



To: The Flores MBA Classes of 2009 & 2010
 Subject: 2009-2010 MBAA Officer Election



Spencer Drury

Presidential Platform

Ladies and Gentleman:

The MBA Association is *our* organization. With the hard work and efforts of its members and officers both past and present, the MBA Association has become a model student organization in both the E.J. Ourso College of Business and Louisiana State University as a whole. As a nominee for President of our MBA Association, I have drafted a plan to build upon the culminated successes of the organization to ensure it delivers more benefits to its members than ever before!



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Our Constitution Preamble

We, the members of the Master of Business Administration Association, recognize the importance of developing business knowledge, skills and professional contacts for the continued advancement of ourselves, our college, our university and our community. We hereby establish this Constitution to provide guidelines for future members to ensure satisfactory performance of the organization.

THE FOUNDATION

BUDGET

The current MBA Association officers have done a tremendous job of conserving funds generated by member dues. By conservatively raising membership dues, the current officers improved the benefits of the MBAA membership. While certain details are unclear with current available data, I plan to work with the elected Treasurer to determine if there will be a need or reason to conservatively alter membership dues in the 2009-2010 year. However, if no viable reason to do so is uncovered, we will maintain current membership dues. I want to make sure that your money is spent on programs and events that you want, and that we maximize the benefits of our budget.

SOCIALS

It will be challenging to maintain the success that Casey Boudreaux has brought to our social calendar, but I am confident that Emily Halphen is up to the task. I recognize that the social aspect of our MBA Association is the most important initiative to the majority of our members. Through this outlet, we build lasting friendships and enjoy much-needed stress-reducing breaks where we can “kick off the dress shoes” - for a time. I am committed to working with Emily to make sure that our social events are fun, safe, and diverse - offering events that maximize exposure to our very diverse membership.

I believe a commitment to ensuring our social events are varied enough to attract all MBA Association members and students should be our main focus. One idea I have is to work with Emily and the elected International Chair to create several events that share in the cultural aspects brought to us, for example, by our Chinese, Indian, Latin, and other international students.

PHILANTHROPY

Philanthropy is essential to our mission as a student and professional organization. It gives us an opportunity to establish the important practice of giving back to the community. As professionals, we all benefit from the betterment of society. Moreover, we are in a unique position as educated students to bring our strengths and talents to the aid of a community in need. With Laney Joffrion heading the charge on philanthropy, I will work alongside her and NAWMBA to maintain the altruistic relationships that have been established with corporate and private donors for events like the Toys for Tots drive, the Murray Pace Scholarship Fund, and the Annual Charity Golf Tournament. Additionally, I intend to utilize cohort leaders to achieve record donations through all our charity operations.

THE PERIPHERALS

PRACTICE OF BUSINESS

POB is a key distinguishing feature of the Flores MBA program, setting it apart from other competitive business programs. The speakers from the past two semesters represented a diverse background and imparted practical business wisdom to each of us. As MBAA president, I would continue as a liaison between the MBA office and students to develop a 2009-2010 POB calendar that will reflect students' interests. To accomplish this, I plan to work with the Communications Chair to construct a dynamic digital survey to identify business-related topics and industries most appealing to the students.

MBAA MEMBER MEETINGS

I believe that one large “all-hands” MBAA member meeting at the beginning of each semester will be vital to keeping our members informed about upcoming activities as well as re-ignite communications and enthusiasm that dull during summer and winter breaks. I feel this alone can increase involvement across the spectrum of MBAA members on a revolving basis.

Additionally, I will continue our current meeting calendar by holding two more optional inter-semester open meetings to communicate new details about our organization and solicit member feedback.

COMMUNICATIONS AND TECHNOLOGY

We have a great foundation for communications with our MBAA website and newsletter. I believe that staying close to the edge of technology is critical to our competitiveness as an MBA program and as a student organization. I have very specific new ideas which I will work with the elected Communications Chair to implement that include:

1. A web 2.0 central “Mentoring” database that students can utilize to share/access notes and other important academic resources
2. An enhanced student directory and “bio” portion of the current website
3. An “opt-in” text message system to keep members informed on matters of importance

MENTORING PROGRAM

I believe that my class benefited greatly from the Mentor/Mentee Program, and thus I plan to develop the concept. Although its past benefits have been difficult to track and measure, I know I can personally gauge the positive impact the program had on my academic performance. I am convinced my other classmates benefited from the program as well. Additionally, I believe the mentoring program has served its most significant purpose: it bridged a communication gap between “first-year” and “second-year” students.

My only addition to the program is essentially an enhancement which can be referenced in my communications platform (see section above).

BUSINESS LIBRARY

Although a past measure to gauge MBAA member interests in a “Business Book Club” showed less than 50% interest, feedback indicated that it was simply the “club” aspect of the concept that was less welcomed. If interests exist, I will pledge for next year my personal business library (albeit not enormous) to the MBA office for MBAA members to check out instead of buying them from a local bookstore. Also, I encourage other members to temporarily share their business books by offering them through this library. We will use a simple check-out system to keep track of who has checked-out each book and when they need to return them. Finally, I will work with local bookstore chains to obtain permanent business book donations for the MBA Association. After all, there is more to business success than just calculations and planning.

COHORT LEADER SYSTEM IMPROVEMENT

If elected, I will immediately introduce a vote to further implement changes to our cohort leader system. Last fall, I voted to shorten cohort leader terms to one year, as I felt it was important to increase our human capital by employing more students in leadership roles. Recently, an MBA Association member and first-year, Justin Cropper, brought to my attention an inherently punitive system, whereby unelected incumbents for officer positions (who are all qualified leaders) may be left with no official role within the MBA Association. The purpose of the vote would be to extend the

right to the MBAA members to decide whether they support automatic executive appointments of interested unelected incumbents to second year cohort leader positions of his or her respective cohort.

MY CREDENTIALS

ABILITY

I consider my interpersonal communication ability to be my strongest asset to offer our organization. John Marshall once said, "To listen well is as powerful a means of communication and influence as to talk well." I am confident that the voice of all MBAA officers and members will be the key to our success as an organization. Therefore, I will listen to your ideas and suggestions and work feverishly to implement *your* plans because it is *your* organization.

MBA/MBAA EXPERIENCE

I am presently the first year Green Cohort leader. As a cohort, we have been successfully involved with every professional, philanthropic, and social event of the MBA Association. In this position, I have learned much of the inner-workings of the MBA Association, including how to conduct effective meetings, maintain a balanced budget, and utilize students' strengths as an asset to our organization.

Also, since August 2008, I have been a graduate assistant at the Louisiana Business and Technology Center where I have functioned as a small business counselor. This position enabled me to polish my interpersonal communication, organization, and planning skills.

PROFESSIONAL EXPERIENCE

I have held a wide array of jobs working in marketing with dynamic organizations such as Raising Cane's and mtvU, and in office administration at Louisiana's largest law firm. At mtvU, I was selected as the "Campus Rep of the Year" from all participating U.S. colleges. On the far end of the spectrum, I challenged myself for over two years to be chosen by the Navy for one of only thirteen annual Navy SEAL officer training openings. Ultimately, one SEAL motto - "It ain't for everybody" - finally claimed me for defeat. Still, I am most grateful for this challenge and eventual failure, as it led me to this stage knowing the value of determination, perseverance, and adaptability under changing conditions.

Thank you for considering me to serve as president of our MBA Association. The chance to become more involved with the organization that is a fundamental aspect of our experience as MBA students is one I take seriously. I am privileged to be among the officer nominees and honored to have shared this grand experience with so many smart, driven, talented, and caring classmates. I appreciate your review of my platform and your utmost consideration of me when you cast your vote for MBA Association president.

Sincerely,



Spencer Drury

