

Staying on Message:

Thoughts on public diplomacy, terrorism, and student days at Southwestern Louisiana

By Charlotte Beers

Earlier this year, on a trip to Java, Indonesia, an American diplomat reported seeing a teenager wearing an Osama bin Laden T-shirt and a Yankees baseball cap. • One way of describing my job – as under secretary of state for public diplomacy and public affairs – would be to say that I spend a lot of time thinking about people like that Indonesian teenager – about how to shape or influence, or at least understand international public opinion about America and American foreign policy in a post-September 11 world.

The question is, what do we think was on this boy's mind? One answer might be that, if he's like teenage boys elsewhere in the world ... not much that we need to be concerned about. (T-shirt and hat: cool. The attention it attracts: priceless.)

But the other possibility is that his attire precisely mirrored his attitude toward the United States: a mix of resentment, anger, admiration, envy – perhaps coupled with some deep confusion about the future and his place in it.

So how do we go about communicating the power and purpose of the United States in the world today? How do we explain the policies and actions of the Bush Administration to an extraordinarily diverse international audience – one that ranges from government officials, media representatives, academics, and other opinion leaders all the way to ... well ... our teenager living in a small town on the island of Java?

First, you remember the basics. Our primary responsibility at the State Department remains as it has always

been: to explain and advocate the policies of the United States – whether bilateral trade issues, the Administration's leadership in the global war against terrorism, or our efforts now to mobilize effective international action against what President Bush has called “the gathering danger” of Iraq's weapons of mass destruction.

This can be grinding, unglamorous work, with a formula that goes something like this: Make the case. Listen to the response. Respond as necessary. Repeat.

Clarity, accuracy, and speed are vital. Given our size and leadership role in the world, the United States must always be careful to say what it means and mean what it says – regardless of whether that message is greeted with sympathy or hostility.

Listen to the daily noon briefing at the Department some time, and you might think that my skilled colleagues, Assistant Secretary Richard Boucher and his deputy, Phil Reeker, are speaking in some kind of careful code. It may not be gripping TV, but let me assure you that it's very much our “Real World.” Why? Because in foreign ministries, university halls, newspaper offices, and TV studios around the world, many people are hanging on every word and nuance of the answers to even the most innocuous questions.

This work, I might add, can also be tremendously rewarding; and for UL students so inclined, I strongly recommend that you take a good, long look at the possibilities for



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Charlotte Beers

a foreign service career, with an emphasis in an area that only grows every day in importance – public diplomacy.

Nevertheless, logical explanations of American foreign policy, no matter how skilled, will only take you so far. As a media expert said recently on a panel in which I participated, “We are drowning in information, but desperate for context.”

I am constantly stressing the need to provide such context, the human dimension to all our public-diplomacy efforts, especially when dealing with such hot topics as terrorism or Middle East policy. One of the best ways to provide context is one of the oldest: our educational and cultural exchange programs. We know, from first-hand testimony, as well as from our overseas polling, that such programs – providing face-to-face encounters with American students and citizens – can be truly transforming. From schools like the University of Louisiana to the State Department’s Bureau of Educational and Cultural Affairs, the close encounters of students, teachers, and citizens of different nationalities are one of the well-springs of our strength as a nation – and of our connection and commitment to the international community.

Having worked now both in the worlds of advertising and public diplomacy, I can assure you that principles of persuasive communication are basically the same. And the key one is this: “It’s

not what you say, it’s what they hear.”

You may think you are communicating with someone in a meaningful way, but too often, you are just talking past one another. And in an era when our national security requires that we mobilize a global coalition to defeat terrorism, talking to yourself is not an indulgence we can afford.

Let me cite an example. In November 2001, as construction crews dug through the still-smoking rubble of

lives lost to terrorist acts, 2,000 were children. A second poster stated that the average life span of a human being is 68 years; the average life span of a terrorist is 28 years.

We took these posters to several focus groups in Lebanon – where they flopped. Images of men with weapons had little shock value. Also, the posters triggered a dispiriting debate over whether “one man’s terrorist is another’s freedom fighter.”



Secretary of State Colin Powell, who is President George W. Bush’s principle adviser on foreign policy, chose advertising executive Charlotte Beers to serve as one of six under secretaries in the U.S. Department of State.

the World Trade Center and our troops were liberating Afghanistan, we tried to formulate a message that we thought would resonate with Middle Eastern audiences.

We designed posters around the theme: “Terrorism has no future.” One poster noted that of more than 7,000

We know that the act defines the terrorist, not the cause. It doesn’t matter if you claim to kill innocents in the name of “freedom” or “Islam”; you’re a terrorist. But that point didn’t matter: our audience was not hearing the message we wanted to convey about the need for common cause against *all* terrorists.

Clarity, accuracy, and speed are vital. Given our size and leadership role in the world, the United States must always be careful to say what it means and mean what it says – regardless of whether that message is greeted with sympathy or hostility.

So when the going gets tough, the tough can... change the subject. We know, from numerous international polls, that large percentages of Arab and Muslim populations reject the terrorist violence of al Qaeda, even as they view the United States with degrees of suspicion and hostility.

Yet, when we looked below the surface of these polling numbers, we discovered that Arab and Muslim nations hold a number of strongly held values in common with the United States, including faith, family, and education. And when we began to construct information programs and exchanges around these themes, we found that we could indeed be heard.

That's the rationale for our current "Muslim Life in America" initiative, which encompasses feature posters, publications, Web sites, exchange programs, public-service TV spots, and

opportunities that result from democratization, good governance, and open markets. The third is supporting the education of the young.

In my testimony, I said:

It is the third goal, however, that I believe is the most likely to improve our relationship with the Islamic countries. Ultimately, educating these populations of young men and women can save them from fanatical interpretations of Islam and give them access to science, technology, books, and a broader view of the world. Every experience we have tells us they will then not settle for limitations, biases, or hatred. And it is the young people who will lead us to mutual understanding.

less important. (Of course, if he wanted to be truly cutting edge, he'd go for a Ragin' Cajuns cap.)

What matters is that he finds freedom and opportunity in his life. That is not the task of the United States, but it is a task to which our leadership and values can contribute. What matters for the men and women of his generation is that they learn they can embrace their individual, ethnic and religious identities – and at the same time join a larger global community with which they share important universal values.

I didn't know when I took this job that we would be waging a war against terrorism. But none of us chooses the times in which we live or the challenges that history places before us. When I look at the strength and diversity of our nation and people, I haven't the slightest doubt that we will prevail – and by "we," I don't simply mean

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partnerships with American Muslim organizations – all designed to puncture the negative myth of America as anti-Muslim, and discuss the shared values we hold regarding faith and family. Out of this presentation will come speakers both to key Muslim countries and to the U.S. to start a forum on the values we hold in common, and to create a stage for moderate Islamists to speak out.

In June, I presented three strategic goals for public diplomacy in testimony before the Senate Foreign Relations Committee. The first is "re-presenting" American values and beliefs – to create an exchange of common values; "Muslim Life in America" is one example. The second is demonstrating the

Calling education the key to the future is a cliché for a reason: it's true. I know that, in thinking back to my student days at Southwestern Louisiana, I recall how inspired I was by our teachers... especially my professor in Boolean Algebra! I also recall vividly the soft beauty of the campus and developing my life-long love for camellias. I keep trying to grow them everywhere I go. I was educated in other ways as well, in dancing, in great friendships – and in how to make a roux. I'm so glad I have this chance to say thank you.

Education is the key for that teenager in Java as well. We want him to see the wisdom of losing the T-shirt. Whether he keeps the Yankee hat is

America, but a global community committed to the values of freedom and human dignity upon which this nation was founded. ■

As under secretary of state for public diplomacy and public affairs, Charlotte Beers has special responsibility for directing America's international information campaign in the war against terrorism, and for seeking ways of communicating more effectively with the Arab and Muslim world. In her previous career, Ms. Beers served as head of two of the largest advertising agencies in the world, J. Walter Thompson and Ogilvy & Mather. She graduated from Southwestern Louisiana with a bachelor's degree in liberal arts.

Alumni

1900-1921

Southwestern Louisiana Industrial Institute

1921-1960

Southwestern Louisiana Institute

1960-1999

University of Southwestern Louisiana

1999-present

University of Louisiana at Lafayette

1930s

After graduating from SLI, VALDEMAR G. LAMBERT, '36, enlisted in the U.S Navy, where he served for 37 years before retiring in 1973 as a rear admiral. During his military career, Lambert was in command of several aircraft squadrons, a carrier air group, the aircraft carrier USS Saratoga, Subic Bay Naval Base in the Philippines and the Navy Postgraduate School in Monterey, Calif. At SLI, Lambert was a football letterman, president of the student body and a member of Blue Key Honor Society. "Those were enjoyable and formative years," he stated in a recent letter to *La Louisiane*. Lambert was married to Thelma (Demiston) Lambert, who is now deceased. He has two sons and a daughter.

1940s

JOYCE SCRANTON MATTHEWS, '46, is a retired dietitian. During her career, she worked in hospitals in Lafayette and New Orleans. She holds a bachelor's degree in home economics from SLI. Matthews lives with her husband, Wilton Matthews, in Marrero, La.

1950s

WILLIAM GLOBIG, '51, is a retired business manager of a construction union. He served as secretary of The Mid-West States Conference and in 1991 received the Civic Apprenticeship Award from Milwaukee Area Technical College. He served for 20 years as trustee to the Milwaukee Building Trades Pension Fund. Globig was a four-year letterman on the SLI basketball team. He earned a bachelor's degree in education. Globig has been married to Katherine Globig for 47 years. They live in West Allis, Wisc. and have six children, William, Danial, David, Thomas, John and Patricia.

ROBERTO FELICIANO SOTO, '52, is a retired vocational agricultural teacher in Guaynabo, Puerto Rico. He is also a retired county supervisor for the Farmer's Home Administration, where he worked for 27 years. Soto received a bachelor's degree in dairy science from SLI. He is married to Alicia Mendez De Feliciano. They have four daughters.

ROY W. KEISER JR., '57, was a sanitarian for the Louisiana Department of Health and Hospitals until he retired in 1987. He also worked for Orkin Pest Control, until a second retirement in 1997. Keiser holds a bachelor's degree in dairy husbandry from SLI and a master's degree in public health from Tulane University. He has also been a dog show judge for the American Kennel Club. Keiser and his wife, Ola (LaCour) Keiser, have three children, Gina K. Bourgeois, Roy W. Keiser III and Sherri K. LeBleu. The couple live in Metairie, La.

1970s

LYNDA (HART) CAMPBELL, '70, is a marketing education teacher/coordinator for Fairfax County Public Schools in McLean, Va. She also teaches retail mall marketing in a Classroom-on-the-Mall at Tysons Galleria. Campbell received a bachelor's degree in business administration from USL and a master's degree in business administration from Shenandoah University. She is married to Tom Campbell and has two children, Chad and Todd.

MIKE P. GENDRON, '70, is a conference speaker, author and evangelist. He is president of Proclaiming the Gospel ministries in Plano, Texas. His book, *Preparing Catholics for Eternity*, was published in May 2002 by 21st Century Press. Gendron earned a bachelor's degree in mathematics from USL. He and his wife, Jane (Aragon) Gendron, have a daughter, Kristin.

JACQUELINE GUIDRY, '71, practices law part-time in Kansas City, specializing in Social Security disability cases. She is also a published author whose fiction has won writing awards. Guidry's first novel, *The Year the Colored Sisters Came to Town*, was published by Welcome Rain Press in June 2001. Set in rural Louisiana in the 1950s, it tells the story of a 10-year-old girl's confrontation with racism, which splinters her family and community. Guidry also volunteers as a fiction editor for *Potpourri*, a literary magazine. She has two teenage daughters.

JOSEPH D. HEBERT, '73, '75, was recently named superintendent of the Vermilion Parish School System. A native of Henry, La., he earned bachelor's and masters degrees plus 30 in education from USL. For the past 11 years, he was principal of Henry Elementary School. Hebert was an organizing president of the Vermilion Boys and Girls Club. He is married and has two children.

CONSTANCE (BROUSSARD) HIATT, '73, is an interior decorator for CBH Designs in North Street, Mich. She received a bachelor's degree in home economics from USL. Hiatt is married to Thomas Hiatt and has three stepchildren, Russell, Ryan and Kristen.

D. WADE HARLESS, '75, is senior vice president of corporate marketing and operations for Med-Task Copy Corporation in Beaumont, Texas. He is responsible for the company's marketing and operational functions in a six-state area. Harless was recently elected to a three-year term on the board of directors of the Texas Health Information Management Association. He holds a bachelor's degree in health information administration from USL. Harless is married to SHELLY (ORTEGO) HARLESS, '76.

J. DOUGLAS ROBERTSON, '76, a professor of computer information systems at Bentley College in Waltham, Mass., recently received the Gregory H. Adamian Excellence in Teaching Award. It is presented to one professor each year who "exudes passion and creativity in the classroom and who sets a high standard of excellence for students and colleagues," according to a Bentley College spokesman. Robertson has taught at Bentley for 22 years and served as department chair from 1995-99. He earned a doctorate in computer science from USL. He and his wife, Celia, have two daughters, Erica and Lisa.

LINDA REID, '77, was recently named an Outstanding Professor for 2002 at the University of Louisiana at Monroe. She was cited for her incorporation of technology into her classroom presentations for student nurses, as well as her dedication to teaching. Reid received a bachelor's degree in nursing from USL and a master's degree in nursing from Northwestern State University.



GARY GAUTIER, '78, is a senior technical writer at Penta Corporation in New Orleans. He received a bachelor's degree in English from USL. Gautier also holds a master's degree from the University of Texas and a doctorate from the University of Colorado. He taught literature at CU-Boulder, LSU and UNO during the 1990s. Gautier recently wrote his first children's book, *Spaghetti and Peas*, which was published by All About Kids Press. He has traveled through five countries with his 10-year-old daughter, Rachael, and recently ran his first marathon.

MAUREEN ROBERT ROE, '78, is a co-founder of Healthcare Communications PRN, LLC in Decatur, Ga., a marketing and advertising firm serving health care-related entities. She received a bachelor's degree in history from USL and has years of hospital-based work experience, including customer relations skills.



MARIE (GIGLIO) RAGGIO, '79, '99, works in special education, adapted physical education, for the Lafayette Parish School System. She holds a bachelor's degree in education and a master's degree in curriculum and instruction from USL. She is married to GLEN OLIVIER RAGGIO, '74. They have two children, Glen Raggio Jr., who is attending UL Lafayette, and James Raggio.

1980s

CAROLYN B. COLE, '80, '84, is a professor of English at Oklahoma Baptist University. She was named Crouch-Mathis Professor of Literature by the university in spring 2002. Cole earned a master's degree and a doctorate in English from USL.

IVY LANDRY, '80, '85, was recently appointed principal of Catholic High School in New Iberia, La. He holds a bachelor's degree in health and physical education and a master's of education degree from USL. He previously served as assistant principal, athletic director and track coach at Catholic High. Landry is married to LIZ B. LANDRY, '81, director of Advancement Services at UL Lafayette. They have three children, Brett, Lauren and Lainey.

MARY ANNE (LEWIS) LEACH, '81, is seeking a doctorate in education at Dowling College in New York after working for Federal Express for 17 years. She lives in Uniondale, N.Y., where she is a Girl Scout leader and co-president of the local Parent-Teacher Association. Leach holds a bachelor's degree in marketing from USL and a master's degree from Dowling College. She is married to Dr. Thomas R. Leach Jr. and has two children, Thomas Leach III and Allyson Leach.

KURT M. BOZANT, '85, is vice president of Parish National Bank in Slidell, La., where he is responsible for commercial and consumer lending. He is a past president of the Rotary Club of Slidell. Bozant received a bachelor's degree in business administration from USL. He is married to Colette (Duffour) Bozant and has four children, Blake, Courtney, Bradley and Brock.

JULIE (GUILBEAU) JERNIGAN, '86, '88, is a senior marketing manager and national communications advisor for the United Cerebral Palsy National Office in Washington, D.C. An accomplished singer, she sang the national anthem at the 1998 National Race for the Cure and at several professional baseball games in the Northeast. Jernigan received a bachelor's degree in English and a master's degree in English literature from USL. While at USL, she was a *L'Acadien* staff member, vice president of Chi Omega sorority and served on the Union Program Council and Student Government Association. Guilbeau has served as treasurer of the Baltimore-Washington Ragin' Cajun Club for the past

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Accomplishments				
Spouse's Name				
FIRST		MIDDLE	LAST	MAIDEN NAME
Spouse's USL Graduation Date				
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Children (if any are UL Lafayette students or USL graduates, please indicate)				
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Alumni

four years. She is married to Bryan K. Jernigan; they have one child, Peyton Angelle.

LIVIA J. RIVERA, '86, is a speech therapist who has a private practice in Puerto Rico. At a pediatric center, she also counsels families of children with disabilities. Rivera holds a bachelor's degree in speech and language pathology and audiology from USL.

BRUCE LOUIS BAUDOIN II, '89, is facilities manager for Immanuel Center for Christian Education, Immanuel Daycare, and Immanuel Baptist Church in Columbus, Miss. He holds a bachelor's degree in general studies from USL and a master's degree in literature and a doctorate in theology, both from Parkwood University in London. Baudoin is married to Tammi (Phebus) Baudoin, who attended USL from 1986-89. The couple have six children, Tara Nicole, Tia Marie, Taylor Danielle, Bruce Louis III, Bryce Thomas and Brendan Dale Michael.

1990s

KIMBERLY "PEEZIE" ALLRED, '91, '94, owns and oversees ACI Hearing and Balance Center in Lafayette, which specializes in the diagnosis and treatment of hearing and balance disorders. She received a bachelor's degree in speech pathology/audiology, as well as a master's degree in audiology, from USL. She recently earned a doctorate in audiology from the University of Florida. Allred is an active alumna of Sigma Sigma Sigma sorority and is a volunteer for the American Cancer Society, St. Jude's, FoodNet of Acadiana, the Women's Shelter, Children's Shelter and several nursing homes.



BRANDON MICHAEL RHODES, '91, is an associate attorney for Drew, Eckl and Farnham in Atlanta. His wife, KIMBERLY RHODES, '90, is an associate attorney for Kilpatrick Stockton law firm in Atlanta. They have two children, Maximilian and Victoria.

GENIE STAFFORD FORD, '92, is an adjunct professor of nursing science at Rose State College in Midwest City, Okla. She is a member of Sigma Theta Tau, an honor society for nursing; the Oklahoma Nurses Association; and the American Nurses Association. Ford received a bachelor's degree in nursing from USL. She and her husband, H. Steele Ford, have one child, Alexander.

MATTHEW C. TARVER, '92, '95, is director of student publications for Southeastern Louisiana University in Hammond, La. He is an adviser for Southeastern's yearbook, *Le Souvenir*, and its newspaper, *The Lion's Roar*. A former student editor of *La Louisiane*, Tarver also teaches English and

was named to Who's Who Among America's Teachers, 2000. He is married to JEANNE MARIE (DUPLCHAIN) TARVER, '91, '00, who is a vocational rehabilitation counselor.

DAWN (VOGELSANG) BRAVO, '93, is vice president of admissions and marketing for Brown College in Mendota Heights, Minn. She oversees and manages public relations, marketing, advertising and admissions activities. Bravo holds a master's degree in communication from USL. She is married to Ross Bravo Jr.; they have two children, Leikyn Rose Bravo and Ross Bravo III.

NICHOLIS W. MILANO, '95, is a sugar cane farmer for Paul Milano Farms in Burnside, La. He manages 1,000 acres of sugar cane with his father, Paul Milano. They have won several awards for high crop yields in recent years. Milano received a bachelor's degree in agricultural business from USL. He is married to Dana E. (Duplessis) Milano. The couple have two children, Nicholis and Lexi.

CAPT. DUANE PATIN, '96, and Staff Sgt. Daniel Jenkins, were named "Best Rangers" in April. They finished first among 47 two-person Rangers teams who competed in a 60-hour endurance competition that is considered the U.S. Army's most grueling test. Only 12 teams completed the course, which included a 24-mile road march, carrying a 65-pound rucksack, and a 20-mile night navigation exercise through wooded and hilly terrain. Teams were also required to jump from a helicopter into a lake and then swim 200 yards to shore, dragging a 140-pound poncho raft filled with their gear. Patin is an instructor with the 5th Ranger Battalion at Camp Merrill in northern Georgia. While attending USL, Patin was a member of the Army ROTC and served in the National Guard.

THOMAS BRUCIE, '97, is an adjunct assistant professor at Binghamton University in Binghamton, N.Y., where he recently received a doctorate in English. He holds a master's degree in English from USL.

BRIAN M. LECOMPTE, '97, recently joined McGlinchey Stafford law firm in New Orleans. He practices in the areas of admiralty and maritime law, insurance defense and labor and employment law. Lecompte received a bachelor's degree in English from USL and a juris doctorate from Loyola University New Orleans School of Law. He is married to SASHA (VIATOR) LECOMPTE, '99.

JAY A. FORET, '98, received the 2001 Silver Bullet Award, President's Club honors and was named Xiral Product Champion at Hawthorn Pharmaceutical's 2001 annual Awards Banquet in March 2002. He markets Hawthorn products to physicians and pharmacists in southwestern Louisiana and southeastern Texas. Foret holds a bachelor's degree in biology from USL.

ALISON FAITH (LUCAS) CARLINO, '99, is a fourth grade teacher and LEAP tutor at Prien Lake Elementary in Lake Charles. She received a bachelor's degree in elementary education from USL and a master's degree in educational technology from McNeese State University. She is married to JOHN ANTHONY CARLINO, '94. The couple have one child, Zachary Lucas.

ANDREW E. PERRIN, '99, has accepted a position with the New Orleans architectural firm of John T. Campo and Associates in New Orleans. He holds a bachelor's degree in architecture from USL and a master's degree in architecture from the University of Syracuse.



2000s

MYLA DIXON, '02, is an account assistant at Foster Marketing Communications in Lafayette. She provides support for account services and marketing development. Dixon holds a bachelor's degree in mass communication-advertising and is a member of the American Advertising Federation.



IN MEMORIAM

MARSHALL NEY "COACH" WILLIAMS, '43, died Aug. 28 at the age of 81. While at SLI, he was a varsity baseball and football player and a member of the "S" Club. He served in the U.S. Navy during World War II. Later, he coached at Clinton High School, where his teams won four district championships and one state championship. Williams was principal of Clinton High School from 1958 until 1961, when he was elected superintendent of education for East Feliciano Parish. He retired from that post in 1973 and became active in the family business. In 1983, Williams was inducted into the Louisiana High School Hall of Fame. He is survived by his wife of 55 years, Alberta Francis; three sons, Manship N. Williams, Raymond D. Williams and Richard P. Williams; one daughter, Judy Williams Hood; and seven grandchildren.

JOHN R. GUIDRY, '50, died Jan. 24, 2002, in Crowley, La. After receiving a bachelor's degree in education from SLI, he became a teacher. He later served as principal of Morse Elementary, Midland High School and Redemptorist Elementary. Guidry served in the U.S. Army during World War II, in both the European and Pacific theaters. He is survived by his wife of 56 years, Wilda Rose

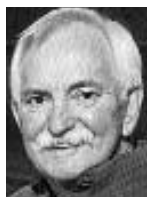
Guidry; his daughters, Suzette Gall of Egan, La., JOHNETTE LELEUX, '84, '94, of Lyons Point, La.; one son, WILLIAM GUIDRY, '82, of Houston; one brother; two sisters; 14 grandchildren; and five great-grandchildren.

L.W. "PAT" PATTERSON, '54, died Feb. 5, 2002. He earned a bachelor's degree in business administration and economics from SLI. He was a member of the SLI golf team and was active in ROTC. Patterson served in the U.S. Navy Seabees during World War II. He was a member of Hope Lodge No. 145 F. and A.M.; past president of the Evangeline Shrine Club; and past president of Habibi Temple in Lake Charles. He was also a member of Community Baptist Church. Patterson was employed by Drilling Tools Inc., Oilfield Rental Tools Inc., and Power Rig Inc. He was also owner and part-owner of several oil field companies. He is survived by his wife, Grace Jordan Patterson; two daughters, Suzanne Patterson Rankin Girouard and Patti Patterson Walters; two sons, Darrell Patterson and Kirk Patterson; two brothers, Major Patterson and Tommy Patterson; and seven grandchildren.

JOHN B. MARKS, '50, died Feb. 19, 2002. He served in the U.S. Air Force for 35 years before retiring with the rank of major general. During his military career, Marks held command positions in intelligence and electronic warfare. After retiring from the Air Force in 1983, he became vice president of Fairchild Weston Systems Inc. and Loral Data Systems Inc. Marks held a bachelor's degree in electrical engineering from USL and a master's of business administration degree from The George Washington Univer-

sity. He was honored by the UL Lafayette Alumni Association as an Outstanding Alumni in 1989. He is survived by his wife of 48 years, Julene Marks; one daughter, Kathy Krivesti; one son, Timothy Marks; one sister, Joel An Dugas; one brother, Henry O. Marks; and two grandchildren.

FLOYD SONNIER, '61, died April 5, 2002, at age 68. The renowned artist was best known for his pen-and-ink drawings of people and places in Acadiana. Sonnier gave UL Lafayette two special drawings. One depicts the original Martin Hall. The other, "Century Oaks," was created for the university's Centennial Celebration. He described his distinctive style as "traditional realism." Sonnier earned a degree from USL in commercial art. He served in the U. S. Army during the Korean War. In 1980, he opened Floyd Sonnier's Beau Cajun Art Gallery and Studio in Scott, La. Sonnier is survived by his wife, Verlie Gay Sonnier of Lafayette; one daughter, Annette Sonnier of Lafayette; three sons, Gilbert Sonnier and Mark Sonnier of Omaha, Neb., and Tim Sonnier of Lafayette; a sister, Kathy Mire of Zachary, La.; two brothers, Mervin Sonnier of Opelousas and David Sonnier of Iota, La.; and one grandson, Matthew Joseph Sonnier.



SHARON YOUNGBLOOD PARSELL, '64, died March 13, 2002. She had lived in Greenville, S.C., since 1969. Parsell taught at Furman University, North Greenville College and Southside High School before teaching at

Greer High School in 1995. She earned a bachelor's degree in liberal arts from USL and a master's degree in German from Vanderbilt University. Parsell is survived by her husband, David Parsell; one daughter, Margaret; and one son, John.

REBECCA SUTTON KIDD, died June 12, 2002. She had served as administrative assistant to the athletic director at UL Lafayette for 20 years. Kidd is survived by her husband, Kim Kidd of Breaux Bridge; three children, Joshua Sutton Kidd and Megan Marie Kidd of Breaux Bridge and Morgan Kidd Trowbridge of Baton Rouge; her parents, James and Helen Sutton of Lafayette; and two sisters, Sandra Sutton Smith of Big Lake and Patricia Sutton Walker of Breaux Bridge.



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- 4. Lifetime Benefit** Gift annuities are payable for life, no matter how long you live. And if you have a two-life gift annuity, when one person passes away, the other will continue to receive the same amount for the rest of his/her life.
- 5. Dependable Source** UL Lafayette's Foundation stands behind all of its gift annuities. Gift annuities are backed by the full financial assets of the organization, so you can feel confident that your payments will continue without fail.
- 6. Relief from Taxes** Since part of your contribution for a gift annuity is considered a charitable gift by the IRS, you will receive an income tax charitable deduction to apply on an itemized return. Also, during your life expectancy, you will be able to claim part of the annuity payment as tax-free income.
- 7. Simple Process** Obtaining a gift annuity from UL Lafayette's Foundation is very easy. We provide you with a tailor-made illustration so you can see how it works with your age and contribution amount included.

*Note: Gift annuity rates are slightly lower when the annuity is for two persons. Also, like most charities, UL Lafayette uses the rates recommended by the American Council on Gift Annuities. Gift annuity rates will decrease, effective Jan. 1, 2003.

For a personalized gift annuity proposal, fill out and return the form. Or call UL Lafayette's Office of Development at (337) 482-0922.

- Please send me a free (and confidential) gift annuity proposal based on the information provided.
- Please send information about including a bequest to UL Lafayette in my will.
- Please contact me personally.

**Return completed form to:
UL Lafayette Office of Development
P.O. Drawer 43410
Lafayette, LA 70504-3410**

Name: _____

Spouse: _____

Birthdate: _____

Spouse's Birthdate: _____

Address: _____

City: _____

State: _____ Zip Code: _____

Phone: _____

E-mail: _____