

# 31<sup>st</sup> & Pearl

## CoB's Image Gets Pasterized

USM President Martha Saunders made it crystal clear (in a recent "President's Message" installment) that USM's image is her #1 priority as chief executive. As a marketing professor, image has been Interim Dean Alvin Williams' primary concern for the CoB since taking over from former CoB Dean Harold Doty on 10 April 2007. However, their image management performances have been so poor lately that they are either being disingenuous about the goal or they are not the sharpest tacks in the drawer when it comes to public relations.

The most recent example, at least as far as the CoB is concerned, came with the Tourism Management department's attempt to get a puff piece across to readers of *The Hattiesburg American* that suggests that the CoB's tourism management degree is better than ever. The problem came when the only TM faculty that *departing* TM chair, Tony Henthorne, could motivate to the cause without a pep rally were instructors Evelyn Green and David Paster. Everyone remembers Green – the recreational services expert-turned-information systems guru-turned- gaming management icon who once used the business school's facilities to operate an *interior redesign* firm (of all things).

Before the puff piece, Paster was, on the other hand, an unknown commodity. Now, though, the commodity cat is out of the bag. Paster's comments to *The Hattiesburg American's* Emma James were all over the board, and they directly contradicted chairman Henthorne on at least one occasion. In some parts of the country, people would say Paster was speaking out of his a\*# when he was explaining the history of tourism management ed in USM's College of Business to *THA's* James. Now, parents of local CoB students are as bothered as ever that their hard-earned tuition dollars might be all for naught, as more and more CoB undergraduate classes are being taught by instructors, adjuncts, and even recent MBA graduates. Maybe, just maybe, the "no such thing as bad press" cliché doesn't apply to USM's CoB.

---

31st & Pearl is a series housed at [usmnews.net](http://usmnews.net) that features commentary on aspects of life in the CoB from a variety of columnists.