

LSU

E. J. OURSO
COLLEGE OF BUSINESS

Hall of Distinction
March 31, 2006

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

Tribute to E. J. Ourso

Dinner

Induction Ceremonies

Inductees
James M. Bernhard, Jr.
James E. Maurin
Jeffrey N. Springmeyer

Closing Remarks



James M. Bernhard, Jr.

James M. Bernhard, Jr.

James M. Bernhard, Jr. is the founder, chairman and CEO of The Shaw Group Inc., a vertically-integrated, global company offering a broad range of technology and engineering services to the energy, chemical, environmental, infrastructure and emergency response markets.

Under Bernhard's leadership, The Shaw Group has grown dramatically through a series of strategic acquisitions to over \$3 billion in revenues since its inception in 1987. Shaw has twice been named to the Fortune 500 and is one of the youngest companies to appear on this prestigious list. The company was also named twice as one of "America's Most Admired Companies" by Fortune magazine. Headquartered in Baton Rouge, Louisiana, Shaw employs 20,000 people at its offices and operations in North America, South America, Europe, the Middle East and the Asia-Pacific region.

In 2001, Bernhard was the recipient of the Ernst and Young "U.S. Entrepreneur of the Year" Award. His professional accomplishments were also featured in a cover story in the April 1, 2002 issue of Engineering News-Record.

Bernhard was recently inducted into the LSU Alumni Association Hall of Distinction. He has received the Corporate Champions for Children Award, LSU College of Education's "Special Recognition" Award. He was named Perpetual Founder of Catholic High School in Baton Rouge, and received the Tiger Athletic Foundation Augie Cross Memorial "Member of the Year" Award.

Bernhard is a board member for the Louisiana Legislative Black Caucus Foundation and was recently named as a member of the National D-Day Museum's Board of Trustees for 2005-2006. He is a member of Select Council for Revenues and Expenditures (SECURE) for Louisiana's Future and serves on the Committee of 100 for the State of Louisiana. Mr. Bernhard is also a major benefactor to both Louisiana State University, Louisiana Tech University and at Southern University, where he served as an adjunct professor. He is a member of numerous trade and civic organizations.

Prior to founding The Shaw Group, Bernhard was vice president and general manager of Sunland Services, a state-of-the-art pipe fabrication company, which was later acquired by Shaw. He also served on the board of directors of Barnard and Burk Engineers & Constructors from 1984 to 1986.

Bernhard is a native of Baton Rouge, Louisiana, where he currently lives with his wife Dana and their children. He graduated from Louisiana State University in 1976 with a bachelor's degree in construction management. Bernhard enjoys traveling, golf, hunting, fishing, and most importantly, spending time with his wife and children.



Reflections

Growing up in my father's house, you learned about LSU at a very early age. My father was the first graduate from Catholic High School in Lafayette to receive a football scholarship to LSU. Both he and my mother bled purple and gold and they passed this love for LSU on to their children. We attended the games or listened to them on the radio without exception.

My favorite player when I was a young boy was a guy named Jerry Stovall. He was my hero and I cheered him on faithfully - except I thought his name was Jerry Snowball. In fact, I admired Jerry so much, I honored him by naming my first dog after him. Snowball was a good dog.

And from there I was snowballing my way straight to LSU. I always knew LSU was the school for me and could not wait to get there. I enrolled in construction management and the lessons I learned there are still benefiting me today. I learned a lot of things at LSU that continue to have an impact on my life and career, like time management, setting and sticking to priorities, and business management procedures. But by far, the most valuable advantage of my time at LSU was an ability to think logically and approach challenges creatively and aggressively. My studies at LSU and my experiences there instilled the confidence to make timely decisions, produce solutions and motivate others to excel.

I owe a lot to Rudy Aguilar, an LSU professor who taught project development. He was one of the most influential professors I had during my college years. At the time, he was developing the Hilton hotel in Baton Rouge and he would share anecdotes about his experiences creating such a large-scale property. I was fascinated. I took the lessons Rudy taught us about strategic planning and project development and applied them to my first business plan. I used that business plan to start a company called The Shaw Group.

My time at LSU was integral in training me to set priorities and manage my time most effectively. I held many jobs while I was at LSU, from delivering telephone books to working construction. I always had a pretty good work ethic but juggling classes and an aggressive work schedule really challenged me. I quickly realized that in order to meet your goals you have to keep a sharp focus on the end result and not waste a minute making your way to the finish line. This understanding has served me well personally and professionally and I believe that it has helped me motivate others to work hard, too.

I did hold one enviable position during my time at LSU and this job was critical in terms of developing my negotiation and communications skills. In exchange for free meals, I worked at an [undisclosed] sorority house. As you might imagine, assisting easily distracted college co-eds was extremely challenging. They changed their minds quite often so I had to learn to be flexible and easily adapt to change. As demanding as it was, it was definitely one of the best jobs I had while at LSU.

I am humbled and honored by this recognition. LSU provided me - and continues to provide its students - with the crucial skills necessary for project development: coherent thought, logical risk calculation, and a respect for excellence. These lessons have undeniably been a factor in the accomplishments of The Shaw Group. I am grateful to all those faculty members and fellow LSU students who made my time on campus so productive and valuable.

I would also like to thank the great people I have worked with over the years who helped me take that first business plan and turn it into a successful company. I am so proud to be associated with them. Most importantly, I would like to thank my family for their support and for bringing joy into my life. I would particularly like to thank my wife Dana, who is not only my best friend, but my most trusted advisor.



James E. Maurin

James E. Maurin

James E. Maurin is one of the founders of Stirling Properties and currently serves as its chairman. In addition, Maurin recently served as the 2004-2005 chairman of the International Council of Shopping Centers (ICSC). He is currently a member of ICSC's board of trustees, and previously he served as vice president of its Southern division and ICSC state director for Louisiana.

Maurin is a member of the Urban Land Institute (ULI), the World President's Organization (WPO), The Committee of 100, Tulane University Business School Council, the LSU Foundation, the LSU Tiger Athletic Foundation (TAF), and the LSU E. J. Ourso College of Business Dean's Advisory Council. With ULI, he serves as a member of the board of directors for ULI's Louisiana District Council, and is a past chairman. Maurin currently serves as chairman of WPO's Louisiana chapter. At LSU, he serves as Chairman of the Tiger Stadium Expansion Committee and a member of the TAF Advisory Board. He is also a member of the board of Ochsner Foundation Hospital in New Orleans.

Maurin earned a bachelor's degree in aerospace engineering from LSU in 1970. He received an MBA from Tulane University in 1972 and began his career as a CPA with the international accounting firm of Ernst & Ernst. In 1975, with partner Roger Ogden, he began his career in real estate development founding the firm Maurin-Ogden, later changing the name to Stirling Properties.



Reflections

Growing up in Hammond, Louisiana, I was introduced to LSU and the LSU campus at an early age. Like most, it started with Saturday nights and LSU football, first listening to the broadcast of the game on WWL, and then attending my first game at age 8 with my Uncle Billy and my brother Bob. That was 1956, a pretty good time to become an LSU football fan. In 1958, Uncle Billy took me to every home game that championship year, including the Sugar Bowl. If that wasn't enough, witnessing Billy Cannon's great run in 1959 all but guaranteed my decision to enroll as a freshman. I will be forever grateful to those two Billys; attending LSU was the first, most important decision of my life. My thanks also to the greatest parents in the world, Bob and Lillie, for their love and support growing up, which got me there.

With that bit of LSU athletic tradition influencing my decision to become a freshman in the fall of 1966, little did I know that among the 4,000 members of my class would be "Pistol" Pete Maravich, a basketball player who would entertain and amaze me and redefine LSU basketball while playing four years in a basketball arena called the cow barn.

I still remember the day I arrived on the campus and moved into Graham Hall with my roommate and best friend from Hammond, George Scherer. After going through fraternity rush I pledged Kappa Sigma and was elected pledge class president. Rush chairman that year was Roger Ogden; he convinced me to pledge, and 10 years later, the two of us founded Maurin-Ogden and began developing shopping centers. That partnership and friendship still exists today, 30 years later. The company is now called Stirling Properties.

After a couple of weeks on campus, in the middle of Junior Division elections, I met a girl from Deridder, Louisiana, in front of the Union, Lillian Crosby. We had our first date soon after, and 4 years later, the week after her graduation, I married the love of my life. That partnership of almost 36 years has also been successful and productive, yielding three beautiful daughters, Carla, Caroline, and Marli, and four grandchildren (and counting).

I came to LSU thinking I wanted to be a rocket scientist as I was inspired by President Kennedy's pledge to put a man on the moon in the decade of the 60's. I graduated in Aerospace Engineering in the fall of 1970 and I had the good fortune to work as an intern for Boeing in the summer of 1969 and made my little contribution in putting Neil Armstrong on the moon with Apollo 11. That was the beginning and the end of my career in aeronautics.

I developed my passion for politics during my years at LSU. I have vivid memories of Junior Division and Student Government elections, Free Speech Alley, the Vietnam war, the assassinations of Bobby Kennedy and Martin Luther King and the Democratic Convention in Chicago in 1968 which I attended. I was elected the Interfraternity Council President in 1969 during a period of great turmoil on campus and in our country. My leadership positions on campus put me in touch daily with legendary campus administrators Jim Perry, Jim Brasher, and Dean of Men Arden French. They all made a memorable contribution to my LSU experience.

During my years at LSU, I made the best friends of my life; friendships so meaningful that they are still the best friends of my life today. I am truly honored to be inducted into the E. J. Ourso College of Business Hall of Distinction, and I wish to share this honor with them.



Jeffrey N. Springmeyer

Jeffrey N. Springmeyer

Jeffrey N. Springmeyer is the president of Geophysical Pursuit, Inc. (GPI) a privately owned seismic data company that he co-founded in 1984. GPI owns seismic data (2D & 3D) in over 12 states and the Gulf of Mexico that it licenses to oil and gas exploration companies.

Prior to GPI, Springmeyer worked in the Houston office of Seismic Exchange, Inc., a New Orleans-based seismic firm with marketing responsibilities to numerous oil and gas companies.

Springmeyer earned his bachelor's degree in marketing from LSU in 1981. While at LSU he served as pledge trainer and president of Kappa Sigma fraternity. Springmeyer currently serves on the Dean's Advisory Council at LSU's E. J. Ourso College of Business and is an LSU Foundation member. He is a past member of the Tiger Athletic Foundation Advisory Board, and was a 2004 Hall of Honor inductee into the LSU Gamma Chapter of Kappa Sigma fraternity. He has also served on the board of the Bank of Tanglewood, where he was an initial director and shareholder prior to the bank's acquisition by the Bank of Texas. He also continued as a board member of the Bank of Texas.

Springmeyer has served in various leadership roles within both his church and children's school. He was chair of his church's capital campaign and as a school board member he served as annual giving chairman. He has coached more than 30 youth sports teams since 1989, and is a member of the Houston Country Club. Springmeyer and his wife Amie, a 1981 LSU graduate, will celebrate their 25th anniversary in September, 2006, and have four children. Reid is a senior at LSU and Ryan is a senior at The University of Texas, both studying business. Ashley is a sophomore at LSU and Robby is in the seventh grade at First Baptist Academy.



Reflections

After visiting an LSU football game in the fall of 1976, I only applied to one university. In the fall of 1977, after my parents helped move me into Power Hall they gave me two pieces of advice: enjoy college and graduate in 4 years. I did both! I have passed on the same advice to my children. My years at LSU were as good as it gets, but each facet of life has great times, just different kinds of fun and achievements. Most of my 4 years were spent at the Quad, CEBA, Kappa Sigma Fraternity house (where I lived 4 out of 8 semesters), and well, ok, the Cotton Club! I still enjoy the walk across the parade ground every time I am in Baton Rouge heading to Tiger Stadium.

I would not be in the geophysical business today had I not gone to LSU and met my good friend John Havens, whose dad hired me in 1981. I was engaged 3 months prior to graduation so a job offer was perfect timing. The seismic business is a very technical business, but their firm and our current one is primarily involved in a non-technical role within the seismic business. Due to our extensive seismic assets in South Louisiana, my LSU background has been a great benefit in my business dealings. The academic background I received from LSU in all the departments, but especially the college of business, equipped me with the necessary tools for industry. Serving as president of the Kappa Sigma Fraternity in the fall of 1980 gave me a unique background on various walks of life from all over the state and nation. The friendships acquired at LSU have been numerous and long-lasting. Living in Houston there is a special impetus to reach out to fellow LSU alumni. Amie and I have hosted numerous LSU recruitment meetings in our home and view it as an opportunity to give back to this great university.

One of my most unique experiences while at LSU was speaking at the funeral of our head cook, Flo Wilson. She had served the fraternity for over 25 years and everyone loved Flo. The pastor notified me 5 minutes prior to the start of the service that he was going to call me up to the pulpit. I was as nervous as a cat on a hot tin roof! The words came easy due to the grace of God and the feelings we all shared for Flo. This experience ended any and all fear I had of speaking in front of large groups.

Lastly, I am fortunate to have a supportive wife that has provided encouragement to my business career especially, in our early years of marriage when GPI got started. We dated all through our time at LSU and got engaged during Mardi Gras of our senior year. Therefore, when we visit LSU it is especially fun. When we returned to LSU to move two of our children into their dorms it brought back wonderful memories of our time at LSU.

I am flattered and humbled to be included into the E. J. Ourso College of Business Hall of Distinction. I am grateful to LSU for the numerous opportunities it has provided for me and my family.



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

2005

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

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



E. J. Ourso

E. J. Ourso

“Think. Dream. Never Quit.”



In Memory

In 1996, LSU's College of Business was renamed the E. J. Ourso College of Business in recognition of a generous gift from entrepreneur and philanthropist, E. J. Ourso and his wife, Marjory. Ourso passed away Sunday, December 18, 2005. He was 82.

Ourso and his wife co-founded Security Industrial Insurance Co. with \$10,000 in 1948. Over the years, the venture grew to include insurance companies, funeral homes, and cemeteries.

Even before becoming a millionaire, Ourso was known for his philanthropic endeavors, particularly his contributions to LSU and local religious schools and charities.

"LSU and the state of Louisiana were fortunate to have a benefactor like E. J. Ourso," said LSU Chancellor Sean O'Keefe. "He has done much to help foster education and is an inspiration for young Louisiana entrepreneurs."

E. J. Ourso College Dean Robert T. Sumichrast said it was Ourso's donation of time and ideas throughout the years that made a difference in the lives of many students.

"Our students benefited from his ideas on life and business. Many times over the years, E. J. would give a lecture in a course or address the student body about his experiences in life and business. Even as his health declined, he opened his home to classes and hosted students in his home, continuing his trademark of guiding our students."

The knowledge that Ourso shared with students over the years is preserved in his autobiography *Dreaming Impossible Dreams*, co-authored by management instructor Dan Marin.

Ourso is survived by four of his seven children: daughters Cecile Caballero, Cindy Ann Ourso, and Lori Babin, and son Sidney J. Ourso.

E. J. Ourso College of Business

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