

THE RED STICK TIMES

(225) 766-8595

4273 HIGHLAND ROAD

GSBSU.ORG | @GSBSU

WELCOME

We are so happy to have you on campus for the 2026 GSBSU session. Lifelong connections, education, and cherished memories start here.

Seniors arrived on campus yesterday and have already begun their Bank Management Simulation (BMSim) course. Freshmen and Juniors will kick things off this evening with Introductory Sessions... ready or not, the session is here!



Welcome to the **76th Volume of The Red Stick Times**, your daily rundown on everything GSBSU. Look for each day's issue online in Canvas every morning before lunchtime. You can find a lot of this information under the "Important Information" tab in Canvas but for those who enjoy a little extra energy and flair, *this one's for you.*

TODAY AT GSBSU

- * **11:30AM-1:00PM**
LUNCH
- * **5:00PM-7:00PM**
DINNER
- * **6:15PM-6:45PM**
FR/JR INTRO SESSION
- * **7:00PM-8:00PM**
FR/JR CASE PREP

What's a "Red Stick"?

Baton Rouge, or "The Red Stick," carries a name as bold as its history. Rooted in legend and rich in culture, the city's name traces back to early French explorers who spotted a cypress pole marking the divide between tribal hunting grounds. Today, that spirit of resilience and tradition lives on in Baton Rouge's vibrant neighborhoods, culinary scene, and cultural landmarks. If you didn't know... now you know!



SHOP OUR STORE

You can purchase GSBSU swag on our online store. Use code **2026** for 15% OFF your purchase. Want to be featured on our social media? Send pictures of you and your GSBSU swag to victoria@gsbsu.org.



THE FACES BEHIND GSBSLU



JOHN NAUGHTON
Director & Chief
Executive Officer



MIKE HIGHFIELD
President & Chief
Academic Officer



CORINNE LONG
Vice President
for Administration



THERESA ROUSSEL
Administrative
Assistant



JULIANNE GOUNER
Administrative
Assistant



VICTORIA LONG
Administrative Assistant
& 2026 RST Writer



MADISON WELCH
Administrative
Assistant

NOW THAT WE HAVE INTRODUCED OURSELVES – WE WANT TO KNOW YOU!

This is your reminder to wear your name tag! Your name tag is your all-access pass while you're here in Baton Rouge. Think of it as your ticket into classes, GSB-sponsored events, and just about everything in between. Please wear it at all times when heading to and from class, while in class, and at any GSB activity. Do everyone a favor (yourself included) and keep that name tag on! Look, even Mike the Tiger has his name tag.



4P'S FROM THE PROS

Punctuality

Leave skipping class in the past. Show up to class on time and ready to learn. Punctuality is always in season.

Participation

Participation in school-sponsored activities are required. The activities we have planned for you are FUN, you're in Louisiana after all, FUN is our middle name.

Phones Quiet

Silence your cell phones while in class. You don't want to be the one with a phone or any other electronic device going off... that's so 2016.

Pick up the RST

Stay informed! You can do that by reading the daily Red Stick Times newsletters. Okay fine - this is a little shameless plug.



WIFI, AC, & PHONE NUMBERS YOU MAY NEED

WIFI: GSBSLU26 | USERNAME: | PASSWORD: 311663

Keep your AC units set to **AUTO COOL** – They will NOT cool properly if switched to “Fan On” mode. If you have any issues with your AC or anything else in the room, please report it to the dorm front desk so we can ensure it is taken care of in a prompt manner because the Louisiana heat is no joke.

GSBSLU OFFICE - (225) 766-8595
 EVANGELINE HALL - (225) 578-0138
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 CAMELLIA HALL - (225) 578-8781
 AZALEA HALL - (225) 578-7768
 LSU POLICE - (225) 578-3231

Have the BEST first day at GSBSLU!