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<td>Master’s Degree</td>
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<td>Bachelor’s Degree</td>
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<td>Associate Degree</td>
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<td>Some College, No Degree</td>
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<tr>
<td>High School Diploma</td>
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<tr>
<td>Less than a High School Diploma</td>
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Average: 7.6%  
Average: $797

On Feb. 11, Dr. King Alexander, LSU system president, sent word to each of the campus chancellors that, in an effort to capitalize on brand, all LSU campuses would transition to the purple and gold and GEAUX LSU font.

“Unprecedented demographic, economic and competitive pressures are triggering a shift in the educational marketplace. When we manage our brand well, it can play a significant factor in raising the public’s perception of LSU, which, in turn helps LSU in creating and/or strengthening its relationships.”

To help with this transition, King organized the LSU Brand Management Team to assist in areas of graphic design, marketing, communications and trademark licensing. No timeline for implementation has been mandated. It is up to the individual universities to choose if they will retain their current mascots and spirit logos.

A survey from the LSUS Marketing and Communications Department reported an overwhelming response to change the Pete the Pelican mascot and that is being explored further.

The LSUS Debate Team is at the top of its game yet again.

The International Public Debate Association (IPDA) has released their current standings for the 2013-14 seasons and LSU Shreveport is on top of just about every category. As a team, they have done 17,460 minutes of research, 6,413 minutes of competitive speaking, and gone through 2,332 minutes of cross examination.

This is nothing new for a team that has held the IPDA National Tournament Championship for the last five years. In the last decade, the LSUS Debate Team has won more than three dozen individual and team national championship titles.

Trey Gibson, director of debate and the holder of the endowed Bradley S. Kemp Professor of Debate, commented on debate as preparation for careers and the students on the team.

“Debate teaches students how to critically research, think, deliver and defend ideas,” he said. All of the hard work these students put in doesn’t come without some sacrifice. During the spring 2014 semester, the 21 students on the LSUS Debate Team have spent 400 hours away from campus. Most of these are full-time students who struggle to balance work, school, family and social life all the while they compete and represent LSU Shreveport.

Gibson said he is proud to work with each one of them and hopes debate makes a significant mark on their lives.

You can also make a significant impact in their lives by supporting these students. To date, these students have completed over 300 semester hours this year and earned an average GPA of 3.463.

If you would like to provide a scholarship for one of our champions, call 797-5257 or contact laura.perdue@lsus.edu.

The LSUS Debate Team is one of the campus’ crowning jewels, holding more than three dozen national championship titles in the last decade.
The LSUS Foundation’s Annual Meeting is slated to be a review of all things Foundation, and there is a great deal to cover. On the agenda is introducing the new appointments to the recently endowed professorships while highlighting the accomplishments of all of our endowed professorships. LSUS currently has 43 endowed professorships and, at the time of this printing, all but three were filled.

The endowed professorships are established through a matching process of both private support and state dollars. A donor provides $60,000 and the state will match the contribution with $40,000 for a total endowed sum of $100,000. Many donors make a pledge to reach that private gift threshold over time and, once it is met, the Foundation requests the match. Though the $100,000 is never spent, the principle’s return on investment allows for annual spending allocations for the endowed professor. These funds provide for the honored professor to participate in professional activities and development that might otherwise not be financially possible.

The donors of the endowed professorships have a great deal of input in establishing the criteria, and all of the guidelines are meant to ensure the holder is performing at the highest level of the education profession. Criteria may include term limits, class loads, community presentations and some restrictions on how the financial allocations may be spent.

George Khoury has established more LSUS professorships than any other donor. He said this when asked why he believed in supporting LSUS in this fashion: “These professors are the ones who really guide these kids. Those who have a big following, if you look, they are going above and beyond. I came up poor, but my parents worked hard selling candy. I was able to go to college even though I cleaned tables. Because of my education and my professors, I have done well and God has been good to me. When I see a great professor, I want to support them.”

Thank you to all who have made these professorships possible.

Please contact the LSUS Foundation at 797-5257 or email Laura.Perdue@LSUS.edu if you would like more information on establishing your own professorship.
<table>
<thead>
<tr>
<th>PROFESSORSHIP NAME</th>
<th>APPOINTMENT</th>
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<tr>
<td>Samuel &amp; Mary Abramson Professorship to Support the Samuel &amp; Mary Abramson Distinguished Science Lecture Series</td>
<td>Carlos Spaht</td>
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<tr>
<td>AEP/SWEPCO LaPREP Super Professorship</td>
<td>Carlos Spaht</td>
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<tr>
<td>American Studies Endowed Chair</td>
<td>William Pederson</td>
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<td>Joe &amp; Abby Averett Professorship in Business</td>
<td>Karen James</td>
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<td>Pete &amp; Linda Ballard Professorship in Accounting</td>
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<td>Bank One (JP Morgan Chase) Jerry Boughton Professorship In Business</td>
<td>Chengho Hsieh</td>
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<td>BellSouth Corporation Professorship in Business Administration</td>
<td>Binshan Lin</td>
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<td>BlueCross Blue Shield of LA Professorship in Business</td>
<td>Timothy Shaughnessy</td>
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<td>Lisa Burke Bioinformatics Professorship</td>
<td>TBA at Annual Meeting</td>
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<td>Reimer &amp; Marcia Calhoun Professorship in Education</td>
<td>TBA at Annual Meeting</td>
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<tr>
<td>Capital Professorship in Education</td>
<td>TBA at Annual Meeting</td>
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<tr>
<td>Harman &amp; Renae Chandler Professorship for MBS Program</td>
<td>TBA at Annual Meeting</td>
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<tr>
<td>Dr. Dalton &amp; Peggy Cloud Professorship in Communications</td>
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<td>Oscar Cloyd Real Estate Super Professorship</td>
<td>Doug Bible</td>
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<td>Don &amp; Earlene Coleman Red River Watershed Professorship</td>
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<td>Dr. Norman Dolch Super Professorship in HAS</td>
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<td>James Elrod Super Professorship in Health Administration</td>
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<td>Alta &amp; John Franks Foundation Professorship for MBA Program</td>
<td>TBA at Annual Meeting</td>
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<td>James &amp; Ann Gardner Professorship in Civic Engagement &amp; Leadership</td>
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<td>Kelly Kemp Graves Professorship in Early Childhood Education</td>
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<td>O. Delton Harrison Professorship for MLA Program</td>
<td>Helen Taylor</td>
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<td>Hubert &amp; Pat Hervey Professorship for Museum of Life Sciences</td>
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<td>Bobbie Hicks Super Professorship for Pioneer Heritage Center</td>
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<tr>
<td>AIA Program</td>
<td>Marty Young</td>
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<td>Hubert Humphreys Professorship in History</td>
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<td>India Studies Super Professorship</td>
<td>Sanjay Menon</td>
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<tr>
<td>Bradley Kemp Professorship in Forensics &amp; Debate</td>
<td>Trey Gibson</td>
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<tr>
<td>George Khoury Super Professorship in Space Science</td>
<td>Watkins Moore</td>
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<tr>
<td>George &amp; Regina Khoury Professorship in Sciences</td>
<td>TBA at Annual Meeting</td>
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<td>Kilpatrick Life Ins. Co. Chair of Ins. &amp; Financial Services</td>
<td>Harvey Rubin</td>
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<td>LSUS Alumni Assoc. Vince Marsala Professorship in Teaching Excellence</td>
<td>Tara Williams-Hart</td>
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<td>Ruth Noel Chair for Curatorship of the James S. Noel Collection</td>
<td>Robert Leitz</td>
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<td>Sybil &amp; Fred Patten Professorship for Excellence in Teaching in Liberal Arts</td>
<td>William Hale</td>
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<td>Armand &amp; Lynn Roos Professorship in Business &amp; Health Administration</td>
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<tr>
<td>Abe Sadoff Chair in Bioinformatics</td>
<td>Marjan Trutschl</td>
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<td>Mary Anne &amp; Leonard Selber Professorship in Liberal Arts</td>
<td>Gary Joiner</td>
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<td>Bruce &amp; Steve Simon Professorship in English (Language and Literature)</td>
<td>Thomas DuBose</td>
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<tr>
<td>Elmer &amp; Barbara Simon Professorship for Excellence in Teaching</td>
<td>Lorraine Krajewski</td>
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<td>Miriam Sklar Professorship in Theoretical Math &amp; Physics</td>
<td>Rick Mabry</td>
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<td>Dr. Richard Spears Professorship in Field Biology</td>
<td>Amy Erickson</td>
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<tr>
<td>Ventie Stewart Professorship for Student Teachers</td>
<td>Deborah Williams</td>
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<tr>
<td>Goodloe Stuck Professorship in Psychology</td>
<td>Yong Dai</td>
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<td>Wesson-Bridger Professorship in Teacher Education</td>
<td>Linda Easley Tidwell</td>
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<tr>
<td>William Wiener Professorship of Archives &amp; Historic Preservation</td>
<td>Laura McLemore</td>
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<tr>
<td>Dalton Woods Family Professorship in Education</td>
<td>Linda Easley Tidwell</td>
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Kemp’s legacy continues

Retired dean begins endowed address series on campus

Dr. George Kemp may have retired 18 years ago, but his commitment to LSUS continues today in many ways. Most know him as the man behind the campus beautification movement. Kemp was the professor who spearheaded the planting of the trees that surround the campus, manually watering each of them from water barrels in his truck flatbed. Some may know him as the first Dean of Graduate Studies and the Chairman of the Psychology Department for nine years. Come fall 2014, we will add to his LSUS legacy benefactor and namesake of the new LSUS Dr. George A. Kemp Endowed Address.

His children pushed for the series to be named after him with obvious reason, to honor someone who has spent both time and treasure in moving the University forward. Kemp stated: “This series will clarify the relationship between the University and the community. The University is to serve, and the community is to support. In addition to having qualified, outstanding speakers, it will be an opportunity for university and community leaders to give their own ‘address’ on their prospective entities. The Chancellor can speak on the status of the University and the mayors can do the same.”

Kemp also was adamant that the dollars raised be used to fund the Annual Kemp Award for Faculty Excellence. “The community and campus are best served by a well-rounded faculty. I would like to see recipients qualify for the award based on three criteria:

1. Service in the community;
2. A reputation for excellence in classroom teaching; and
3. Be recognized as an outstanding scholar as evidence by publications, presenting papers and other scholarly endeavors.

“The award is meant for someone who goes above and beyond to build the campus reputation.”

A campus committee has been established to plan for the address as well as field nominations for the new faculty award. Kemp knows so much of the LSUS history, the final question posed of him was to share what he felt was LSUS’ greatest accomplishment. Without hesitation he stated it was the quality of instruction. “Both of my children attended LSUS. Neither would’ve attended if I wasn’t confident in the quality of instruction.”

LSU Board of Supervisors brings meeting to LSUS

The LSU Board of Supervisors met on the LSUS campus on March 21. The Board is rekindling an old tradition by hosting the meetings at different LSU system campuses across the state. Of particular interest to the LSUS campus at this meeting was the Board’s confirmation of Lawrence Clark as the new LSU Shreveport Chancellor. Clark was also present for the meeting. Dr. Paul Sisson, interim LSUS chancellor, was recognized by the Board of Supervisors for his outstanding work during his 18 months as acting Chancellor. Additionally, the Board of Supervisors also approved the Michael H. Woods Family First Generation Scholarship.

The meeting was held in the newly renovated LSUS Ball Room where several members of the community, the LSU Health Science Center and LSUS faculty and staff attended.
HELP US KEEP A STUDENT IN COLLEGE:

- Go to the website giveforgoodnla.com between midnight and 11:59 p.m. on May 6
- Select LSUS Foundation from the list of registered nonprofits
- Enter your name and contact information into the form
- Enter the amount you wish to give
- Enter your credit or debit card information on the secure form
- You will get an email confirmation and a special thank you right away
- Go about the rest of your day knowing that you have just made a huge difference in a student’s life!

MATCHING DOLLARS

A generous gift from LSUS supporter George Khoury will allow for every gift up to the first $5,000 to be matched 100%. If you give $100 today, George will match it for a total gift of $200! Thank you, George!

Your gifts on Give for Good day

Help establish the LSUS Student Emergency Fund

Financial aid covers tuition ... but LIFE happens.

$65 short for childcare costs | $50 for a doctor’s visit | $30 for a water bill payment

A little help can keep them in college.

The numbers tell the story, and your dollars can make the difference in how it ends.
The Aaron or Peggy Selber Foundation, Inc.
AEP Southwestern Electric Power Company
Dr. F. King Alexander
The Alta and John Franks Foundation
American Institute of Mathematics
America’s Charities
Dr. Lawrence E. Anderson
Anderson Oil & Gas, Inc.
Argent Financial Group, Inc.
The Aspen Clinic
AT&T
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Mr. and Mrs. James W. Babin III
Mr. and Mrs. M. R. Ballard
Mr. James H. Ballengee
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Mr. and Mrs. Fred Kent
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Ms. Jasmine Morelock
Mr. Russell A. Mouton
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Dr. and Mrs. Anil Nanda
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Mr. and Mrs. Robert A. Nichols
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Mr. and Mrs. David M. Oliver
Mr. and Mrs. Malcolm G. Parker
Mr. and Mrs. Norman Parker, Jr.
Mrs. Sybil T. Patten
Dr. William D. Pederson
Dr. Kyle C. Pierce
Sheriff and Mrs. Stephen W. Prator
R & G Construction Co Inc
Dr. Manju and Dr. Sura Rath
Razoo Foundation
Red River Bank
The Richard K. & Betty M. Speairs Charitable Foundation
Ms. Sue K. Richardson
RISCOM
Risk Services of Louisiana, L.L.C.
Mr. and Mrs. Armand L. Roos
Dr. Lane and Dr. Maurie Rosen
The Rotary Club of Southwest Shreveport
Dr. and Mrs. Phillip Rozeman
Mrs. Adelle A. Shaw
Shell Exploration & Production Company
Shreveport Bossier Chapter Women’s Council of National Association of Realtors
Mr. and Mrs. B. Bruce Simon
Mr. and Mrs. Steven N. Simon
Simons Family Foundation
Dr. Paul and Dr. Cynthia Sisson
Sklar Family Foundation
Mr. Stephen F. Skrivanos
Mrs. Gwendolyn N. Smith
South Shreveport Rotary Club
Dr. Carlos G. Spaht II
State of Louisiana - Department of the Treasury
Mrs. Susan W. Strange
Mr. Grant Summers and Ms. Sarah Kirkpatrick
Texas Roadhouse
Thinkfirst of Ark-La-Tex, Inc
Mr. Gregory K. Trusty, Sr.
U. L. Coleman Properties, LTD
USA Weightlifting, Inc.
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Vintage Realty Company
Volvo Rents
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Ms. Evelyn Williams
Dr. and Mrs. Lacy H. Williams
Mr. and Mrs. Lacy H. Williams II
Willis-Knighton Health System
Mrs. Anne D. Wilson
Woods Operating Company, Inc.
Mr. and Mrs. George D. Wray III
Mr. and Mrs. Stephen R. Yancey
Mr. Weiyong Yu

In Memory

Dr. Woody Wilson
1923-2014
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For Admission Packages: Call 797-5257 or visit LSUSMovie.com