

FROM THE DEAN

This issue of *Freeman* is dedicated to Jerome Broussard (MBA '71). Jerome, the former president and co-owner of Columbia Falls Aluminum Co., retired from the business in 1992 and has since split his time between family and philanthropic interests. His latest venture is Rebecca Farm, an equestrian park in Kalispell, Mont., that hosts U.S. Equestrian Association, Gold Cup Series, World Cup and Olympic-qualifying events. Jerome received the 2003 Outstanding Alumnus Award from the Freeman School, and he and his wife, Rebecca, recently funded the computer classroom in Goldring/Woldenberg

Hall II. Jerome epitomizes the spirit and values of the Freeman School, and we are indebted to him for his continuing dedication and support.

This issue also pays tribute to the many alumni and friends who contributed to the success of Goldring/Woldenberg Hall II. The new building was one of the largest fundraising projects in the history of Tulane, and the fact that it was virtually paid for before construction began is testimony to the overwhelming support of our alumni and friends. The dedication ceremony in November 2003 was a tremendous success. More than 1,000 people attended

dedication events to get a first glimpse at this outstanding addition to the Freeman School and the Tulane campus. If you have not yet had a chance to view it in person, I urge you to visit us and see firsthand our growth and progress.

As we prepare for the new school year, placing our students and recent graduates in internships and jobs remains our top priority. In this effort, you can be of great assistance. If you have positions available within your company or if you would like to build closer ties between your company's recruiting office and the Freeman School, please contact the Career Management Center at 504-865-5417 or e-mail careers@tulane.edu.

This coming year we will be conducting a major review and revision of the BSM and MBA curricula. As part of the review process, we will be soliciting suggestions on improving these programs. The BSM revision will also consider the admission of students to the program as freshmen. This change will make our undergraduate program stronger academically and much more competitive with the top business schools that admit students as freshmen.

I hope you are having an enjoyable summer. We are gearing up for what promises to be an outstanding year. Thank you for your loyalty and support. We at the Freeman School are working hard to earn your trust and pride.

James M. Broussard

