

# HALL of DISTINCTION

*E. J. Ourso College of Business*



## *Program*

*Welcome and Introductions*  
*Dean Robert T. Sumichrast*  
*E. J. Ourso College of Business*

*Remarks*  
*Chancellor Sean O'Keefe*  
*Louisiana State University*

## *Dinner*

## *Induction Ceremonies*

*Inductees*  
***Joseph L. Herring***  
***Patricia C. Hewlett***  
***Bartholomew F. Palmisano***

*Closing Remarks*



## *Joseph L. Herring*

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Joseph L. Herring is CEO of Covance, a \$1 billion provider of drug development services to the pharmaceutical and biotechnology industry. Covance has over 6900 employees in 19 countries, and the company runs large-scale human clinical trials and conducts drug safety and efficacy testing. Covance has 36 locations around the world, and its corporate office is Princeton, NJ.

Herring earned his bachelor's degree in business administration from LSU in 1978. Before joining Covance in 1996, Herring worked in the American Hospital Supply/Baxter/Caremark organization for 18 years. He served as vice president/general manager of the Oncology Division, area vice president of Caremark Homecare, and vice president of marketing for Caremark. During his tenure in the Oncology Division, Herring started a physician practice management business that achieved \$150 million in revenues in only 18 months.

Before becoming CEO, Herring was president and chief operating officer of Covance for three years. In this role, he had operating responsibility for all of Covance's business units worldwide, including Early Development, Clinical Development, Central Labs, and Commercialization Services. Under Herring's leadership, Covance enjoyed unprecedented growth and profitability, which helped drive the company stock up three fold since 2002. Herring previously served as corporate senior vice president and president of Early Development Services and was responsible for the Company's worldwide preclinical testing and Phase I services. In this position, he was instrumental in driving a business turnaround that made Early Development Covance's top performing business unit. A key accomplishment was the automation of data collection from over 5,000 different laboratory instruments around the world which enabled on-line reporting of drug safety testing results to clients. This advancement allowed Covance to become "the lab down the hall" for global pharmaceutical clients, which helped triple revenue growth and led to the addition of over 500,000 square feet of laboratory capacity.

Herring also serves on the board of directors of First Circle Medical in Minneapolis, an early stage drug development company working on proprietary technology for treating Hepatitis C.



## *Reflections*

Since my birth at Baton Rouge General Hospital in 1955, LSU has been a big part of my life. My early impressions of LSU were heavily influenced by listening to LSU football games on the radio with my father and later watching Pete Maravich set basketball records at the John M. Parker Agricultural Center.

Attending LSU as a student changed the course of my life in many ways. Most importantly, my experiences at LSU gave me new perspectives. These experiences opened my eyes to more diverse people, new ideas, and elevated levels of competition. They also gave me new tools and discipline to prepare me for life's journey.

Great LSU professors, such as Fred Endsley, John Davidson, who taught business law, and Doug Walsh, who led my first marketing class, provided inspiration to me and gave me the basic tools for thinking like a business person. Each of these professors employed a blend of textbook-type lectures, case studies and real life experiences. Almost thirty years later, I have vivid memories of those class lessons and apply some of those time-tested thought processes to my work.

During my time at LSU, I supplemented my classroom education with running my own business. For four summers, I sold educational books door-to-door for the Southwestern Company and built an organization of 36 student sales representatives. This selling and management experience provided me with an opportunity to live in different states, one in each of the four summers. While a college student, I learned the value of hard work, how to deal with rejection, and how to recruit and develop talent. Some of my fondest LSU memories were of the camaraderie of my apartment roommates who also sold books in the summertime, including Dr. Rusty Fairbanks, who is an orthopedic surgeon in Natchez, Mississippi, Dr. Terry Zelmer, who is a cardiologist in Baton Rouge, Earl Darphin, who is in management with New York Life Insurance Company, and John Trigg Wood III, who was a pilot for Delta Airlines in Atlanta.

While I've lived outside of Louisiana since graduating from LSU, I return frequently to visit my family. When I get a chance to walk through the LSU campus and visit the Quadrangle, the Student Union, or Himes Hall, I remember how everyday at LSU was a learning experience. I distinctly remember studying many late nights in the LSU Library and during the day on a bench under the live oak trees on campus. I also remember a fair number of late nights at the White Horse Tavern on Highland Road! LSU was a terrific place to learn how to balance working hard with making new friends and developing social skills.

I cherish my Cajun roots and take every opportunity to share my rich South Louisiana heritage with people around the world. For much of my early career, I was known for starting presentations with a good Boudreaux and Thibodaux joke. I live by and often quote the unknown Cajun philosopher who once said, "Nothing Great Was Ever Achieved Without Enthusiasm!"

Reflecting back on the 28 years since graduating from LSU, I feel very fortunate to have been blessed with parents who were great teachers and role models, to have lived in a state where a college education was affordable for most, and to live in a country where a person can reach their full career potential.

It is indeed an honor to be elected to the Hall of Distinction by the E. J. Ourso College of Business Administration and join the list of distinguished LSU graduates recognized in this program.



## *Patricia C. Hewlett*

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Patricia C. Hewlett is vice president of ExxonMobil's Global Information Services organization.

Hewlett earned her bachelor's degree in mathematics from LSU in 1972. In her 32-year career, she has held numerous leadership and management positions in ExxonMobil's Controllers and Information Systems organizations. She is now responsible for information systems activities for ExxonMobil worldwide.

Hewlett has served in many capacities for industry and professional organizations over the course of her career. She has been a member of the Research Board, the Conference Board's Council of Information Management Executives, the Working Council of CIO's, the College Relations Committee of the Dallas chapter of the Financial Executives Institute, and was director and Information Systems Committee Chair for the Houston chapter of the Financial Executives Institute. In 1997, she was inducted into the YWCA's Academy of Women Achievers, one of the U.S.'s most prestigious honors for professional women.

Hewlett currently serves on the board of directors of the Louisiana State University Alumni Association and the Dean's Advisory Council at LSU's E. J. Ourso College of Business. She has also served on the Executive Working Group for the American University Management of Global Information Technology program in Washington, D.C., and on the College of Business Advisory Council at the University of West Florida.

She has been active in the community, serving as director of the Houston Downtown Management Corporation, as a board member, secretary and fundraising committee chair for Avondale House, a United Way Agency serving autistic children, as a United Way Allocation Panel volunteer, and as a Houston Livestock Show and Rodeo committee volunteer.



## *Reflections*

I am truly honored to be inducted into the E. J. Ourso College of Business Hall of Distinction. It is humbling to be included amongst the very accomplished individuals honored this year and in years past.

There are so many special memories of LSU that it's hard to know where to begin. My earliest exposure to LSU was as a child, attending my first LSU football game with my parents when I was in the first grade. I grew up in Hammond, La. My dad was an LSU graduate (Forestry, 1948) and a season ticket holder. My parents and their friends would drive the 40 miles to Baton Rouge for every home game, and tailgate from the trunk of their car—no other university in the country can match LSU in tailgating traditions! I'll never forget the noise and team spirit amongst the alumni and students in Tiger Stadium that night. It still gives me chills today when I hear the Tiger band blast out the LSU fight song as they proceed down the hill toward the stadium.

I was first exposed to the academic halls of LSU when I represented my high school at the state academic rally. And then was honored to spend a summer week living on campus between my junior and senior year as a participant in Girl's State. That special connection with LSU was already in my blood. In talking with my parents on my options for college, we had narrowed it down to Sophie Newcomb at Tulane, Mississippi State College for Women in Columbus, Mississippi, and LSU. It was an easy choice for me, and LSU it would be!

It was a bit daunting for a small town girl to attend a university the size of LSU; the student body population then was over twice the size of my hometown. But I quickly discovered that warm Southern hospitality of LSU and learned that it was fairly easy to find your own smaller niche of friends within the bigger campus environment. I moved into Powers dorm and attended rush, pledging Kappa Delta where I made some wonderful friends for life. The rules that applied to young women on campus in 1968 would be quite humorous to students today - women were not allowed to wear pants or shorts on campus, so when you had a date that involved walking across campus to Tigertown to see a movie, you would wear a skirt and carry a change of clothes to switch into once you got past the gate. There were curfews for girls in the dorms as well - 10pm on week nights and midnight on weekends - and you were grounded for a whole weekend if you were only 5 minutes late (and that happened to me more than once).

My fondest athletic memories of LSU were seeing LSU's basketball team finally gain national recognition under Press Maravich and his star son, Pete. On a lark, I tried out for basketball cheerleader (then known as Pom-Pom Girls) and was selected. My sister and my roommate were also on the squad. Through the basketball team, I had my first opportunity to travel on an airplane - we flew the old LSU DC-3 aircraft to New York, when the Tigers competed in the NIT. I was completely star-struck by the opportunity to cheer for the Tigers on the floor of Madison Square Garden.

I owe LSU a great deal for my career success at ExxonMobil. I recall my father telling me to get a good education, because it was something that no one can ever take away from you. He also told me that the college degree (and good grades) signified to a prospective employer much more than what you learned in the classroom; excellence in your college years demonstrated that you had an eagerness and capability to learn, and had the self-discipline and ambition to excel at something in life. He was absolutely right. My degree from LSU has opened many doors for me in my career, allowing me to fulfill managerial roles in finance, accounting, and information technology I never dreamed would be possible when I graduated.

I've had the opportunity to stay closely involved with LSU by recruiting many new employees for ExxonMobil from the E. J. Ourso College of Business, by being a board member for the LSU Alumni Association, and serving on advisory councils for the accounting and ISDS departments and now on the Dean's Advisory Council at the E. J. Ourso College. I continue to be impressed with the quality of faculty, students, and staff, and am excited about the future of the college under Dr. Sumichrast's leadership.

I love my alma mater for all that is and all that it can be, and remain committed to support LSU in the future. Thank you for the honor of being included in the Hall of Distinction.



## ***Bartholomew F. Palmisano***

*Bartholomew F. Palmisano*

Bartholomew F. Palmisano, Sr., is the co-founder, chairman, president and CEO of Orthodontic Centers of America. He is also a licensed attorney in Louisiana and a Certified Public Accountant licensed in Louisiana.

Palmisano earned a bachelor's degree in accounting from LSU in 1969. He went on to receive a Juris Doctorate from Loyola University in 1975, and a master's degree in accounting and taxation from the University of New Orleans in 1986.

Palmisano founded OCA in 1989. He has served as chairman of the board since June 2001, as CEO since 2000, as president since 1999 and as a director since 1994. He also served as a co-CEO from 1998 to 2000 and as chief financial officer from 1989 to 1998.

Prior to founding OCA, Palmisano operated his own private practice and has a wide range of expertise in recognizing opportunities and identifying and correcting problems within rapidly growing companies. Accordingly, he has expertise in negotiating, resolving disputes and establishing new business relationships. He was managing partner in the firm of Palmisano & Vignes, CPAs, where he was responsible for managing all aspects of a growing practice of ten professionals as well as client responsibilities.

Palmisano began his professional career in 1969 with Main Lafrentz and Company, a national CPA firm. After obtaining his law degree in 1975 he worked for J.K. Lasser and Company, another national CPA firm, in its tax department. In 1977, he began his own practice while teaching at the University of New Orleans.



## *Reflections*

When asked to think about my time at LSU from 1965 to 1969, a number of things immediately come to mind. The Vietnam War was escalating, women at LSU were fighting for the right to wear pants to class, the English Invasion led by the Beatles was in full force. Classes were extremely full mainly because there were 11 million babies born in the U.S. in 1946 and the largest baby boom in American history was now going to college.

One of my most vivid memories is the four years that I lived in East Stadium dorm on the 5th floor. It was all men sharing one telephone, no air conditioning, one very open bathroom and three of us to a room. The cost was \$81 per semester. Our floor was referred to as the United Nations because about 50% of us were from outside of the U.S. I had roommates from Jordan, Iran, Cuba, India, Japan, Thailand and New Roads, La. I made a lot of friends and really got to understand that everybody was the same.

Academically, I was a decent student, but not really noticed by my teachers (same problem with the women). In fact, after I graduated, I joined a national CPA firm and pretty quickly passed the CPA exam. With that being said, I did see one of my old accounting teachers shortly thereafter that I think did remember me and stopped to say hello. He asked how I was doing and if I had taken the CPA exam yet. I told him I passed it and his mouth dropped open and he said "You did?" I guess he didn't see the potential.

I learned a lot of things in class, but I learned a lot more from the people that I met at LSU. I think we all taught one another to not be afraid to think of new ideas and not be afraid to disagree or change. Ironically, I worked hard to get through undergraduate school really quickly so I could get into the "real world" to make money, but the day I left I missed LSU so much I wanted to go back.

My first non-manual labor job, of which I had many while at LSU, was with a national CPA firm. I was there about 4 years mainly managing audits and doing taxes. It was a great experience because I got to see a lot of businesses and people who ran them. I got to observe the things that worked and the things that didn't. I was really interested in the complexities of the tax law and I decided to go to law school. By that time I was married with two kids and continued to work at the firm part time, picked up some clients on my own to supplement my income and went to law school during the day. I graduated in 1975. Child number three was born the week after the bar exam and our last \$1,000 in savings went to the hospital. We were basically broke, but I was really educated.

About a year after that, a friend of mine suggested that he and I ought to open our own firm. The only problem was that we had no clients, and I had three kids and another on the way. He knew that UNO needed an instructor to teach tax, so I applied and got the job. While teaching, I was able to develop my practice and put bread on the table. That was the first time I worked for myself, and I felt liberated. The entrepreneurial bug really caught hold. The practice began to grow rapidly, and for the first time in my life, money was not an issue. Somewhere along the line at UNO, I got a master's degree.

Things were proceeding well financially, but in 1989 I got the urge to start a business, buy a business, or do something other than what I had been doing for about 20 years. I had a client on the west bank of New Orleans who was an orthodontist. He had some financial issue and moved back to Florida, where he bought a practice that used an advertising firm to bring patients in. I had a number of clients who were doctors, and they all had difficulties with the business aspects of their practice. They were

great clinicians, but nobody ever taught them to be businessmen. He knew a lot of orthodontists and I knew a lot about business and organization. We figured we could probably make this vague concept into a business. I told my wife that I was going to sell my firm to my partners, get an apartment in Florida, and spend about 10 days a month away from home. I was 43 years old, and by that time we had 6 kids. She said "Sounds fine, what you want for dinner?" Neither one of us thought twice. That's a true story.

Then the work started to take shape and be executed. In a period of about 2 years, the business was growing well, generating good cash flows, the doctors were making more money than they ever had. By the end of 1994, we took the company public. The name was Orthodontic Centers of America, recently changed to OCA.

We are a New York Stock Exchange Company based in Metairie. We have about 600 offices worldwide with operations in Japan, Spain, Mexico, and we are starting in Brazil and China. Our annual revenues are about \$400 million. We are very high tech. Basically, we handle all business matters in dental practices. We do all of the software, billings, real estate, human resources and payroll, bill paying, insurance filings, practice consultation, collections, financial reporting, marketing, and provision of capital. We have no competition and after a terrible merger in 2001, are back to an expansion program. In 2005 we will be offering the same services to medical doctors. Our previous focus was orthodontists, a market of about 9,000 in the United States. The market for all dentists and medical doctors is 100 times that size in the United States.



Established in 1996, the Hall of Distinction recognizes individuals who make significant contributions to business, academia, or government, as well as to the community. The Hall of Distinction is not strictly limited to alumni, but nominees are expected to have a strong connection with the E. J. Ourso College of Business.



## HALL OF DISTINCTION PAST INDUCTEES

### 2004

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

### 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 "Marty" Phillips  
Kay G. Priestly  
Frederick E. "Rick" Wolfert

### 2001

Kerry D. Brandon  
Jake Lee Netterville  
Julian & Sidney Carruth  
E. Robert Theriot III

### 2000

Herman J. "Monday" Lowe  
Norman V. Kinsey  
Joseph H. "Jay" Campbell

### 1999

E. R. "Bo" Campbell  
Randy L. Ewing  
Ronald A. Laborde

### 1998

Carol A. Calkins  
U. J. LeGrange  
A. Emmet Stephenson

### 1997

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

### 1996

James C. Flores  
Robert S. Greer, Sr.  
Susan Meredith Phillips  
G. Lee Griffin

