

LP Hall Scholarship Endowment

Larry Hall grew up on a farm near York, ND, and in 9th grade moved with his family to Devils Lake, where his father was employed at the North Dakota School for the Deaf. Larry attended Devils Lake High school and then Lake Region Junior College (now LRSC), graduating in 1965. While attending LRJC he participated in the DECA program, played on the college basketball team, and worked at Devils Lake Glass & Paint. Larry then went on to the University of North Dakota where in 1967 he received a composite degree in Business and Industrial Management. Following graduation, Larry was recruited to work for Sundstrand Corporation (an aviation manufacturing company) in Rockford, IL, where he met and married Pam in 1968.

Pam grew up on a farm near Estherville, IA. She moved with her family to Bird Island, MN, where they raised turkeys, and her family subsequently moved to Rockford, IL, where her father worked for JI Case Company. Pam graduated from high school in Rockford, attended Rock Valley Junior College, and worked part-time at Sundstrand Aviation, where she met Larry. Pam finished her college degree with honors at Concordia College in St Paul, MN, in 1993. Pam worked 19 years at 3M before joining Larry in running Logistics Planning Services, where she served as majority stockholder and CEO until 2012 when their daughter took over as CEO.

In 1969, Larry was drafted into the Army and spent two years in the war in Vietnam. While in Vietnam, Larry wrote the Graduate Record Exams and applied for graduate school. When he was released from the Army in the Spring of 1972, he moved from Rockford, IL, with Pam and immediately began summer school in graduate studies at the University of Minnesota. Pam went to work at Toro Company to help support Larry's time in graduate studies. Larry received his MBA in 1973 with an emphasis on



Logistics, and he took a job at 3M where he worked in Transportation/Logistics and managed the Marketed Commodities Department, which was responsible for all 3M finished goods shipping.

In July of 1983, Larry left his secure job at 3M to work several years as a Vice President of Sales and Marketing for an Atlas Van Lines agent, then moved on to do sales and software development in a consulting capacity for a Bloomington, MN, transportation services company. With the internet on the horizon, Larry saw an

opportunity to simplify the complex world of transportation pricing and entered the entrepreneurial world, building one of the very first internet-based transportation management systems.

Over the next 30 years, Larry and Pam, who were later joined in the business by their three adult children, built the company Logistics Planning Services (LPS) into a highly-respected web-based logistics services company that managed transportation and logistics for over 2000 corporations and companies. LPS had offices in Antwerp, Belgium; Chicago, IL; Minneapolis, MN; and St Paul, MN; with headquarters in Woodbury, MN. At the time LPS was sold in 2017, they employed over 150 people and managed nearly a billion dollars of shipping costs for their clients.

Pam and Larry have always been strong advocates for 'Giving Back' and routinely encouraged their employees to spend time supporting their communities. In 2015 Pam and Larry received The Lifelong Community Services Award from Minnesota's Washington County for their personal work and commitment to community service. Much of the success, values, and inspiration in their lives and business were seeded during Larry's two years at LRJC, and they are honored to sponsor these scholarships for deserving students and future entrepreneurs. These scholarships will be awarded annually to exemplary students in the fields of Nursing, Business Administration, and Law Enforcement.