

WILLIAM L. FERGUSON

*The G. Frank Purvis, Jr./Board of Regents Support Fund Eminent Scholar Endowed Chair in Insurance & Risk Management,
and Coordinator: UL Lafayette Insurance/Risk Management Program*

323 Moody Hall
Department of Economics and Finance
B.I. Moody III College of Business Administration
University of Louisiana at Lafayette
P.O. Box 43709
Lafayette, LA 70504-3709
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FERGUSON@LOUISIANA.EDU

Residence/All Correspondence please to:
204 Saint Benjamin Drive
Lafayette, LA 70506-5910
Ph/Cell: (337)-298-9341

AREAS OF INTEREST

Teaching: Insurance, Risk Management, Corporate and Personal Finance, Employee Benefits
Research: Insurance Operations and Industry Practices, Forensic Economics, Valuation, Regulation

EDUCATION

University of Georgia: PhD, 1995
Concentration: Business Administration [Risk Management/Insurance and Finance]
Dissertation: "Effectiveness of State Insurance Solvency Regulation: Evidence from the
Financial Behavior of Life Insurers"

University of North Carolina at Greensboro: MBA, 1985
Concentration: Information Systems/Operations Management and Finance

University of North Carolina at Chapel Hill: BA/BA, 1982
Concentration: Geology and Chemistry

UNIVERSITY EXPERIENCE

University of Louisiana at Lafayette (Lafayette, LA), B.I. Moody III College of Business Administration
Department of Economics and Finance

7/16 - Present	Professor: Finance, Insurance and Risk Management
7/01 - 6/16	Associate Professor: Finance, Insurance and Risk Management
8/95 - 6/01	Assistant Professor: Finance, Insurance and Risk Management

Gottfried Wilhelm Leibniz Universität Hannover (Hannover, Germany), Institut für Versicherungsbetriebslehre
Institute for Insurance Education, University of Hannover
6/19 - 7/19 Gastprofessor: Risk Management and Insurance

Universität zu Köln (Cologne, Germany), Institut für Versicherungswissenschaft
Institute for Insurance Science, University of Cologne
6/09 Gastprofessor: International Insurance and Risk Management

IMC Fachhochschule Krems GesmbH (Krems, Austria)
International Management Center, University of Applied Sciences, Krems
5/07 Gastlektor: International Insurance and Risk Management

Wirtschaftsuniversität Wien (Vienna, Austria), Institut für Versicherungswirtschaft
Vienna University of Economics and Business Administration, Institute for Risk Management and Insurance
5/04 - 6/04 Gastprofessor: International Insurance and Risk Management
3/03 - 6/03 Fulbright Lecturer: International Insurance and Risk Management

Marshall University (Huntington, WV), Elizabeth McDowell Lewis College of Business
Division of Finance and Economics/Department of Finance and Business Law
8/94 - 8/95 Assistant Professor: Finance, Insurance and Risk Management
8/92 - 8/94 Instructor: Finance, Insurance and Risk Management

University of Georgia (Athens, GA), C. Herman & Mary Virginia Terry College of Business
Department of Insurance, Legal Studies and Real Estate (ILSRE)
9/89 - 8/92 Teaching Assistant: Insurance and Risk Management
1/89 - 9/89 Research Assistant: Real Estate, Insurance and Risk Management

University of North Carolina at Greensboro (Greensboro, NC), Joseph E. Bryan School of Business & Economics
Department of Business Administration
6/01 - 7/01 Visiting Professor/Lecturer: Strategic Management, International Business
Department of Information Systems and Operations Management (ISOM)
8/84 - 12/85 Research Assistant: Information Systems

University of North Carolina (Chapel Hill, NC)
Department of Chemistry
8/81 - 3/83 Teaching Assistant: Chemistry

OTHER EXPERIENCE

- 1/86 - Present WLFerguson & Associates, LLC: Principal; and Independent Contractor - Insurance, Finance, Economic, Management and Litigation Consulting
- 6/00 - 5/04 Adjunct Faculty: Certified Risk Managers (CRM) International, National Alliance for Insurance Education and Research (Austin, TX)
- 1/86 - 12/01 Associate: Johnson, Hershberger & Associates, Inc. (Greensboro, NC); and Vice-President: Johnson Capital Corporation (Greensboro, NC: 1/86-12/88) - Litigation Consulting
- 5/99 - 7/99 ARIA Faculty Intern: Royal & SunAlliance, Ltd. (US Headquarters: Charlotte, NC)
- 6/95 - 8/95 Consultant: US Army Corps of Engineers, Ohio River Division (Huntington, WV)
- 8/94 - 4/95 Instructor: AM Best/College of Insurance [St. Johns U., NYC] Financial Analysis Seminars
- 6/85 - 8/85 Production Supervisor: Gilbarco, Inc. (Greensboro, NC)

PROFESSIONAL EDUCATION AND DESIGNATIONS MAINTAINED

- Chartered Life Underwriter (CLU)*: October, 1997 - Present
Chartered Property/Casualty Underwriter (CPCU): June, 1995 - Present
Associate in Risk Management (ARM): December, 1991 - Present

PROFESSIONAL MEMBERSHIPS

- American Risk & Insurance Association (ARIA)- Chairs: Kulp-Wright(2005); Hedges(2007-09); Strickler(2010); RMIR(2011)
Western Risk & Insurance Association (WRIA): President, 2016/2002; VP/ProgChair, 14-15/00-01; Board, 98-03/05-18
Southern Risk & Insurance Association (SRIA): President, 2007; VP/ProgChair, 2005; Sec/Treas 2004; Board, 2000-08
Asia-Pacific Risk & Insurance Association (APRIA): Board of Governors, 2003-06
International Insurance Society (IIS): Academic Moderator (2006, Chicago)
Risk & Insurance Management Society (RIMS)
Financial Management Association (FMA)
American Finance Association (AFA)
Southern/Southwestern Finance Associations
Academy of Financial Services (AFS)
Academy of Economics and Finance (AEF)
National Association of Forensic Economics (NAFE)
Society of Chartered Property/Casualty Underwriters (CPCU)
Society of Financial Service Professionals
American Economic Association (AEA)
American Production & Inventory Control Society (APICS)
Fulbright Association

PROFESSIONAL PEER / GOVERNMENTAL SERVICE ACTIVITIES

- State of Louisiana, Department of Insurance, Approved Pre-Licensing/Continuing Education Provider: 1995 - Present
University of Louisiana System Delegate, Governor's Louisiana Health Care Commission: 2011-13, 2015- Present
State of Louisiana, Department of Insurance/Provider Subject Matter Expert for Licensing Exams: 2010 - Present
State of Louisiana, Department of Insurance, Insurance Education Advisory Council (IEAC): 2005-09
International Faculty, Singapore College of Insurance: 2006-08
External Assessor, Lingnan University (Hong Kong): 2004-07

PROFESSIONAL PEER SERVICE AS EDITOR/REFEREE/REVIEWER (JOURNALS, GRANTS and TEXTS)

- Journals: Managing Editor: *Journal of Insurance Issues* [2005-11: v.28 #2 - v.34 #1]; Co-Editor [2011-15]
Associate Editor and Referee: *Journal of Insurance Issues*
Referee: *Risk Management & Insurance Review*
Referee: *Journal of Legal Economics*
Referee: *Asia-Pacific Journal of Insurance & Risk Management*
Referee: *Financial Services Review*
Referee: *Journal of Business & Management*

- Grants: Reviewer: *National Science Foundation*

- Texts: H Skipper, W Feldhaus and L Regan, *Perspectives of Risk and Insurance* (McGraw-Hill/Irwin).
EJ Vaughan and TM Vaughan, *Essentials of Risk Management & Insurance*, 2nd (Wiley & Sons).
GE Rejda, *Principles of Risk Management & Insurance* 5th, 6th and 7th Eds (Harper-Collins).
LJ Gitman, *Foundations of Managerial Finance*, 4th Ed (Harper-Collins).
WO Marsh, *Personal Finance*, (South-Western Publishing).

PEER-REVIEWED AND INVITED JOURNAL/TEXT PUBLICATIONS

- Boudreaux DO, S Rao, and WL Ferguson (2013) Measuring Losses for Small Business Interruption Claims, *Journal of Applied Risk Management & Insurance*, v.1 #1: 67-89.
- Cole, CR, WL Ferguson, RB Lee and KA McCullough (2012) Internationalization of the Reinsurance Industry: An Analysis of the Net Exposure of Reinsurers, *Journal of Risk & Insurance*, v.79 #4 (December): 897-930.
- Davis, LR, WL Ferguson and A Keaty (2011) Lo, the Digital Age: A Retrospective on Electronic Discovery for the Business Professional, *CPCU eJournal*, v.64 #6 (June): 1-14.
- Ferguson, WL and TD Ferguson (2011) Strategic Market Entry Project, *Risk Management & Insurance Review*, v.14 #1: 145-155.
- Colquitt, LL, DW Sommer and WL Ferguson (2009) A Citation Analysis of Risk, Insurance, and Actuarial Research: 2001 through 2005, *Journal of Risk & Insurance*, v. 76 # 4 (December): 933-953.
- Flanagan, P, PD Primeaux and WL Ferguson [Eds.] (2007) *Insurance Ethics for a More Ethical World*, Research in Ethical Issues in Organizations, v.7, (Amsterdam: Elsevier/JAI Press, ISBN: 0-7623-1333-1 / 978-0-7623-1333-4).
- Dorfman, MS, WL Ferguson and TD Ferguson (2006) Curriculum Design in Risk Management and Insurance Education, *Journal of Insurance Issues*, v.29 #2 (Fall):158-178.
- Frickel, BJ, RK Miller and WL Ferguson (2005) The Persistence of Abnormal Returns in the Insurance Industry, *Journal of Accounting and Finance Research*, v.13 #5 (December): 249-259.
- Ferguson, TD, MS Dorfman and WL Ferguson (2005) Risk Management and Insurance Related Journals: A Survey of Risk and Insurance Academics, *Risk Management & Insurance Review*, v.8 #1(Spring): 65-101.
- Barrese, J, WL Ferguson and N Scordis (2005) "Terrorism: The Response and Interplay of Insurance and Business," Chapter 5 of Johnson, JA, MH Kennedy and N Delener [Eds.], *Community Preparedness and Response to Terrorism*, v. II: 65-83; Johnson, JA, GR Ledlow, and MA Cwiek [General Eds.], (Westport, CT: Praeger Perspectives/Greenwood Publishing Group, ISBN: 0-275-98366-8 / 0-275-98369-2).
- Lee, RG and WL Ferguson (2004) Do Loss Prevention Services Prevent Losses?, *Journal of Workers' Compensation*, v. 13 #3 (Spring), 9-24.
- Ferguson, TD and WL Ferguson (2004) Regulatory Structures in the Pursuit of Foreign Direct Investment, *Insurance Chronicle*, v.4 #1 (January, Special Issue): 66-69 [Institute of Chartered Financial Analysts of India].
- Theil, M and WL Ferguson (2003) Risk Management as a Process: An International Perspective, *Review of Business*, v. 24 #3 (Fall): 30-35 (Special Issue: Risk Management and Insurance).
- Ferguson, WL and TD Ferguson (2003) First Mover Advantage and Entry in Japanese Insurance Markets, *Journal of International Insurance*, v. 3 #1: 153-165 (Kluwer ISSN: 1388-1922).
- Ferguson, TD and WL Ferguson (2002) Reform and Opportunity in Asian/Pacific Rim Insurance Markets, *Insurance Chronicle*, v.2 #12 (December: Special Issue): 28-32 [Institute of Chartered Financial Analysts of India].
- Ferguson, WL and TD Ferguson (2002) The Changing Competitive Landscape in Pacific Rim Insurance Markets, *Journal of Risk Management & Insurance*, v. 7: 1-9 [Thailand].
- Ferguson, TD and WL Ferguson (2002) Alpha, Null Hypothesis Statistical Testing and Confidence Intervals: Where Do We Go from Here?, *Journal of Business and Management*, v.8 #1 (Winter): 87-98.
- Ferguson, TD, WL Ferguson, K Muedder and MP Fitzgerald (2001) The Case for Total Absence Management and Integrated Benefits, *Human Resource Planning*, v.24 #3 (September): 36-46 [ISSN: 0199-8986, the official journal of the Human Resource Planning Society (HRPS), retitled: *People & Strategy*, ISSN 1946-4606].
- Boudreaux, DO, WL Ferguson and P Boudreaux (2000) Analysis and Valuation of Closely-Held Firms Involved in Business Damage Cases and Application of Certainty Equivalence, *Journal of Legal Economics*, v.9 #3 (Winter): 1-17.
- Ferguson, TD, DL Deephouse and WL Ferguson (2000) Do Strategic Groups Differ in Reputation?, *Strategic Management Journal* v.21 #12 (December): 1195-1214. Also selected for special edition translation/ publication into Dutch: Ferguson, TD, DL Deephouse en WL Ferguson (2001) Verschillen strategische groepen in reputatie?, *Tijdschrift voor Strategische Bedrijfscommunicatie*, Jrg. 7 #1: 28-50.
- Ferguson, WL, MS Dorfman, BJ Frickel and TD Ferguson (2000) Risk Management and Insurance Education at the Millennium, *Journal of Insurance Issues*, v.23 #2 (Fall): 153-179.
- Ferguson, WL and TD Ferguson (2000) The World Trade Organization and the Service Sector: Competition in Asian/Pacific Rim Insurance Markets, *Journal of Global Competitiveness*, v.8 #1: 155-175.
- Aalberts, RJ, DW Hardigree, RB Lee and WL Ferguson (2000) Sexual Harassment in Housing: A Legal, Risk Management and Insurance Analysis, *CPCU Journal*, v. 53 #1 (Spring): 49-58.
- Ferguson, WL, J Barrese and DT Levy (1998) The Cost of Biased Insurer Ratings, *Journal of Insurance Issues*, v.21 #2 (Fall): 138-150.
- Ferguson, WL and JE Johnson (1998) Issues in Multi-State Producer Regulation, *Risk Management & Insurance Review*, v.2 #1 (Summer): 50-63.
- Johnson, JE and WL Ferguson (1998) Insurers in International Markets: Opportunities and Risks, *Strategies for Change in the World Insurance Market*, Korea Insurance Development Institute Research Center for Insurance, Research Paper Series #2 (1998.3): 129-186 (Korean translation) / : 357-411 (English version).
- Flanigan, GB, JE Johnson, DT Winkler and WL Ferguson (1989) Experience from Early Tort Reforms: Comparative Negligence Since 1974, *Journal of Risk & Insurance*, v. 56 #3 (September): 525-534.

PEER-REVIEWED AND INVITED PUBLISHED BOOK REVIEWS/ARTICLES

- Ferguson, WL (2018) "Loss Coverage: Why Insurance Works Better with Some Adverse Selection" by G. Thomas (Cambridge University Press, 2017: Cambridge, UK), *Journal of Risk & Insurance*, v. 85 #3 (Sept): 865-867; DOI: 10.1111/jori.12262.
- Ferguson, WL (2015) "Risky Business: Insurance Markets and Regulation" edited by LS Powell (The Independent Institute, 2013: Oakland, CA), *Journal of Risk & Insurance*, v. 82 #4 (Dec): 985-988; DOI: 10.1111/jori.12109.
- Ferguson, WL (2009) "Solvency: Models, Assessment and Regulation" by A Sandström (Chapman & Hall/CRC, 2006: Boca Raton), *Journal of Risk & Insurance*, v. 76 #4 (Dec): 960-961.
- Ferguson, WL (2006) "Weathering the Storms at the University of Louisiana Lafayette", *ARIA News*, v. 11 #2 (Fall): 11, 14-15.
- Ferguson, WL (2003) "Social Dialog and Pension Reform" edited by E Reynaud (International Labour Office, 2000: Geneva), *Journal of Risk & Insurance*, v. 70 #1 (Mar.): 180-182.
- Ferguson, WL (2002) "Managing Environmental Risk Through Insurance" by PK Freeman and H Kunreuther (Kluwer Academic Publishers, 1997: Boston, MA), *Journal of Risk & Insurance*, v. 69 #1 (Mar.): 115-118.
- Ferguson, WL (2001) "Growth in Disability Benefits: Explanations and Policy Implications" edited by K Rupp and DC Stapleton (WE Upjohn Institute for Employment Research, 1998: Kalamazoo, MI), *Journal of Risk & Insurance*, v. 68 #4 (Dec.): 715-717.
- Ferguson, WL (2000) "International Examinations of Medical-Legal Aspects of Work Injuries" edited by Elizabeth H. Yates and John F. Burton, Jr. (Scarecrow Press, 1998: Lanham, MD), *Journal of Risk & Insurance*, v.67 #4 (Dec.): 670-671.
- Ferguson, WL (2000) "Politics of Automobile Insurance Reform: Ideas, Institutions, and Public Policy in North America" by Edward L. Lascher (Georgetown University Press, 1999: Washington, DC), *Journal of Risk & Insurance*, v. 67 #1 (Mar.): 159-160.
- Ferguson, WL (1999) "Evaluating the Year 2000 Project: A Management Guide for Determining Reasonable Care" by Timothy Braithwaite (John Wiley & Sons, 1998: New York, NY), *Journal of Risk & Insurance*, v.66 #3 (Sept.): 511-512.
- Ferguson, WL (1998) "Insuring Quality: How to Improve Quality, Compliance, Customer Service, and Ethics in the Insurance Industry" by Hedy Abromovitz and Les Abromovitz (CRC/St. Lucie Press, 1998: Boca Raton, FL), *Journal of Risk & Insurance*, v.65 #3 (Sept.): 531-532.
- Ferguson, WL (1998) "Contingent Valuation, Transport Safety and the Value of Life" edited by NGS Christie and NC Soguel (Kluwer Academic Publishers, 1995: Boston, MA), *Journal of Risk & Insurance*, v. 65 #1 (Mar.): 186-188.

PEER REVIEWED PUBLISHED PROCEEDINGS

- Ferguson, TD and WL Ferguson (2005) Strategic Insurer Market Entry in Asian/Pacific Economies: Lessons from China and India, *Proceedings of the Western Decision Sciences Institute* (Vancouver, Canada).
- Ferguson, TD and WL Ferguson (2004) *Traiteurs, Elixirs and Caravans: An Historical Look at Marketing and Legitimacy Through the Amazing Case of Dudley LeBlanc and Hadacol*, *Proceedings of the Western Decision Sciences Institute* (Manzanillo, Mexico).
- Ferguson, TD and WL Ferguson (2004) The Impact of Situational Constraints on Overall Job Satisfaction, *Proceedings of the Western Decision Sciences Institute* (Manzanillo, Mexico).
- Ferguson, WL and TD Ferguson (2003) The Impact of Reputation on Insurer Competitive Strategy, *Proceedings of the Asia-Pacific Risk & Insurance Association* (Bangkok).
- Ferguson, TD and WL Ferguson (2003) Market Entry and Competition in China: A Study of Insurance Markets, *Proceedings of the Western Decision Sciences Institute* (Kauai, HI).
- Ferguson, TD and WL Ferguson (2003) Market Entry, Competition and the Business of Insurance Across Pacific Rim Environments, *Proceedings of the Southwest Academy of Management* (Houston).
- Barrese, J, NA Scordis and WL Ferguson (2002) "A Note on Sovereign Systematic Risk and Financial Contagion: Some Issues in Country Risk Analysis," in Delener, N and C Chao, 2002, *Beyond Boundaries: Challenges of Leadership, Innovation, Integration and Technology*, Global Business and Technology Association Press (Rome): 93-100.
- Ferguson, WL and TD Ferguson (2002) The Changing Competitive Landscape in Pacific Rim Insurance Markets, *Proceedings of the Asia-Pacific Risk & Insurance Association* (Shanghai).
- Ferguson, WL and TD Ferguson (2002) First Mover Advantage and Entry in Japanese Insurance Markets, *Proceedings of the International Insurance Society* (Singapore).
- Ferguson, TD and WL Ferguson (2002) Insurer Strategic Choices: Japanese Market Entry Opportunities, *Proceedings of the Western Decision Sciences Institute* (Las Vegas).
- Ferguson, TD and WL Ferguson (2001) Firm Reputation Changes and Strategic Competitive Dynamics, *Proceedings of the Western Decision Sciences Institute* (Vancouver).
- Ferguson, TD and WL Ferguson (2001) Insurer Reputation and Strategic Planning, *Proceedings of the Academy of Economics & Finance* (Biloxi): 177-184.
- Ferguson, WL and TD Ferguson (2000) Integrated Employee Benefits: The Role of Absence Management, *Proceedings of the Association on Employment Practices and Principles* (New Orleans).
- Ferguson, TD and WL Ferguson (2000) Longitudinal Views of Strategic Group Changes: An Inductive Approach, *Proceedings of the Western Decision Sciences Institute* (Kapalua, Maui, HI).
- Johnson, JE and WL Ferguson (1987) Issues in the Valuation of Small or Closely-Held Businesses, *Proceedings of the Equitable Distribution Update/Continuing Legal Education Program*, Greensboro: North Carolina Bar Association (April).

PUBLISHED STUDIES

- Ferguson, WL (1995) On Incorporating Risk and Uncertainty into the Development of Transportation Rate Savings Estimates for the Ohio River Navigation System, *Ohio River Division Navigation Planning Center*, Huntington, WV: U.S. Army Corps of Engineers (18 August).
- Johnson, JE and WL Ferguson (1989) *Analysis of the Relative Cost of the Adoption of Comparative Negligence - A Paired State Study: Delaware & Maryland*. Presented to the Maryland Legislature.
- Johnson, JE and WL Ferguson (1989) *Analysis of the Relative Costs of Comparative Negligence Standards*. Presented to the North Carolina General Assembly.
- Johnson, JE and WL Ferguson (1987) *Report on the Relative Costs of Adopting Comparative Negligence Standards*. Presented to the North Carolina General Assembly.

ACADEMIC/PROFESSIONAL/CONTINUING EDUCATION PRESENTATIONS, to myriad groups such as:

International Insurance Society (IIS): Singapore, New York City
American Risk & Insurance Association (ARIA): 25+ years
Asia-Pacific Risk & Insurance Association (APRIA): Shanghai (2002), Bangkok (2003), Seoul (2004), Tokyo (2006), Taipei (2007)
Academy of Management: 5+ years
Western Risk & Insurance Association (WRIA): 25+ years
Southern Risk & Insurance Association (SRIA): 25+ years
Western Decision Sciences Institute (WDSI): 5+ years
Academy of Economics & Finance (AEF)
Korean American Insurance Consortium
Global Business & Technology Association: Rome
American Society for Competitiveness
National Business & Economics Society
Association on Employment Practices & Principles
American Management Foundation
Conference on Corporate Reputation, Image & Competitiveness
Southwest Academy of Management
State of Louisiana Legislators/The Griffith Insurance Education Foundation
Acadiana Association of Health Underwriters
Bayou Chapter of Chartered Property-Casualty Underwriters
Louisiana Association of Self-Insured Employers [LASIE]
Louisiana Claims Association
Louisiana Young Insurance Professionals
Louisiana Public Risk & Insurance Management Association
Louisiana Surplus Line Association
Louisiana 1752 Club
Louisiana Association for Ambulatory Healthcare
Louisiana Association of Non-Profit Organizations
Baton Rouge League of Women Voters
Lafayette Insurance Exchange
Acadiana CFO Roundtable

UNIVERSITY SERVICE ACTIVITIES

University Level

Graduate Faculty (UL Lafayette): 1995 - Present
Student Discipline Appeals Committee (UL): 2006 - Present; Chair: 2012 - Present
Faculty Grievance Committee (UL): 2017 - Present; Alternate: 2012
Graduate Council (UL): 2006-09, 2014-16, Council Chair: 2015-16; Graduate Faculty Membership Status Committee: 2009-15, Chair: 2016-Present; Graduate Student Success and Retention Committee: 2015-18; Chair: Awards and Doctorates Committee: 2007-09
Faculty Senate (UL): 1999 - 2007; 2009 - Present
Graduate School Commencement Official (UL): 2004 - Present
University Insurance Committee (UL): 1996-99; Chair: 2014 - 2016
Research and Strategic Planning Task Force (UL): Research Subcommittee, 2015 - 2017
Instructional Technology Advisory Council [ITAC] (UL): 2015-16
Student Technology Enhancement Program [STEP] Technical Advisory Committee (UL): 2000-01
Federal Credit Union, Asset-Liability Committee (UL): 1998-99
Graduate Faculty Institutional Hearing Panel (MU): 1992-95
Faculty Senate Ad Hoc Committee on University Grading Policy (MU): 1994
Teaching Assistant Advisory Committee (UGA): 1990-91

College of Business Level

Coordinator, Insurance and Risk Management Degree Program (UL): 1995 - Present
Strategic Planning Team/Committee (UL): 1999-00, 2003-04, 2010 - Present
Assessment Committee: 2015 - Present
External Relations Committee (UL): 2011 - Present
Commencement Official (UL): 2000 - Present
MBA Committee (UL): 2007-09; 2014 - Present
Chair, Student Enrichment Committee (UL): 2003-05
Research Committee/Ad Hoc Committee on Intellectual Contributions (MU): 1992-94
Search Committee on Recruitment of Exceptional Students [SCORES] (MU): 1994-96
Curriculum Committee (MU): 1992
Teaching Assistant Peer Review (UGA): 1989-92

HONORS, AWARDS AND SCHOLARSHIPS

G. Frank Purvis, Jr./Board of Regents Support Fund Eminent Scholar Endowed Chair in Insurance and Risk Management, The University of Louisiana at Lafayette: 2002 - Present
Fulbright Lecturer: March - June 2003, Institut für Versicherungswirtschaft/Wirtschaftsuniversität Wien [Institute for Risk Management and Insurance/Vienna University of Economics and Business Administration], J. William Fulbright Foreign Scholarship Board, Council for International Exchange of Scholars, United States Department of State Bureau of Educational and Cultural Affairs
"2009 *Les B. Strickler Innovation in Instruction Award*," the American Risk & Insurance Association (ARIA - peer reviewed)
Invited Guest Professor, May 2009: Universität zu Köln (University of Cologne), Germany
Invited Guest Lecturer, May 2007: IMC Fachhochschule Krems GesmbH [University of Applied Sciences], Krems, Austria
Dr. Bernard J. Bienvenu & Dr. Rexford C. Hauser/BORSF Professorship in Management, UL Lafayette: 1999 - 2002
Who's Who Among America's Teachers: 2002
Who's Who in Finance and Industry: 2002
Tenure and Promotion: June 2001 and July 2016, University of Louisiana at Lafayette, B.I. Moody III College of Business Administration
"Col. Jean M. Migliorino & Lt. Col. Philip J. Piccione Faculty Award for Research Excellence," 2001: Moody College of Business Administration
"John T. & Sandra B. Landry Award for Teaching Excellence," 2000: Moody College of Business Administration
"Advising Award," 1998-99, 2000-01 and 2011-12: Moody College of Business Administration [only three-time recipient]
Award for Excellence in Academic Advising, University of Louisiana at Lafayette: 2005-11, 2013 - Present
"The Outstanding Academic Advisor of 1999": The University of Louisiana at Lafayette
National Academic Advising Association (NACADA): 2000 *Certificate of Merit* Recipient
Louisiana Academic Advising Association (LACADA): 2000 State Conference Honoree
18-time Host: 1999/00AY- 2018/19AY *Risk Manager in Residence*, Risk & Insurance Management Society (RIMS)
American Risk & Insurance Association (ARIA) Faculty Intern: 1999 (Royal & SunAlliance, USA)
"Graduate Faculty Award for Citizenship": Moody College of Business Administration MBA Program, 1999
Beta Gamma Sigma National Business Honor Society: 1995 - Present
North Carolina Insurance Education Foundation Scholar: 1989, 1990, 1991

CIVIC AND COMMUNITY ACTIVITIES

Lafayette Concert Band (Lafayette, LA): 2001 - Present (LCB Board of Directors: 2006 - Present; Chair/President: 2012 - 2018)
The *Skyliners* Big Band (Lafayette, LA): 2008 - Present (Alternate)
Iberia Performing Arts League (New Iberia, LA): 2011- Present [Principle Trumpet: *South Pacific* and *Chicago*]
John Philip Sousa Foundation National Community Band: 2009- Present [New Orleans, Las Vegas, Chicago, Boston, Ames, Lafayette]
Assistant Scoutmaster/Troop Committee/Chair: Boy Scout Troop 54 (Evangeline Council, BSA): 1999-2009
Troop Committee/Assistant Scoutmaster: Boy Scout Troop 97 (Longs Peak Council, BSA): 1999-00
Assistant Scoutmaster/Troop Committee: Boy Scout Troop 275 (Evangeline Council, BSA): 1995-98
Webelos Den Leader: Den 9, Cub Scout Pack 427 (Evangeline Council, BSA): 1996-98
West Virginia State Social Studies Fair Judge (Economics): 1994
Marshall University Symphonic Band and MU Musical Theater: 1993-95
Athens/Clarke County (GA) Classic City Band: 1989-92
37th Georgia Volunteer Infantry Regimental Band (Athens, GA): 1989-91
Livestock Musical Players Theater (Greensboro, NC): 1978-79, 1987-93
Greensboro (NC) Concert Band: 1981, 1987-88

PERSONAL

Born: San Antonio, Bexar County, Texas, USA

Personal and Professional References Available upon Request

Consulting and Expert Witness Activities [1986-Present]

Consulting in economic, finance, insurance and risk management matters; mergers and acquisitions; business strategy and planning; risk management and insurance practices; litigation support for either plaintiff or defense, as well as private/individual clients.

Economic and Business Conduct, Practices and Damages

- Mergers and acquisitions
- Bad faith/unfair trade practices/fiduciary obligation
- Antitrust
- Patent infringement and royalties
- Equitable distributions
- Squeeze outs and shareholder disputes
- Lost profits and extra expenses
- Pensions

Insurance, Reinsurance/Retrocession and Risk Management

- Risk and insurance coverages
- Underwriting practices
- Claims practices and policies
- Standards and practices of agents, brokers and other producers
- General and exclusive agency relations and disputes
- Agency valuation
- Professional and educational standards
- Life/Health/Disability insurance and Property/Casualty/Liability insurance
- Industrial Life insurance and Credit insurance

Valuation

- Business valuation (estate planning, mergers/acquisition and investment opportunities)
- Wrongful death/life and disability
- Lost earning capacity
- Life care plans
- Household services

Qualified and testified as an Expert in economic, finance, insurance and risk management matters in Federal Court, and in the state courts of North Carolina and Louisiana.

Due to the nature of our consulting work, individual clients are not identified. However, we are often retained by clients through attorneys or other professionals engaged in business services, estate planning or litigation.

Representative Law Firms

- Nichols, Caffrey, Hill, Evans & Murrelle (Greensboro, NC)
- Smith, Helms, Mullis & Moore (Greensboro, NC)
- Brooks, Pierce, McLendon, Humphrey & Leonard (Greensboro, NC)
- Adams, Kleemeier, Hagan, Hannah & Fouts (Greensboro, NC)
- Turner, Enochs & Lloyd (Greensboro, NC)
- Johnson, Younce, Moore & Moseley, LLP (Greensboro, NC)
- Petree, Stockton & Robinson (Winston-Salem, NC)
- Womble, Carlyle, Sandridge & Rice (Winston-Salem, NC)
- Wilson & Iseman (Winston-Salem, NC)
- Ryan & Sudan (Houston, TX)
- George L. Beck, Jr., PC (Montgomery, AL)
- Reboul, MacMurray, Hewitt & Maynard (New York, NY)
- Orrick, Herrington & Sutcliffe LLP (New York, NY)
- Crawford-Lewis PLLC (Baton Rouge, LA)
- Domeageaux, Wright, Roy & Edwards (Lafayette, LA)
- Perret-Doise, PLC (Lafayette, LA)
- Stan Gauthier Law Corporation (Lafayette, LA)
- Onebane Law Firm (Lafayette, LA)
- Gaudry, Ranson, Higgins & Gremillion, LLC (Gretna, LA)
- Juneau Law Firm (Lafayette, LA)
- Leake & Andersson (New Orleans, LA)
- Gertler, Gertler, Vincent & Plotkin, LLP (New Orleans, LA)
- Hammond Law Firm, LLC (New Orleans, LA)
- Peter C. Piccione, Jr., PLC (Lafayette, LA)
- Hausler Law Firm, PLLC (Charlotte, NC)
- Courington, Kiefer & Sommers, LLC (New Orleans, LA)

Note: Listing of these firms does not imply an endorsement or affiliation with any firm or individual attorney. Inclusion on the list indicates only that we have provided expert witness or consulting services to a member of the firm.

William L. Ferguson, PhD, CLU, CPCU, ARM
WLFerguson & Associates, LLC

Listing of Deposition and Trial Testimony

(through: March 31, 2019)

Case/Identification	On Behalf of	Deposition/Testimony at Trial?
<u>Country Club of Johnston County, Inc. vs. United States Fidelity & Guaranty Co.</u> , No. 95-CVS-114, Superior Court Div., State of North Carolina, Johnston County	Defense	Deposition and Trial Testimony
<u>Sammy Johnson et al. vs. Colonial Life & Accident Insurance Co. et al.</u> , No. 99-CVS-01501, Superior Court Div., State of North Carolina, Pitt County	Plaintiff	Deposition and Trial Testimony
<u>Occidental Life Ins. Co. of North America vs. Ruby Benoit and Deandra L. Francis</u> 15 th Judicial District Court, Docket # 20043303, Parish of Lafayette, Louisiana	Defense (in Defense Concurus)	Trial Testimony
<u>American National Ins. Co. vs. LA Citizens Coastal Plan and Daniel & Renetta Derosia</u> [Civil Action 07-586-RET-CN, U.S. District Court, Middle District of Louisiana]	Plaintiff	Trial Testimony
<u>Donna Marie Broussard Robin vs. Donnie Jude Robin</u> [15 th Judicial District Court, Docket #C-20073648 F2, Parish of Vermilion, Louisiana]	Defense	[Trial Testimony]
<u>Benton Specialties & Lexington Ins. Co. vs. Cajun Well Service & Petrosurance Casualty Co.</u> [No. 68530; Section: H, 16th Judicial District Court, Parish of St. Martin, Louisiana] see also: 09-506 (La. App. 3 Cir. 02/10/10); 31 So. 3d 1155; 2010 La. App. LEXIS 182	Plaintiff (in Defense Concurus)	Trial Testimony