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~ From the Desk of W. Henson Moore

The University's leadership made a historic decision to transform LSU into a Flagship University—to hone our alma mater from a good university into a great one. To achieve this worthy goal, the Flagship Agenda has been developed to add 200 faculty, increase research facilities by 50 percent, and increase student scholarships and faculty salaries among other needed improvements. The Forever LSU Campaign is a four year effort to raise \$750 million to fund the Flagship Agenda.

In my opinion, Forever LSU is the most important philanthropic challenge we alumni have ever been asked to undertake. What could be more important than assuring students at LSU the finest education possible, increasing economic growth through derivatives of University-researched technologies, and having the institution we so dearly love, on its 150th anniversary, take its rightful place among the great universities of the country? Our people deserve nothing less. We, as alumni, owe the University a return on its investment. We are called to give something back. This is our chance to make a difference.

Forever LSU !

Henson

LSU Priority Point System (Explained!)

The LSU Priority Point System combines points earned by members of the Tiger Athletic Foundation through the TAF's existing point system with points to be awarded to contributors to LSU's Tradition Fund, as well as future donations to the LSU Foundation and LSU Alumni Association.

Beginning with the 2006 football post-season games, LSU will utilize this unified point system to determine distribution of tickets and allocation of seat locations to season ticket holders for road events and new season ticket purchases, giving point credit for the first time to Tradition Fund contributors and other donors to the University.

The point system will be used to distribute tickets for games in which the requests for tickets outnumber the tickets allotted to LSU, and also to determine seating location for all road events.

The point system will first be used for post-season games in 2006, such as the SEC Championship Game and any bowl game in which LSU participates, and regular season road games beginning in 2007. The system will also apply to the allocation of available season tickets in all LSU sports and to away events in all sports, affecting high ticket demand events such as the Final Four and the College World Series.

Points are awarded based on one point per \$1,000 contributed to either TAF or LSU's Tradition Fund. In addition, three bonus points are awarded annually when a fan contributes more than \$100 to TAF. Two points are awarded for each \$1,000 contributed to TAF for philanthropic purposes.

Please see LSU Priority Point System on page 3



Celebrate the Season with a Gift to LSU!

The holidays are a perfect time to consider making end of year, tax deductible gifts to the Forever LSU Campaign!

Although the LSU campus officially closes during the holidays, the Forever LSU Campaign will still be hard at work, making certain that all gifts are processed for the 2006 tax year.

Donors who wish to contribute to the campaign over the holidays are encouraged to visit the www.foreverLSU.org website to make their gift online.

Your gift is an investment in the future of LSU and its impact will be felt across campus, the state and the nation. You can honor or memorialize a friend, family member or loved one through a gift to your Alma Mater. What a perfect way to celebrate the season! As always, the Forever LSU Campaign thanks you for your generous support of our university, and wishes you and your family a wonderful holiday season.

LSU Alumni Association puts Scholarships Front and Center for the Campaign

"TOP 100" SCHOLARSHIPS"

In 1968, the LSU Alumni Association established one of the oldest and most successful programs still in existence at the University - The "Top 100" Scholarship Program. Since the program's inception, approximately 3,930 of the most highly decorated incoming University freshman have been awarded a "Top 100" Scholarship.

The "Top 100" Scholarship program offers over 100 incoming freshmen a four-year scholarship, which includes an annual cash stipend. There is also an opportunity for these students to participate in the Chancellor's Student Future Leaders in Research program or become a Chancellor's Student Aide and work in a campus job to earn extra income. Additionally, nonresident students receiving the scholarship are eligible to receive a Golden Oaks award, which covers tuition and the nonresident fee.

In 2005, the LSU Board of Supervisors voted to double the amount of the "Top 100" Scholarship's annual cash award. Now each scholar receives an annual cash stipend of \$2,000, which equates to \$8,000 over four years. The LSU Alumni Association has accepted the challenge of raising the necessary funds and has begun a \$16 million campaign to endow the entire "Top 100" Scholarship Program. Of all the Association's offerings, the "Top 100" Scholarship program is the one most vital to continuing the flow of outstanding high school graduates to the University.

To endow one four-year "Top 100" Scholarship requires a gift of \$160,000.

"LEADERSHIP SCHOLARSHIPS"

In 1982, the LSU Alumni Association established a second scholarship program, this one based on leadership potential. These Leadership Scholarships are awarded based on a proven record of outstanding leadership in student organizations and community activities. The Association provides these scholars with opportunities to meet successful leaders in business, industry, civic and University organizations.

Leadership Scholarship recipients are nominated by their high school principal, guidance counselor or other local system representative. The Leadership Scholarship is a one-time award of \$1,000 given in two semester increments of \$500 to the recipient. Approximately 100 Leadership Scholarships are awarded annually.

Top 100 Scholarships can be established by giving increments of \$40,000, \$80,000, \$120,000 and \$160,000. For more information on supporting this critical component of the Forever LSU campaign, contact Cliff Vannoy at 225-578-3838.



LSU Priority Point System from page 1

Tradition Fund contributors will receive point credit for contributions retroactive to the 2004 season when the Tradition Fund was first introduced, as well as three bonus points for each of the 2004 and 2005 seasons.

Tradition Fund members will continue to receive credit each year for their Tradition Fund contributions based on one point per \$1,000, but they will be responsible for making a minimum annual donation of \$100 to TAF if they choose to acquire any future bonus points.

Donors to either the LSU Foundation or LSU Alumni Association will receive one-fourth of a point per \$1,000 of contributions for donations made on or after May 18, 2006. Points to LSU Foundation or Alumni Association contributors will be awarded beginning July 1, 2006.

LSU season ticket holders in all sports will receive further information about the LSU Priority Point System by mail in early August. This mailing will include individualized point status and information for obtaining point status information online.

For the 2006 post-season games, all points will be calculated as of October 31, 2006. If LSU plays in a game in which fans order more tickets than LSU is allotted, tickets will be distributed based on LSU Priority Point order. Seat locations will also be assigned based on LSU Priority Point order.

A limited lottery will continue to be held for high ticket demand events to give all fans some opportunity to get tickets regardless of priority point standing. This will give fans who are not Tradition Fund or TAF contributors an opportunity to have access to tickets.

In the distribution of tickets, LSU will allot a portion of its allotment for official University purposes, with all other tickets awarded through the unified LSU Priority Point System, with the exception of a limited portion to be used for a lottery. Per athletic department policy, season ticket holders in each sport have the first opportunity to purchase tickets in each of the respective sports.

In the last 10 years, LSU has had to utilize a lottery for tickets for only five football games: the 1998 game at Notre Dame, the 2002 Sugar Bowl, the 2004 game at Georgia, the 2004 Sugar Bowl and the 2005 game at Alabama. For more information regarding the Priority Point System, contact Danny Aguirre at 225-578-0160.

TIGER ATHLETIC FOUNDATION PRIORITY POINT POLICY - Revised June 18, 2006

Priority Points based on financial contributions and service are awarded as follows*:

Each \$1,000 donated to a TAF Annual Membership Fund, TAF Annual Ticket Fund, approved LSU Coaches' Accounts, Tradition Fund, and other nonprofit organizations approved by TAF earns one (1) point

Each \$4,000 in philanthropic donations to the LSU Foundation or the LSU Alumni Association by individuals or corporate entities that are not publicly traded** earns one (1) point

Each \$1,000 donated to TAF Philanthropic Programs earns two (2) points

TAF Collegiate Club Membership per year earns one (1) point

LSU Varsity Letter Winners per sport earns five (5) points

Bonus Priority Points

For each year donating \$50 - \$99 to TAF*** earns one (1) Bonus point

For each year donating \$100 or more to TAF*** earns three (3) Bonus points

For each year donating \$5,000 or more to TAF Philanthropic Programs**** earns seven (7) Bonus points

The calculation and the award of priority points are governed by policies and procedures that are subject to change without notice.

** Applies only to donations actually received by the LSU Foundation or the LSU Alumni Association on or after May 18, 2006. Points awarded under this category will not be credited to individual accounts until after July 1, 2006.

*** Applies only to donations actually received by TAF on or after January 1, 2002.

**** Applies only to donations actually received by TAF on or after February 20, 2003.

Committee News

SAVE THE DATE!

SPRING CABINET MEETING

Saturday, February 24, 2007

Location & Time TBA

FALL CABINET MEETING

Friday, September 21, 2007

Location & Time TBA

LSU Alma Mater

Words by: Harris Downey

Music By: Lloyd Funchess

Where stately oaks and broad
magnolias
shade inspiring halls,
There stands our dear
Old Alma Mater
who to us recalls
Fond memories that waken in
our hearts
a tender glow
And make us happy for the love
that we have learned to know.
All hail to thee our Alma Mater
molder of mankind
May greater joy, love unending
be forever thine.
Our worth in life will be thy
worth
we pray to keep it true
And may thy spirit live in us,
Forever L-S-U.

Atlanta Region

Members of the Atlanta Regional Steering Committee, chaired by Ed Schmitt, met at the Grand Hyatt Atlanta in Buckhead on September 15th. Major General Bill Bowdon and Shelley Favre were in attendance representing the Campaign Office. Steering Committee Members present included: Don Broussard, Don Waguespack, Ron Abadie, Sarah Clayton and Patti Richards.

Louisiana Delegation

The Louisiana Delegation of Regional Committee Chairs met on Saturday, September 23, 2006 at the Hilton Capitol House Hotel. Chairman Stewart Slack and all Louisiana Regional Committee Chairs were present to discuss ways in which to approach fundraising efforts within the state of Louisiana.

Tampa Region

Gordon Regan hosted members of the Tampa Region Steering Committee at Maggiano's Restaurant for an informative session on October 6th. Steering Committee Members present included: Bernard Woodside, Don Bordelon, Beth Ederington, Rudy & Doris Heitler, Lyle Mouton, Sally Prescott, and Scott Springer. Major General Bill Bowdon, Dean Kevin Carman, and Shelley Favre were on hand from LSU to answer questions regarding the campaign.

Houston Region

Houston Region Chair, Lanny Yeates hosted a lovely luncheon at the Manor House at The Houstonian on Tuesday, October 24th. A lively discussion of steering committee members ensued after a presentation by Major General Bill Bowdon, Dean Kevin Carman and Beverly Brooks Major. Members of the steering committee, including Patrick Evans, Cheryl Fasullo, Billy Harrison, Pat Hewlett, Jeff Hughes, Ces Guerra, Ron Neal and Steve Scott, were on hand to make strategic plans for the Houston Area. Action items are well under way including plans for the Houston Petro Tigers as well as a medical focus group to be organized by the College of Basic Sciences.

Austin Region

Chairman John Barnidge and committee members, Kim Gunderson, Kathy Nugent Arnold, Mike Quigley, and Francis Brougner attended a meeting at the Four Seasons Hotel in Downtown Austin on October 25th. Major General Bill Bowdon and Beverly Brooks Major made a brief presentation regarding ways to engage alumni in the region to support the Forever LSU Campaign.

Dallas Region

Claire Cagnolotti hosted the Dallas Steering Committee at the offices of Solomon and Associates on October 26th. Enthusiastic committee members in attendance included Linda Young, John Gremillion, Myron Schwitzer, Judy Sherman and LSU representatives Major General Bill Bowdon and Beverly Brooks Major. Following an informal presentation, committee members have agreed to meet monthly and are making significant progress in future donor identification.

Washington DC Region

The Offices of Adams and Reese, with host Jeff Brooks, was the sight of the DC regional committee meeting on November 15th. The Honorable J. Bennett Johnston chaired the committee that included Brooks, Judge Irvin Couvillion, Larry Franceski, Arthur Halbrook, Charlie Richardson. Members discussed opportunities for the upcoming Vanishing Wetlands Exhibit opening in January as a venue for future fundraising. Jeff McLain and Beverly Brooks Major were in attendance to answer questions regarding the campaign.

New York Region

November 16th at the New York Athletic Club was the site of the New York Steering Committee meeting hosted by Mark Hefter. Committee members quickly got to work after a brief presentation by Jeff McLain, Dean Bob Sumichrast and Beverly Major. Steering Committee members present included: Fernando Guerrero, Mark Hefter, Nicole Pelingaris, Rick Wolfert and Peter Drexler.

Campaign Progress

Shell Oil Company Donates \$3.5 Million to LSU for Coastal Studies and Business Recovery

Shell Oil Company will donate \$3.5 million over a three-year period to leverage Louisiana State University's scientific and academic expertise in support of Louisiana's environmental and business recovery efforts under way since Hurricanes Katrina and Rita.

The donation is the largest one-time cash pledge from an energy company in LSU's history, and is the first major corporate donation made since the "Forever LSU" campaign was officially announced in June this year.

"This donation is an important step in what has been a long and mutually productive relationship between LSU and Shell," said LSU Chancellor Sean O'Keefe. "We are proud of this great partnership and dedicated to taking our collaboration to new heights with this most generous gift."

"Shell is dedicated to the Louisiana communities where we live and work," said David Sexton, President of Shell Oil Products U.S. "We hope this grant will benefit the state long-term - particularly with regard to environmental restoration and business revitalization."

Approximately \$3 million of the gift will create a state-of-the-art coastal ecosystem research project in the Breton Sound area along the Mississippi River delta immediately south of Plaquemines Parish, as well as a \$1.2 million endowed chair. The Louisiana Board of Regents is expected to supplement the chair with an additional \$800,000, giving the Shell gift \$4.3 million in total impact. The initiative will be managed by LSU's School of the Coast and Environment, or SCE, under the leadership of Dean Edward Laws and Professor Robert Twilley, who was recently named associate vice chancellor for research and economic development.

"Shell's donation is the largest one-time cash pledge from an energy company in LSU's history, and is the first major corporate donation made since the Forever LSU Campaign was officially announced."

The research data acquired at the Breton Sound facility will be evaluated at the SCE's existing "Shell Coastal

Environmental Modeling Laboratory," also financed by the company via \$700,000 in previous donations. The significance of the Breton Sound research project was summarized by LSU Interim Provost Harold Silverman: "Shell's funding of a comprehensive and systemic study of a large and important portion of coastal Louisiana should provide long-term benefits to the state based on exceptional interdisciplinary science aimed at understanding restoration mechanisms."

The remaining \$500,000 of the donation will be utilized by LSU's E. J. Ourso College of Business to provide critically needed business counseling and related assistance for women- and minority-owned businesses in several Louisiana parishes hardest hit by the 2005 hurricanes. Under the direction of Dean Robert Sumichrast, the counseling and training will be provided by Ourso College faculty and graduate students via a new "mobile classroom," an 18-wheel truck retrofitted with the latest educational technologies.

"The \$3.5 million donation signifies an important expansion in an LSU/Shell relationship that has been steadily improving over the past several years, due to a number of factors, including a highly responsive campus workforce development team and an outstanding, multidisciplinary academic and research effort that is positioning LSU as a global leader in coastal and environmental studies," said Jeff Hale, senior director of corporate and foundation relations with the LSU Foundation.



Shell Oil Company announced a donation of \$3.5 million to LSU at a press conference Nov. 10. LSU officials received a commemorative check from Shell at the event. Pictured left to right are: Sean O'Keefe, LSU Chancellor; David Sexton, President of Shell Oil Products U.S.; and William Jenkins, LSU System President..