



NORTHEASTERN STATE UNIVERSITY

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2011 Larry Adair Lectureship

Rethink Possible: Learning Delivered

Jim Epperson, AT&T Senior Vice President for Strategic Communications

11 a.m. Lecture, Webb Center Auditorium

Noon Luncheon, UC Rozell Ballroom

Free Lunch/Giveaways for students

James M. Epperson, Jr.

When Jim Epperson began his career with Southwestern Bell in Oklahoma City in 1979, customers could choose from a small handful of telephones and long distance calling was reserved for the most important of occasions.

Today, customers can choose from more than 600 wireless handsets alone. What was once the smallest of the "Baby Bells" is a Fortune 10 company recognized as a worldwide leader of wireless and entertainment technology and services.

AT&T has been successful because it has been a leader in providing new competitive choices to consumers, and Jim has been at the forefront of those efforts. As AT&T's president in Texas – and before that, in Oklahoma – Jim led the teams that won approval of first-in-the-nation legislation bringing consumers new choices in video providers and additional investment in high-speed Internet. Later, as Senior Vice President of State Legislative and Regulatory Affairs, Jim assisted AT&T executives across the country as they worked to bring additional choices to consumers in all 50 states.

Today, Jim is Senior Vice President of Strategic Communications, where he is responsible for corporate message development and strategy.

A native of Tahlequah, Oklahoma, and a graduate of the University of Central Oklahoma in Edmond, Jim and his wife Debbie have two children and two grandchildren. They live in Dallas.

The Larry Adair Lectureship Series

The Larry Adair Lectureship Series was established at Northeastern State in 2004 by friends and family of the retiring Oklahoma Speaker of the House, the Honorable Larry Adair, to create an annual forum through which to address issues in politics, government, and public policy. One of the primary



Lectureship series starts at timestamp 10:00



goals of the lectureship is to raise student interest in public affairs and encourage all members of the NSU community to become more engaged citizens.

The lectureship is held on the Tahlequah campus. Themes and keynote speakers have included:

- Appointing a Court - The Supreme Court's Impact on America; Jim Edmondson, keynote speaker
- The Unfolding Role of International Trade to U.S. Economic Well-Being; James R. Jones, keynote speaker
- Beyond Green: Sustainability for NSU's Second Century; Jessy Tolkan, keynote speaker.

Contact Us

For more information, contact Jerry Cook at cookjc@nsuok.edu or call (918) 444-2009.