Hall of Distinction 2019

LSU | E. J. Ourso College of Business
WELCOME AND INTRODUCTIONS
Richard D. White Jr.
Dean, LSU E. J. Ourso College of Business

DINNER

INDUCTION OF 2019 HALL OF DISTINCTION CLASS

HONOREE REFLECTIONS
Marcela E. Donadio
Robert P. Schneckenburger
Jeffrey S. Zehnder

CLOSING REMARKS
LSU’s E. J. Ourso College of Business has long been at the forefront of producing leaders who make significant contributions to the areas of business, academia, government, and the community at-large. Whether alumni or friends, individuals who have a strong association with the college and have distinguished themselves through their professional and civic achievements are considered annually for the Hall of Distinction.

Well before the formal establishment of the college in 1928, students attending the university with aspirations in various endeavors were taught the basic principles of entrepreneurship necessary to be successful. Such successes established the foundation later alumni would utilize to achieve their accomplishments. Continuously, the college has recognized these ambassadors of LSU. Since 1996, the E. J. Ourso College has honored such individuals via the Hall of Distinction.

Nominees for the Hall of Distinction may be submitted by anyone and are solicited on behalf of the E. J. Ourso College by the Dean’s Advisory Council, the college Executive Committee, and past inductees.
Honorees

Marcela E. Donadio
Retired Partner
Ernst & Young LLP

Robert P. Schneckenburger
Senior Regional President — Western Region
Hancock Whitney Bank

Jeffrey S. Zehnder
Chief Executive Officer
Zehnder Communications Inc.
Marcela E. Donadio

Marcela Donadio holds a bachelor’s degree in accounting from LSU and is a licensed certified public accountant in the State of Texas.

Donadio joined Ernst & Young LLP in 1976, and from 1989, served as an audit partner for multiple companies in the oil and gas industry. She was the Americas Oil & Gas Sector Leader for Ernst & Young LLP from 2007, with responsibility for one of Ernst & Young’s significant industry groups helping set firm strategy for oil and gas industry clients in the United States and throughout the Americas. During her tenure as a partner with Ernst & Young LLP, Donadio held various energy industry leadership positions. She has audit and public accounting experience with a specialization in domestic and international operations in all segments of the energy industry. Donadio retired as a partner of Ernst & Young LLP in 2014.

Donadio is a member of the board of directors, the Audit and Finance Committee, the Compensation Committee and the Health, Environmental, Safety and Corporate Responsibility Committee of Marathon Oil Corporation; a member of the board of directors, the Audit Committee, and the Nominating and Corporate Governance Committee of National Oilwell Varco, Inc. (an oil field products and services company); and a member of the board of directors, the Audit Committee and the Finance and Risk Committee of Norfolk Southern Corporation. Donadio is also a member of the board of directors of Theatre Under the Stars, a trustee for the Great Commission Foundation of the Episcopal Diocese of Texas, a member of the Corporation Development Committee of the Massachusetts Institute of Technology and a member of the National Board of the LSU Foundation.

Donadio lives in Houston, Texas, with her husband of 38 years, Larry Dickerson and they have two sons, Steven and Stuart.
It was a warm summer day in August when my father dropped me off at East Hall. I was the first of his children to go to college and to a place far from the small town in Panama where I grew up.

I was scared and lonely. While I spoke English, I had never traveled to the United States, and had never been away from my family for an extended period of time. Sensing that the culture shock was significant, the wonderful house mother at East Hall offered me a single room, typically reserved for seniors. I called my father crying and told him that, if I couldn’t move into the single room, I was packing my bags and returning to Panama. This was a significant financial sacrifice. I came to LSU by virtue of a scholarship I had won in Panama that covered my tuition but had to work to save for my living expenses. Between my house mother and my dad, there was a real understanding that I needed time to acclimate to my new environment. She offered the room and he somehow came up with the extra money for it for one year. In retrospect, I regret isolating myself my first year, but learning to embrace the culture at my own pace cemented the beginning of my successful experience at LSU.

After declaring accounting as my major, I realized that, much like my house mother at the dorm, there were professors who cared for me as a person and wanted to ensure my success. Their names have stayed with me throughout the years: Dr. Fair, Dr. Swyers, Dr. Winters — but there is one who I remember often, Dr. Willard Elliott. He was my cost accounting professor and I cannot tell you how much he impacted my life. Dr. Elliott became a mentor. My senior year he stopped me after class and said he noticed I hadn’t scheduled any interviews with the accounting firms coming to campus. I told him I did not expect to stay in the U.S. to work and it was probably too late. With a mischievous smile on his face, he responded he had taken the liberty of signing me up. As he probably envisioned, I started working in Houston for Arthur Young in June 1976.

My career at Arthur Young, now Ernst & Young, spanned almost 38 years. When I retired from the firm in March 2014, I had gone from a scared young woman from Panama to being Ernst & Young’s Americas Oil and Gas Sector Leader. During my time with the firm, I grew and developed professionally, helped the firm set a strategy for our major oil and gas clients, traveled the globe, spent time with corporate executives from major international corporations, served on the Texas State Board of Public Accountancy, and chaired the Women’s Global Leadership Conference in Energy and Technology.

Post-retirement I joined the boards of three major corporations: Marathon Oil, National Oilwell Varco and Norfolk Southern.

I have made my home in Houston, Texas, where I met my husband of 38 years, Larry Dickerson and had two wonderful sons, Steven and Stuart. As I reminisce about my life, it is true that my experiences at LSU were life altering. Somehow the wonderful people at this incredible institution took the time to identify the potential in one young woman and help her achieve and excel, and for that I am forever grateful!
Robert P. Schneckenberger

A native of New Orleans, Louisiana, Robert Schneckenberger received his bachelor’s degree and master’s degree in economics from LSU in 1980 and 1982, respectively. Schneckenberger began his career in banking in 1982. Before assuming his current position at Hancock Whitney Bank, he had a 23-year career at JPMorgan Chase, most recently as the Baton Rouge Market president. He received his Series 79 and Series 63 licenses in 2012.

Schneckenberger is the senior regional president for the Western Region of Hancock Whitney Bank and is responsible for the commercial and retail operations of the bank in the Greater Baton Rouge, Louisiana area; Lafayette, Louisiana; Lake Charles, Louisiana; Beaumont, Texas; and Houston, Texas markets.

Schneckenberger is a member of the Committee of 100 for Economic Development, the Advisory Board of City Year Baton Rouge and chair of its 2019 School House Rock Committee, the board of and treasurer for the Center for Planning Excellence, a committee member for the American Heart Association Heart Walk 2017, a member of the LSU E. J. Ourso College of Business’ Dean’s Advisory Council, a member of LSU University College Advisory Board, a board member of the Council for a Better Louisiana, and a board member of the Credit Bureau of Baton Rouge Foundation. He is the 2019 chairperson for the Capital Area United Way and the chair of the RISE Cabinet for the Baton Rouge General Foundation.

Schneckenberger currently resides in Baton Rouge, Louisiana, with his wife, Whitney Vann. They have two children, Reid (20) a sophomore in aerospace engineering at the University of Colorado, Boulder and Sydney (15) a sophomore at the LSU University Laboratory School.
When I look back on my senior year of high school, I remember how close I came to not attending LSU as it was not my first choice, something I am not proud to say. I had my heart set on attending Tulane. Coming from relatively modest means, my dad said that he and my mother would figure it out but attending Tulane would require taking the bus to school. However, if I went to the University of New Orleans, he would buy me a car. As an 18-year-old, there was no choice to be made...UNO it was. During my first semester at UNO, I came up to spend the weekend at LSU with some of my high school friends and went to a football game. That was it. I was LSU bound. I started working on my dad and, after much time and effort, he acquiesced and agreed that I could go to LSU. There was one condition: the Cordoba that I had been driving to UNO would have to be returned and replaced with an AMC Gremlin, to be shared with my sister who was in her third year at LSU. I recall having a lot of first dates at LSU, but those second dates were hard to come by. I think it was the car.

One never knows what would have happened if a different path had been taken, but my decision to attend LSU was the correct one. The friends that I made at LSU have remained friends to this day. The people of the state of Louisiana provided me with an education that was affordable and as good as I wanted to make it. I will forever be grateful to this state. While I did move away for several years in my career, the siren song was too great and I had to return. I had several chances to relocate in my career and I understand and respect those that choose to do so, but I always felt like I needed to stay and repay the citizens of Louisiana for investing in me (although I am not so sure that my departure would have qualified as brain drain).

A career in banking fit nicely with the education I received from LSU. It is always gratifying to run into bankers from all over the country and see how many have graduated from or have respected colleagues that graduated from LSU. It is quite impressive. From my experience, LSU punches above its weight with the quality of students it has put in the marketplace. I hope that I have used my position to invest in the people and projects that have moved Louisiana forward. The most gratifying part of my job is to help a client thrive, acquire assets and hire people. I know that I will never be able to fully repay the people of this state for what they did for me, but I work every day to try to do so.

I am proud to be an LSU Tiger and if I am traveling and not wearing some bit of clothing that identifies me as such, my wife asks what is wrong. We are all tribal creatures, that is just part of our makeup, and we must work hard in life to recognize and rid ourselves of the biases that come with being part of a tribe. I do acknowledge that there are biases that are part of being an LSU Tiger; but in LSU’s case, those biases are justified; just ask my wife, the Ole Miss grad.
Jeffrey S. Zehnder graduated from LSU in 1989 with a bachelor’s degree in marketing.

Zehnder launched Zehnder Communications in 1996 with a mission—to change the advertising industry. From a single client in New Orleans, Zehnder Communications has grown to serve clients regionally, nationally, and internationally from offices in New Orleans, Nashville, and Baton Rouge. He believes that great strategy and great creative must drive everything the agency produces, and that everything must deliver measurable results. It is but one reason that Zehnder boasts such a high client and staff tenure—a rarity in the industry. Since day one, the agency’s mantra of “doing great work, making a difference for clients, earning a fair profit, and having fun along the way” has driven him.

Zehnder also believes in innovation. At every opportunity, he has pushed the agency to adopt new services and technologies. Today, the agency is a leader in offering the latest in digital development, social media, and research & analytic technologies to assist client marketing efforts.

Zehnder is a recipient of the American Advertising Federation’s Silver Medal Award, which recognizes lifetime achievements in the field of advertising. In 2018, he was awarded the Distinguished Practitioner Award from the Academy of Marketing Science, an international scholarly organization. In addition to leading Zehnder Communications, Zehnder is actively involved in both industry and community. He presently serves on the board of directors for the Baton Rouge Area Foundation and the Dean’s Advisory Council at LSU’s E. J. Ourso College of Business.

He has been blissfully married to Ansley Zehnder for 21 years and they reside in Baton Rouge, Louisiana, with their rescue pug, Parker.
Over the years, I have had the pleasure of serving as an adjunct professor or guest lecturer at several colleges and universities. One of the questions I’m most often asked is what college experiences shaped my life and career. Growing up in Lafayette, Louisiana, and going to school with the same 150+ people for 12 years tends to provide a sheltered and homogeneous childhood. So, arriving in Baton Rouge at a campus with thousands of students and endless choices to make on my own was quite a shock. After several missteps (that my father was keen to address in detailed letters from home), I figured it out. I found classes, like marketing, I truly loved and teachers who were passionate about helping their students find their vocations. It was refreshing to interact with so many different people with backgrounds and experiences so vastly different from my own. But most of all, I learned what it meant to be a leader — to be comfortable in my own beliefs and principles even when they were not the most popular — something that has had a profound impact on my entire life.

When asked to reflect about my time at LSU, it struck me how memories flooded into my mind as though they happened yesterday: my first drive to Baton Rouge, pledging a fraternity and meeting people from cities I had never even heard of, the first auditorium class I attended with more students than my entire high school, stopping by Free Speech Alley and hearing thoughts and ideas that had never crossed my mind, my first LSU football game in the student section, and so many other incredible experiences that really helped to shape me into the person I am today. For that, I’m eternally grateful to LSU and all of the students and faculty members I’ve come to know along the way.

Years later, after being displaced from New Orleans by Hurricane Katrina, I found myself back in Baton Rouge. I was approached about joining the Dean’s Advisory Council at the LSU E. J. Ourso College of Business. It has been such a fulfilling experience. One of the things we often discuss on DAC is how our alumni can give their time, treasure, and talent to help LSU. I’ve tried to give in each of these ways so that future graduates can forge their own path.

Today I’m proud to have several LSU tiger alumni as colleagues at my company. Similarly, we are proud to employ LSU students as interns and have offered several of them their first opportunities for full-time employment upon graduation.

Thank you for this recognition. I am deeply humbled and appreciative.
Past Inductees of the E. J. Ourso College of Business Hall of Distinction

2018
Claire L. Cagnolatti
Maurice J. Robichaux III

2017
Sarah R. Borders
James C. Parr
David B. Songy

2016
Deke G. Carbo
Fernando M. Guerrero
James O. Harp Jr.
Steven C. Walker

2015
G. Matthew McCarroll
Dale E. Redman
Richard M. Sturlese

2014
Gregory J. Hamer Sr.
Rose J. Hudson
John R. Landon

2013
William E. Balhoff
Toni E. Stephenson
Robert M. Stuart Jr.

2012
Rolfe H. McCollister Jr.
Anthony B. Ravani
Sue Wilbert Turner
Joseph C. Winkler

2011
David J. Bondy Jr.
Garret H. Danos
Teri G. Fontenot
Shaquille O’Neal
David P. Steiner

2010
Thomas J. Adamek
Donald J. Gauci
David L. Laxton III
Jerry E. Shea Jr.
Christel C. Slaughter

2009
Roy O. Martin III
Jonathan E. Martin
Richard E. Matheny
Maurice J. Coleman
William F. Borne*

2008
Edward A. Landry
Peggy B. Scott
James D. Shelton

2007
Ross J. Centanni
Laura Alexander Leach
Doyle Z. Williams

2006
James M. Bernhard Jr.
James E. Maurin
Jeffrey N. Springmeyer

2005
Joseph L. Herring
Patricia Hewlett Bodin
Bartholomew F. Palmisano

2004
Eduardo Aguirre Jr.
William S. Slaughter III
John C. Hamilton

2003
John Q. Barnidge
J. Gerard Jolly
Eddie J. Jones*
Roger H. Ogden
Kathryn M. Sullivan

2002
Richard F. Gill*
Harry T. Hawks
D. Martin Phillips
Kay G. Priestly
Frederick E. Wolfert

2001
Kerry D. Brandon
Jake L. Netterville
Julian* & Sidney Carruth
E. Robert Theriot III

2000
Herman J. Lowe*
Norman V. Kinsey*
Joseph H. Campbell

1999
E.R. Campbell
Senator Randy L. Ewing
Ronald A. Laborde

1998
Carol A. Calkins
Ulysses J. LeGrange
A. Emmet Stephenson Jr.

1997
Aaron J. Beam Jr.
J. Terrell Brown
Robert F. Kelley
Bernard F. Sligar
William W. Rucks IV

*Denotes Inductee is Deceased
The Dean's Advisory Council
exists to promote and improve the E. J. Ourso College of Business. These accomplished professionals donate their time, talents, and resources to support the dean's efforts to enhance the college's substance and image.

The Executive Committee of the Dean's Advisory Council is comprised of the officers, chairs of the component committees of the council, the dean, and other selected individuals who oversee the administrative functions of the council as a whole.

The DAC is currently led by President James Harp, Vice President Claire Cagnolatti, and Immediate Past President William Balhoff.

Thomas J. Adamek
Scott T. Agosta
Stephanie M. Anderson
William E. Balhoff
Sarah R. Borders
William E. Bradley
Patrick J. Brandau
Thomas W. Broom
Claire L. Cagnolatti
Carol M. Calkins
Deke G. Carbo
Christopher O. Carlton
Bobby L. Caston
Kenneth F. Champagne
Timothy D. Chandler
Kenneth R. Chatelain
Leviticus Cleveland
Maurice J. Coleman
David R. Crabtree
Robert J. Eddy Jr.
Carlos Femmer
Derek Fitch
James C. Flores
Flynn D. Foster
Edmund J. Giering IV
Gregory M. Graugnard
Karleen J. Green
Angela R. Guidry
Peter K. Gwaltney
Gregory J. Hamer
James O. Harp Jr.
Harry T. Hawks
Larry M. Heimendinger
Eric J. Hespehenide
Leon L. Hirsch
Gregory M. Hoffman
Tandra C. Jackson
Nicole C. Jasper
Roger W. Jenkins
S. Dale Jenkins
Jeffrey S. Jenkins
J. Gerard Jolly
Ashley R. Junek
David L. Laxton III
Charles D. Lein
Richard A. Lipsey
H. Gerald Louviere Jr.
Farrell J. Malone
Roy O. Martin III
Wendy O. Marx
James E. Maurin
G. Matthew McCarroll
Brian P. McNamara
Toby T. Menard
Dal B. Miller
G. Rolfe Miller
Shelley R. Mockler
Jessica W. Monroe
Mike Murphy
Jake L. Netterville
A. Scott Newitt
Roger H. Ogden
Thomas H. Olinde
Janet Olson
Steven T. Perret
D. Martin Phillips
Jack E. Polson
R. Craig Rathjen
Maurice J. Robichaux III
William W. Rucks IV
William W. Rucks V
William D. Sanchez
Matthew C. Saurage
Robert P. Schneckenburger
Mark C. Schroeder
Peggy B. Scott
Kyle R. Sherman
William S. Slaughter
Joaneane A. Smith
David B. Songy
Nicklos S. Speyrer
Jeffrey N. Springmeyer
David P. Steiner
Robert M. Stuart Jr.
Richard M. Sturlese
Patrick W. Suffern
J. Shawn Usher
Christian G. Vaccari
Edwin S. Vandenburg
Steven C. Walker
John E. Watson
Richard D. White Jr.
Joseph C. Winkler
Frederick E. Wolfert
Paul L. Wolfert
Clifton M. Worley
Jeffrey S. Zehnder
Robert E. Zetzmann Jr.

*Denotes Executive Committee Member