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Business School, BCM Get New Homes as Louisiana Tech Grows

Lincoln Builders selected for both projects

Lincoln Builders is proud to be the general contractor for construction of the new Louisiana Tech School of Business, located at Tech's new Research Park Enterprise Campus. The Enterprise Campus is a vibrant extension of Tech's main campus, connecting it to downtown Ruston and creating a dynamic high-tech district focused on multi-discipline new technology collaborations. The creation of the research park campus enabled the Baptist Collegiate Ministry (BCM) to relocate to its new home (shown below).



Pictured here at the official groundbreaking for the new business school are (left to right) Jerry Brasher, project manager for Lincoln Builders of Ruston; Dr. James Lumpkin, Dean of the Business School; and Dr. Dan Reneau, President of Louisiana Tech University.

Now located almost in the shadows of Louisiana Tech's Wylly Tower of Learning, the new Tech Baptist Collegiate Ministry (BCM) was born out of the necessity to relocate. As Tech's new Research Park Enterprise Campus spread toward downtown Ruston, the old BSU/BCM on Arizona Street had to find a new home. The new location is dynamic; fronting on W. Alabama Ave. near Tech Drive, it is nestled boldly in the heart of Tech's new

student housing development, the Tech athletic complex and most fraternity and sorority buildings.

Lincoln Builders project manager Mark Graham and job superintendent Bill Ortego teamed with architect Mike Walpole and BCM director Kevin Inman to complete this fine facility, which will be enjoyed by Tech students for generations to come.



"The new College of Business building will create an exciting environment in which faculty will prepare Tech's students to face the challenges and opportunities in this age of globalization. Its location will foster further collaboration between the College of Business and other areas of the University, especially with the College of Engineering."

—Kenneth Rea
Vice President
Academic Affairs

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Which U.S. state capital receives the most snowfall annually?

A Little Knowledge Is A Good Thing

- 1) On average, which U.S. state capital receives the most snowfall annually?
 - a) Juneau, Alaska
 - b) Bismarck, N.D.
 - c) Montpelier, Vt.
 - d) Denver, Colo.
- 2) Which planet in our solar system is distinctly red in color?
 - a) Neptune
 - b) Mars
 - c) Jupiter
 - d) Venus
- 3) Robert Downey, Jr. was nominated for a Best Actor Oscar for his 1992 portrayal of which comedian?
 - a) Buster Keaton
 - b) Charlie Chaplin
 - c) Harold Lloyd
 - d) W.C. Fields
- 4) Which of these is *not* the name of a WNBA team?
 - a) Connecticut Sun
 - b) Kansas City Shine
 - c) Chicago Sky
 - d) San Antonio Silver Stars
- 5) Three of the past four people to hold the office of U.S. Secretary of State have shared which trait?
 - a) women
 - b) black
 - c) Jewish
 - d) none of the above

Answers: 1) c (Montpelier averages nearly 98 inches of snow annually.) 2) b 3) b 4) b 5) a (Hillary Clinton, Condoleezza Rice and Madeline Albright.)

Sharpen Your Professional Image

No matter what your job title is, you have to earn the respect of your colleagues, supervisors, and employees if you want to succeed at work. Here are some guidelines for ensuring that people take you seriously:

- **Fine-tune your appearance.** Pay attention to how others in your organization dress, especially upper-level executives, and model your style after that. Keep your hair neatly trimmed. Resist the temptation to dress too casually, even on “casual Friday.”
- **Take notes.** In meetings and when talking to managers, make a point of writing down the important points. This will help you remember what’s said, of course, but more important, you’ll show you’re paying attention and taking the other person seriously.
- **Speak authoritatively.** Eliminate “uh” and “um” from your vocabulary. Don’t try to come across as an obnoxious know-it-all, but concentrate on speaking clearly. Good communication builds credibility.
- **Control your emotions.** Nobody wants to work alongside someone who’s always angry. Even extreme cheerfulness can be counterproductive—colleagues may think you’re not taking situations seriously. You don’t have to suppress your emotions entirely, but don’t let them take center stage all the time.
- **Stay organized.** A neat workspace shows that you’re efficient and detail-oriented. Clean it regularly, discarding what you don’t need and putting important items in the proper place so you can retrieve them quickly.
- **Be patient.** Time is a limited resource, but don’t obsess over speed. Impatience strikes many people as evidence of immaturity, so temper your urgency with understanding.



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Three Skills For Better Negotiation

Negotiating is a make-or-break skill, whether you’re a CEO in charge of a merger or a parent trying to sort out a sibling squabble. Follow these tips to negotiate agreements productively and without stress:

1. **Keep an open mind.** Brainstorm ideas. Listen to outlandish proposals. Entertain unusual possibilities. This will expand opportunities for agreement.
2. **Treat people fairly.** When people feel you’re being fair with them, they’re more likely to make real commitments. If they think you’re trying to cheat them, they’ll walk away in a huff. You won’t get commitment unless the other party feels you’re sincerely trying to do what’s right.
3. **Listen actively.** Don’t plan what you’re going to say while the other side is talking. Pay attention to what they’re saying so you know where they’re coming from and what they really want. When your response makes it clear that you’ve really been listening, they’ll be more willing to listen to your proposals.

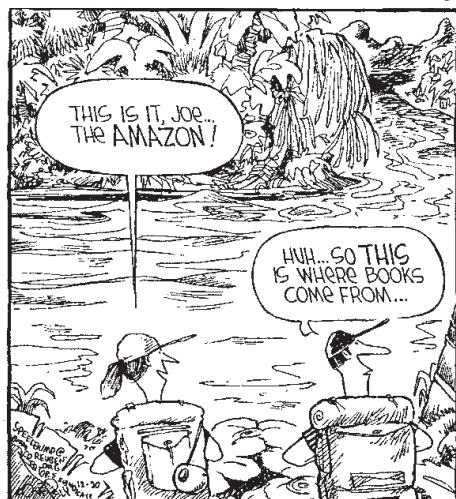
Learn New Skills

The cliché is wrong: You can teach an old dog new tricks, if the “old dog” is willing to make an effort. Whether you’re trying to improve your tennis game or learn piano, keep these tips in mind to get the most out of your training:

- **Find the right teacher.** Make sure you find a teacher who can help you at your present level and who can commit the time and energy to teach you more.
- **Answer the teacher’s questions completely and truthfully.** To assess your strengths and weaknesses, teachers often ask for background information. Don’t exaggerate your experience or expertise. Honest answers will help your teacher offer personalized instruction.
- **Share your goals.** Let your instructor know exactly what you want to get out of your studies. You both need to be on the same page.
- **Go deep.** Don’t settle for learning superficial skills. To make your efforts worthwhile, commit to learning as much as you can about the area you’re studying. For example, almost every field has its own vocabulary. If you don’t understand a particular term, ask.
- **Expect success.** Although improvement lies largely in your hands, you should be able to tell whether or not the teacher is doing all she can to help you improve. If it’s not happening, talk it over with your teacher and be ready to move on to another instructor if necessary.

SPEED BUMP

Dave Coverly



JOE HAS SPENT A LITTLE TOO MUCH TIME SHOPPING ONLINE

Will The Wristwatch Join The Buggy Whip?

Quick, what time is it? If you looked at your wrist, you’re still part of the majority of people who rely on their watches to stay on schedule, but that may change. In a British survey of 1,500+ people, 14%—about one in seven people—said they don’t need a wristwatch. The market analysis firm Mintel, which conducted the survey, forecasts that the percentage will rise along with the increase in mobile-phone ownership and other gadgets like the latest iPod Nano, which comes with a wrist strap and sports a watch face.

Although wristwatches probably aren’t likely to vanish anytime soon, they could become redundant, as people rely more and more on other devices, like smart phones, that include a time-keeping function. After all, one expert notes, the point of a Rolex isn’t to tell time, but to show off.



What To Do When You’re To Blame

Everybody makes mistakes. The difference between good managers and bad managers is that good managers address the mistake, whereas bad managers try to cover up the error or pin the blame on someone else.

As a manager, you must learn to apologize—whether it’s to an employee, a customer or your boss. Remember these tactics:

- **Be as specific as possible.** Vague regrets and empty clichés are usually worse than no apology at all. Accept responsibility for your actions, and don’t use the apology as a chance to make excuses.
- **Explain how you are correcting the problem.** Taking the necessary steps toward fixing the problem will defuse the other person’s anger and give your apology added credibility. Otherwise it’s an empty gesture—and people will see it for what it is.
- **Return to “neutral ground” as soon as you can.** Once you’ve apologized and corrected the problem, move on. There’s no need to beat a dead horse. You need to reestablish rapport and trust, and that can’t happen if you constantly remind the other person of what you did wrong.

“Don’t bother to be better than your contemporaries or predecessors. Try to be better than yourself.”

—William Faulkner

Use The “24-Hour Rule” To Stay Focused

Renowned pro football coach Don Shula’s successful career was based, in part, on a policy of looking forward to the next challenge instead of dwelling on his previous victories or failures. Shula’s “24-hour rule” exemplified that.

The coach allowed himself, his fellow coaches, and his players 24 hours at the maximum to celebrate a victory—or agonize over a defeat. Shula encouraged them to feel the emotions of success or failure as deeply as they could.

After 24 hours, though, the team was expected to stop talking and thinking about the experience and focus their concentration on preparing for the next game.

The lesson? Keep your failures and victories in perspective, and you’ll do better over the long run.

Happy Trails...

Congratulations to **Linda Hammett** on her retirement from Lincoln Builders after more than ten years as executive



Linda Hammett

assistant to the CEO, president and secretary-treasurer of Lincoln Builders, Inc. Her loyal and dedicated service was honored by the office staff at a luncheon, as well as by many other “surprises” during her last week of work. Best wishes to you, Linda.

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Other Projects Currently Underway

- Bienville Parish Courthouse, Arcadia, La.
- CenturyLink Airport Hangar, Monroe, La.
- Emergency Room Additions, Monroe, La.
- Minden Medical Office Bldg., Minden, La.
- Charles P. Adams Hall, Grambling, La.
- Airport Terminal Area Improvements, Monroe, La.
- Lambright Intramural Renovations/Additions, Ruston, La.
- Central La. Technical College, Ferriday, La.
- Iberia Banks in Hoover and Vestavia Hills, Ala., and Youngsville, Marrero and Baton Rouge, La.
- Elementary School, Edgard, La.
- Multiplex Center/Medical Facility, Grand Isle, La.
- Elevated Gymnasium, Grand Isle, La.
- Residential College One, Baton Rouge, La.
- EXCO Projects in Grand Cane, La., and Chireno and Marshall, Texas
- Multiple Projects for Grand Prairie Independent School District, Grand Prairie, Texas



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