

My fellow MBA classmates:

I accept the nomination for Communications Chair, and would be humbled and honored to serve you in this position. Good communication is fundamental for any business or organization to be successful. I thank my predecessor, Travis Rushing, for his hard work which has furthered the organization in its success and prestige. I believe that I have the ambition and skill necessary to serve in this position and to continue furthering the distinction of the MBAA.

Having obtained my bachelor's degree in May 2009, and entering the MBA program shortly after, I am currently in my 5th year at LSU. Despite my extended stay, I still, and always will, have a strong love for the University and its heritage. During my undergrad, I got involved in the sales and marketing fraternity Pi Sigma Epsilon, in which I held several positions on the management team, and was involved in the planning and execution of service and marketing projects. I also extensively worked on a Student Government political ticket, managing the communications/public relations as well as a host of other responsibilities. I would like to continue this tradition of serving my community through this position in the MBAA.

Drawing on my marketing background, I understand it is imperative to have quality internal and external communication. Since we live in a world defined by exponentially increasing technological innovations, I will strive to maintain 1) **consistent**, 2) **timely**, 3) **engaging**, and 4) **relevant** messages through multiple mediums.

Newsletter: I would like to make the MBAA newsletter the essential mid-week read for all Flores MBA students. I plan to add more features like links to current interesting news stories or videos, to foster increased business literacy, as well as student created content to create a sense of community.

Website: The website should be both aesthetically pleasing, easily navigable, and have all necessary content readily available. I will work with the current administration to maintain these objectives.

Facebook/Twitter: These mediums continue to be increasingly important in communicating and engaging with people. It is mandatory to utilize them, in a non-intrusive manner, to stay connected to MBAA members.

Mobile: If enough people show interest, I feel it is important to continue using text messages as a fast, reliable way to spread important information.

As with anything, an organization is only as good as the people working within it. I hope to achieve incredible synergies with the amazing, hardworking, individuals who will fill the other positions. With this group, it is my sincere desire that we will make an impact on our peers and the upcoming class of 1st year students as we all grow in our education, professionalism, and wisdom.

Sincerely,

Benjamin Gallagher