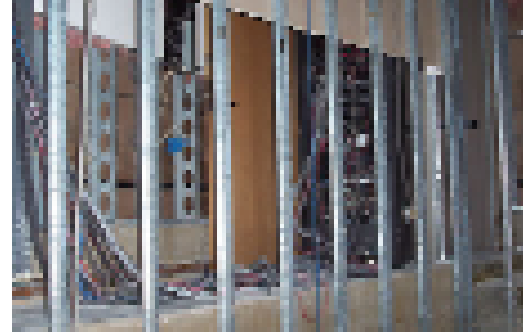




*Above: Disaster recovery specialist Belfor sealed undamaged areas in the building and gutted, cleaned and dried all affected areas.*

*Right: Enormous compressors pumped chilled, dehumidified air throughout Goldring/Woldenberg Hall to prevent the spread of mold.*





# A BUSINESS RECOVERY PLAN



THANKS TO THE HARD WORK OF FREEMAN SCHOOL STAFF AND RECOVERY SPECIALIST BELFOR, **GOLDRING/WOLDENBERG HALL** WENT FROM A DISASTER AREA TO BUSINESS AS USUAL IN THREE SHORT MONTHS.



ON SEPT. 12, 2005, two weeks after Hurricane Katrina struck New Orleans and devastated the Tulane campus, director of information technology Tom Gerace and associate dean Jerry Hagebusch returned to campus to assess the damage.

"It was hot," Gerace says of the dark, lifeless buildings. "It had to be about 110 degrees inside."

The floodwaters had receded by then, but New Orleans was still a scene of chaos and devastation. Traveling from Baton Rouge, Gerace needed a permit to get into Jefferson Parish, and he and Hagebusch needed another permit to enter New Orleans. After passing the National Guard checkpoint on River Road, the pair drove down Leake Avenue to St. Charles. "I probably saw 10 vehicles during the time we were in New Orleans, and seven of them were National Guard," Gerace says. "That was pretty striking."

In Goldring/Woldenberg Hall II, nine large windows were damaged but none of the laminated, hurricane-resistant windows had shattered, saving the building from extensive damage. A few small windows on the third floor blew in and some ceiling tiles were



*Above: The Liberty Brass Band welcomed students back to campus New Orleans style at January's undergraduate convocation.*

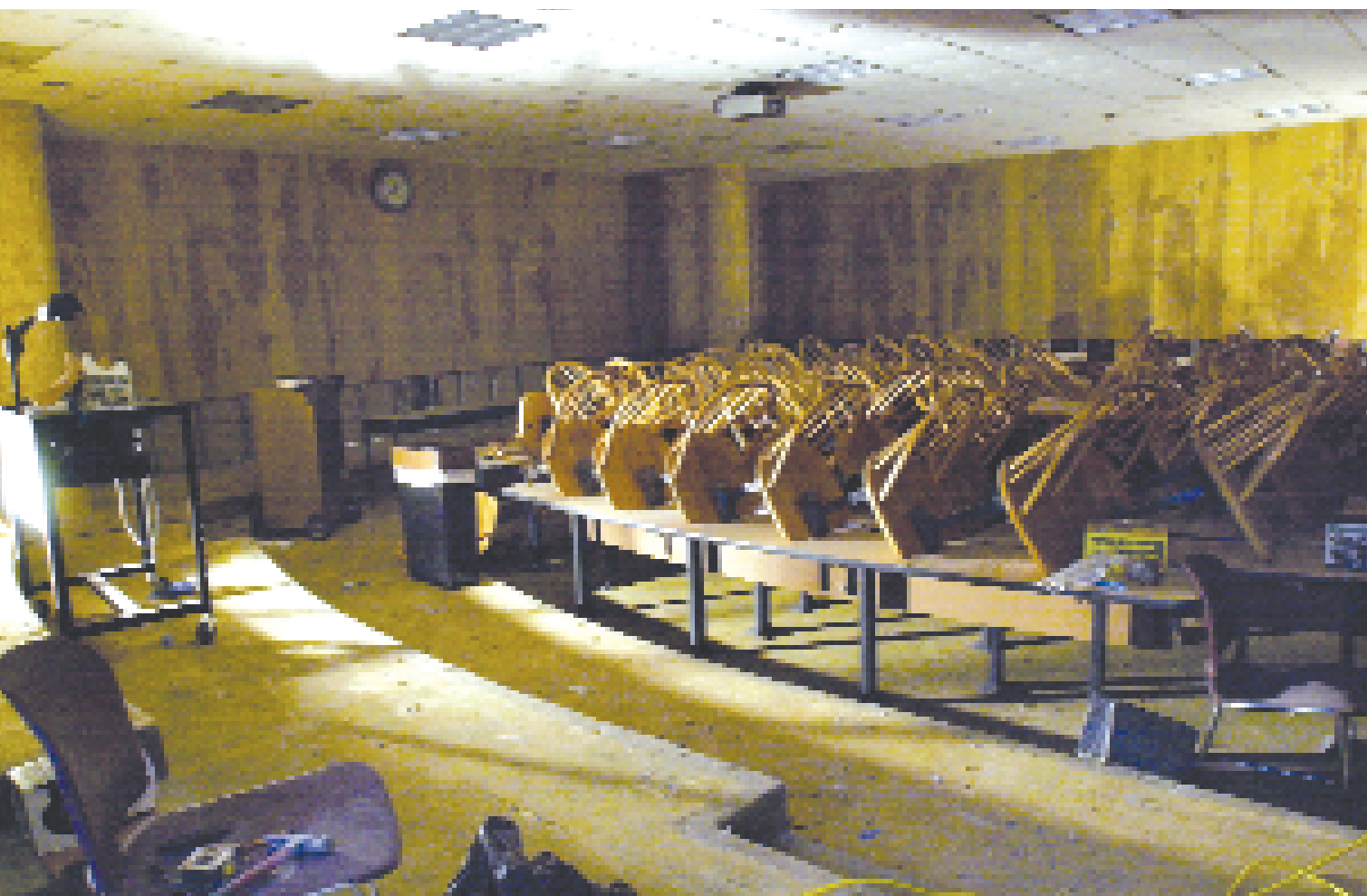
dislodged, but miraculously there was no significant rainwater intrusion. "To go into one of those classrooms, you'd never know there had been a storm," Hagebusch says.

Goldring/Woldenberg Hall I, however, was a different story. "I walked into room 131 with my flashlight, and I just couldn't believe it," Gerace says. "Water was half way up the wall between the floor and the blackboard. That was the first time I realized it was that bad."

The entire first floor—including 10 classroom, eight study rooms and two bathrooms—had to be gutted and completely

rebuilt. Beyond the first floor, 55 other areas in the building suffered water damage of varying degrees. Goldring/Woldenberg Hall I was a mess.

On Sept. 13, disaster recovery specialist Belfor USA arrived on campus and began using generators to pump the water out of room 131. An army of Belfor contractors stripped the first floor to the studs and meticulously cleaned between each. Through gigantic yellow tubes, compressors pumped





WITH THE REOPENING OF CAMPUS IN JANUARY  
AND THE RETURN OF STUDENTS, THE WORLD OF  
**FREEMAN** IS BACK ON ITS AXIS.

hot air into the first floor to dry wet surfaces and cold, dehumidified air throughout the upper floors to prevent the spread of mold.

Hagebusch and Gerace, meanwhile, began the frenzied process of ordering the desks, chairs, tables, carpeting, electronics and furnishings necessary to have the building ready for business by Jan. 9, when graduate classes were scheduled to begin.

In four short months and under enormous stress, they accomplished what should have taken a year. “The building has never been this clean,” Hagebusch says, “and that’s entirely due to the fact that our staff and the staff of Belfor were willing to do anything necessary to get the job done right.” ✚

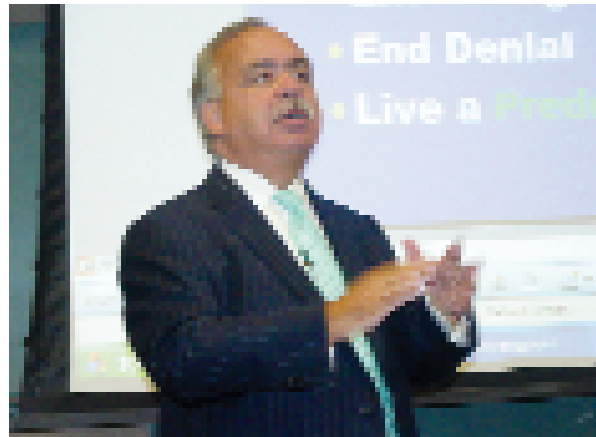
*With integrated data and electrical connections, Goldring/Woldenberg Hall room 131 is truly new and improved.*



# FREEMAN FACES



In March, students in the Freeman School's Houston PMBA program traveled to Monterrey, Mexico, to visit companies and take classes with MBAs at EGADE, the graduate school of business at Monterrey Tech. The trip, part of the course Cross-Cultural Management, is now a regular feature of the Houston PMBA curriculum.



Turnaround specialist George Cloutier, founder and CEO of American Management Services, addressed first-year MBAs in the Rebuild New Orleans class on March 17. Cloutier discussed how MBAs could work with local businesses to assist them in restoring profitability.



Left: Stephen G. Romig, director-in-charge of the tax consulting services department and director of the law firm services division of LaPorte Sehr Romig Hand CPAs, was one of the presenters at the Feb. 9 Family Business Forum, Building a Better New Orleans: It's a Family Affair.

Left: A team of first-year MBAs who developed a strategic plan for Urban Cup Café took first place in the Tulane Entrepreneurs Association's Rebuild New Orleans Business Plan Competition. From left to right, Jason Buff (MBA '07), Amalia Saade-Ospina (MBA '07), TEA President Rob Tompkins (MBA '06), David Drewek (MBA '07), TEA competition organizer Jennifer Gatz (MBA '06), and John Elstrott, clinical professor of business and TEA faculty advisor.

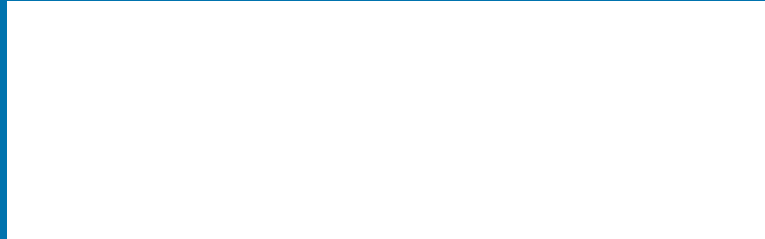
Right: A distinguished panel of experts from the business and academic communities served as judges for the Rebuild New Orleans Business Plan Competition. Seated in the front row, from left to right, Paul Breslow (G '04); Aaron Miscenich (MBA '91), executive director of New Orleans BioInnovation Center; Brett Matherne, assistant professor of business at Loyola University; Alice Kennedy, director of the UNO Small Business Development Center; Chris Reade, president-elect of the Young Leadership Council; Roy Franc Baas, adjunct professor of business at University of New Orleans; Philip Lapeyre, technical specialist at Lairtram Corp., and Edwin Neill III, president of Neill Corp.



# Tulane University

A. B. FREEMAN SCHOOL OF BUSINESS  
TULANE UNIVERSITY  
NEW ORLEANS, LOUISIANA 70118-5669  
ADDRESS SERVICE REQUESTED

Non-Profit  
Organization  
U.S. Postage  
PAID  
New Orleans, LA  
Permit No. 549



## A. B. FREEMAN SCHOOL OF BUSINESS UPCOMING EVENTS

### JULY 2006

#### July 5-7

Master of Finance Orientation,  
Goldring/Woldenberg Hall

### AUGUST 2006

#### Aug. 12

Summer Convocation,  
McAlister Auditorium

#### Aug. 16-23

MBA Orientation,  
Goldring/Woldenberg Hall

#### Aug. 24

PMBA Orientation,  
Goldring/Woldenberg Hall

#### Aug. 24-25

Master of Accounting Orientation,  
Goldring/Woldenberg Hall

#### Aug. 26-27

PMBA Executive Perspectives,  
Goldring/Woldenberg Hall

### SEPTEMBER 2006

#### Sept. 7

Family Business Forum,  
Diboll Conference Center,  
Tulane University

#### Sept. 9

Burkenroad Reports  
Analyst Workshop,  
Goldring/Woldenberg Hall

#### Sept. 9

Tulane vs. Houston Football Game  
and Tailgate Party,  
Robertson Stadium,  
University of Houston

#### Sept. 14-15

Freeman Days in New York

#### Sept. 18

On-Campus Recruiting Begins,  
Goldring/Woldenberg Hall

### OCTOBER 2006

#### Oct. 5-6

Freeman Days in Houston

#### Oct. 20

Tulane Business Forum,  
New Orleans Hilton Riverside



### NOVEMBER 2006

#### Nov. 18

Sixth Annual Tulane Family  
Business Dinner Gala,  
Audubon Tea Room

Houston Executive  
MBA Orientation,  
1700 West Loop South,  
Houston

### DECEMBER 2006

#### Dec. 16

New Orleans Executive  
MBA Orientation,  
Goldring/Woldenberg Hall II