

FIVE DECADES OF ULM ALUMS SHARE THEIR LEGACIES OF SUCCESS

LEGACIES

what's your legacy?

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at Monroe



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LOUISIANA
at Monroe

FIVE DECADES OF ULM ALUMS SHARE THEIR LEGACIES OF SUCCESS

After a successful 2013, ULM looks to continuously grow and expand our reach, welcoming more students from around the world to the ULM family. ULM is at the epicenter of North Louisiana commerce and economic development, and our recent achievements strengthen the ability of the university to continue to provide quality education, services, jobs, and cultural and athletic events to people of the region and beyond.

Here are some of ULM's most recent achievements:

- ULM's online MBA was ranked 87th in the nation by U.S. News & World Report. No other institution in the state was ranked.
- The Carbon Flux Tower became ULM's newest biology research tool, monitoring carbon dioxide concentrations in a bottomland hardwood forest, placing ULM on the national and global map for research, along the likes of Duke University, Harvard University, and The University of California, Davis.
- NASA awarded ULM's School of Education a grant to fund academic outreach programs as part of NASA's Summer of Innovation.
- The Louisiana Pharmacists Association named Dr. Anthony Walker Louisiana Pharmacist of the Year for 2013.
- ULM alum, Eric Liew, donated \$1 million toward the building of the International Student Center.

At ULM, our goal is to support the development of higher education by hiring quality professors, providing innovative technology, and giving students a place to call home on our campus.

Our hope is that you continue to see the value that our university provides by investing in our future. ULM has a strong foundation, and we know that you will help us continue to thrive.



Nick J. Bruno, Ph.D.
President
University of Louisiana at Monroe



KAY ST. JOHN

NORTH TEXAS PRESIDENT
BRANCH BANK & TRUST

As the North Texas President of the ninth-largest bank in the United States, Kay St. John spends much of her days living her dream. She always wanted to be a banker, and she credits ULM for helping her turn her education into a career.

“I knew I wanted to be a banker upon graduation, and my business degree from ULM qualified me to be an internal auditor for a predecessor bank to JPMorgan Chase in New Orleans,” said St. John. “This role taught me all about banking, which allowed me to decide which areas to focus on.”

St. John earned a BBA in Business Administration in 1974, and now works with banking giant, Branch Bank & Trust (BB&T).

St. John joined BB&T in December 2009 after 29 years with Hibernia National Bank — now Capital One — and three years with Wells Fargo.

Kay urges students to... “work hard, stay knowledgeable in your field and the world...find a mentor to help make you successful.”

St. John credits Dr. JT Hood, Dr. Dwight Vines, Dave Norris, and Dr. John Luffey with helping her reach her career goals.

*work hard and stay knowledgeable
in your field and the world*



BBA
1977

MBA
1980

SUSAN HOFFMANN

PRESIDENT, NORTHEAST LOUISIANA MARKET
JPMORGAN CHASE

“As a ULM grad, there is an additional obligation that we all share, and that is to give back to our university and our community. The giving back comes in many forms including: financial, time, participation in ULM sponsored events, and being an advocate of the university. It helps all of us when ULM and our community grow with excellence.”

Susan Hoffmann received a BBA in Finance in 1977 and an MBA in 1980 — earning a 4.0 GPA.

*give back to our
university and our
community*



MEL KNOTTS

ASSOCIATE GENERAL COUNSEL
SAUDI ARABIAN OIL COMPANY

From Monroe, to Texas, to Saudi Arabia, Mel Knotts takes ULM with him wherever he goes. Knotts graduated in December, 1980, with a Bachelors of Business Administration. He currently serves as Associate General Counsel of the Saudi Arabian Oil Company (Saudi Aramco), based in Dhahran, Saudi Arabia.

Knotts is confident that his education from ULM has greatly benefitted him throughout his career. “I feel that my undergraduate education at ULM helped to form my understanding of corporate business, which is essential in my current role.”

Knotts believes that a successful college career begins with balance. “I have always believed that a healthy balance in life is the key to success. I would advise a young person now in school to work hard, pay close attention, and soak up as much as they can from their professors and fellow students alike. Learn as much as you can at this time in your life, but find time for recreation and extra-curricular activities, and enjoy your time in school.”

Mel takes pride in his contributions to ULM, and those memories last a lifetime. “I have many great memories from ULM, including being a part of the 1978 football team and the inaugural kick-off to open Malone Stadium in 1978 — a 21-13 win over Arkansas State! Academically, I have many fond memories... including talks with my Economics professor — and counselor — Dr. Ernest Moser.

*a healthy balance in life
is the key to success*



BA 1983 MED 1985

DR. LAVELLE HENDRICKS

ASSISTANT PROFESSOR OF COUNSELING
TEXAS A&M COMMERCE

“ULM provided me with the co-curricular experience. The learning took place both inside and outside of the classroom. The lectures gave me a foundation to become a scholar, and my time outside of the classroom, allowed me to develop leadership skills, communication skills, and assertiveness skills. I owe much to ULM and have pledged to give back because she gave me so much.”

Dr. LaVelle Hendricks graduated in 1983 with a Bachelor of Arts in Pre-Law, and a Master of Arts in Education in 1985.

*learning takes place
inside and outside
the classroom*



REGGIE ROBERTS

VICE PRESIDENT FOR FOOTBALL COMMUNICATIONS
ATLANTA FALCONS

Reggie Roberts received a Bachelor of Arts in Journalism in 1986. The journey that began in a classroom in Brown Hall, now finds Roberts entering his 23rd year as a National Football League (NFL) executive, and 11th year as the VP for Football Communications for the Atlanta Falcons.

Roberts remembers the time spent at ULM and how that time shaped his future. “I have several great memories which include fraternity life — Alpha Phi Alpha Fraternity Incorporated — and my four years in the ‘Sound of Today’ marching band... But, the best memory is of the great relationships and friends I made while in school at ULM. ULM is a special place.”

When asked what advice he would give to students looking to gain an edge and ensure success, Roberts said, “Perhaps the most important piece of advice that I tell students is that ‘the details matter.’ Always pay attention to the details. If you take the path of least resistance simply to get the job done quickly, your career journey will be a short one. The other key point I share with students from my home state is to never be intimidated. Work hard, ask questions, and be thorough.”

*work hard, ask ques-
tions, be thorough...
the details matter*



BGS 2003 MED 2009

ALBERTA GREEN

OWNER
ABG COUNSELING AND CAREER CONSULTING, LLC

LEAD ORGANIZATIONAL EFFECTIVENESS CONSULTANT
CENTURYLINK

Alberta Green uses the education she earned from ULM to further her personal and business relationships, while encouraging and nurturing others on their destination toward success.

“The education I received from ULM set the stage to my success by providing extremely experienced, knowledgeable, proficient, and sincere instructors that allowed me to develop into the confident, action-oriented, multi-competent professional I am today,” said Green.

Green earned a Bachelor’s of General Studies in Arts and Humanities and Natural and Social Sciences in 2003, and a Master’s in Mental Health Counseling in 2009. She is a licensed Professional Mental Health/Career Counselor and the owner of ABG Counseling and Career Consulting, LLC.

Her small business success is just one aspect of her career. She also serves as the Lead Organizational Effectiveness Consultant for fortune 150 telecommunications company, CenturyLink.

Green’s numerous endeavors help keep her focused on her goals. She encourages those seeking education to “Believe that today is the first day of the rest of your life — no regrets. Believe that you can achieve any goal set before you, and by believing in yourself, you will reflect the success that is already inside of you.”

believe you can achieve



BRENT TIPPEN

GLOBAL MEDIA RELATIONS ADVISOR AND SPOKESMAN
CHEVRON CORPORATION

Brent Tippen graduated in December 2007 with a Master of Arts in Communication. He currently lives in San Francisco, Calif., and works for Chevron Corporation as its Global Media Relations Advisor and the Chevron Spokesman.

While studying full-time at ULM, Tippen also worked for U.S. Senator David Vitter as a Northeast Louisiana Regional Director, advising the senator on complex issues in congress and in Louisiana.

“I feel like I grew professionally in the Senate when we worked through Hurricanes Katrina and Rita,” said Tippen. “I coordinated with the Department of Homeland Security, FEMA, the Governor’s office, and many other agencies to help bring Louisiana residents the resources they needed to make it through the worst crisis our state has ever seen.”

Tippen’s advice for students comes from his own experiences. “I think one of the strongest pieces of advice I could offer to other students or professionals is to always work hard and put yourself in uncomfortable situations to let your talents and abilities shine,” said Tippen. “It’s in those very difficult situations that we truly grow and learn to become the best that we can be.”

*it's in very difficult
situations we can grow
and become the best we can be*



CARRUNDLAS MATHEWS

REGISTERED NURSE
ST. FRANCIS MEDICAL CENTER

“ULM’s nursing program not only provided me with the foundation needed for nursing practice, but also helped shape me into the professional nurse that I am today. If one has faith and the ability to persevere, nothing is impossible.”

Carrundlas Mathews graduated in 2012 with a Bachelors of Science in Nursing.

*with faith and
perseverance nothing
is impossible*



DOYLE JETER

ULM PRINTMAKING INSTRUCTOR

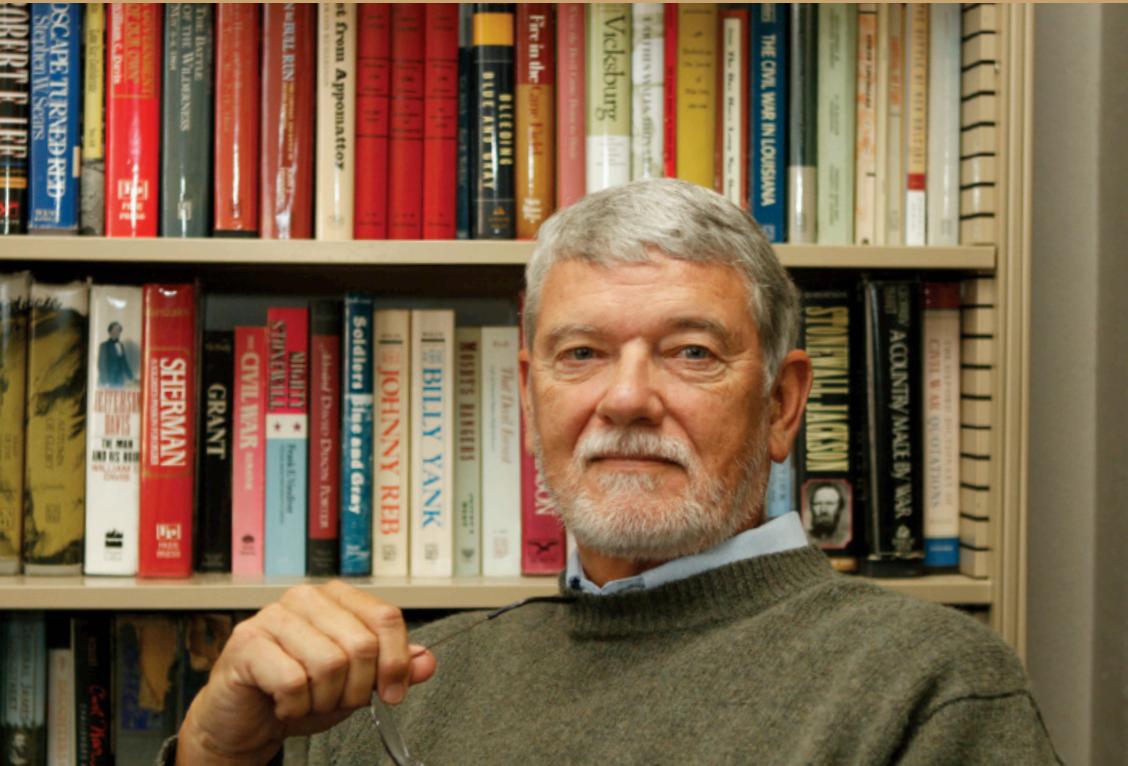
Enoch Doyle Jeter — a printmaking instructor — is a teacher, an artist, a pub owner, a supporter of all things Irish, and the host of the longest running birthday celebration in the world for Beatle John Lennon.

In 2013, Jeter provided the illustrations for “She Loves You,” the third novel of Jude Southerland Kessler’s nine volume series depicting the life of John Lennon.

“She Loves You” portrays one of the most memorable parts of Beatles history, the famous “invasion” of British music and culture in 1960s America.

To learn more, visit:
www.johnlennonseries.com/products.html

faculty spotlights



TERRY JONES ULM PROFESSOR OF HISTORY

Dr. Terry L. Jones, professor of history, contributed 16 articles to the New York Times online “Disunion” series commemorating the Civil War’s sesquicentennial. Three of his previous articles — “The Southern Cross,” “Under the Knife,” and “The Free Men of Color Go to War” — are included in the new book “Disunion!,” published by the Times.

To read Jones’s articles, visit:
opinionator.blogs.nytimes.com/author/terry-l-jones/

LEGACY

a student's perspective

BY BRANDON BOWMAN

Legacy for many is defined by the things that one leaves behind after passing. Legacy consists of wealth, friendships, or accomplishments. Legacy can be an empire spanning across millions of miles and multiple continents. Legacy can also be a single act of kindness to a stranger. What makes a legacy important is not its scope. It does not have to be grand, nor does it have to be modest in order to be important. Legacy is meaningful because of its centrality to one's life; One's legacy is one's self.

As every action and every decision defines who a person is, it also defines their legacy. Yet we must remember that it is not solely our big actions and important decisions that make us who we are. Yes, these things define us and make up a large portion of our identities, but the action of obtaining one's undergraduate or graduate diploma should be just as important as the decision to get out of bed and get to class or work on time on a rainy Monday. We should count the choices of sleeping in and skipping class or work just as important in defining ourselves and our legacies as any other accomplishment, action, or choice.

As for my legacy, I don't necessarily want it to be grand or far-sweeping. I don't need it to keep me around in the minds of millions for generations upon generations. No, what I want my legacy to have is nuance. I want my legacy to be judged by all of my decisions, not just those that made me great, but those that made me flawed and made me human. If legacy is what we leave behind, I want to leave behind myself—my whole self.

Brandon Bowman is seeking a Master of Arts in English. He received his Bachelor of Arts from ULM in 2012.

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what will be your legacy?

The ULM Magazine

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