

# RAGIN' BUSINESS NEWS



UNIVERSITY of  
**LOUISIANA**  
L A F A Y E T T E

**B.I. Moody III College of  
Business Administration**

**Fall 2016  
Semester**

## **Message from Dr. Gwen Fontenot, Interim Dean**

The faculty, staff and students in the Moody College of Business showed amazing spirit and resilience in the fall semester in spite of the struggles brought on by the August flooding! Students worked together to excel in the classroom and help improve educational facilities. Several students joined together for the Big Event to paint the study lounge in F.G. Mouton while others represented UL Lafayette at national sales competitions. Additionally, many students gained experience through internships and class projects, like the college's portfolio management course where they manage a stock portfolio for the UL Lafayette Foundation.



**Moody College of Business students, faculty and staff enjoyed a field trip to the Port of New Orleans and World Trade Center of New Orleans** in October. The trip included a private boat tour and presentations by representatives from WTCNO, Coastal Cargo, New Orleans Public Belt Railroad, and Canal Barge Company.

**New scholarships were awarded to hospitality management students during the Fall 2016 semester.** Honors freshman Jenna Allen from Youngsville, La., and sophomore Leah Williamson from Marrero, La., were granted scholarships from the Louisiana Restaurant Association Education Foundation totaling \$2,900. This is the first time the LRA scholarship has been granted to any UL Lafayette students. Blade Armentor from Sunset, La., is the recipient of the new \$1,000 Ruth Fertel scholarship in hospitality management.



**Three College of Business faculty members received Research Recognition Awards** in November. Dr. Ram Thakur was granted a Research Excellence Award. Dr. Vanessa Hill was recognized with an Outstanding Undergraduate Research Mentor Award, and Dr. Colleen Wolverton was presented with the Rising Star Award. Heidi Melancon was recognized for her work at the Louisiana Small Business Development Center.



**The College of Business hosted two free Flood Recovery Seminars to help Acadiana residents affected by the August flood.** The seminars featured speakers from main sponsor State Farm, Gerald H. Schreiber, CPA, and the Louisiana Department of Revenue. The seminars covered topics to assist flood victims as they go through the recovery process. Visit [business.louisiana.edu/floodrecovery](http://business.louisiana.edu/floodrecovery) for access to the video and downloadable materials.



**[business.louisiana.edu](http://business.louisiana.edu)**



**Associate Professor of Marketing Dr. Geoffrey Stewart has been named the Moody Company/BORSF Eminent Scholar Endowed Chair** in Regional Business Development for the College of Business. As Chair, Stewart will conduct applied research and scholarship to support regional economic development and provide leadership in developing and maintaining relationships between regional businesses, nonprofits, and the MCOBA faculty.

**Interim Dean Gwen Fontenot was named one of the 2016 ABiz Women Who Mean Business!** The annual awards ceremony honors the leading ladies of Acadiana, the inspiring women from across the community - business, politics, education, nonprofits - who are still active in their careers and recognized for their professionalism, entrepreneurship, civic involvement and community leadership.

**Marketing seniors Caeleb Young and Salvatore Crifasi placed 2nd overall in the national sales competition at the Russ Berrie Institute at William Patterson University in New Jersey.** Young and Crifasi earned multiple top honors for the Ragin' Sales Team as they competed against 31 other schools for top sales titles.



**The Moody College of Business hosted Ragin' Business Week** in September. Future and current students had multiple opportunities to be involved in the week's events, which included a high school interactive campus day, Study Abroad panel, and a free breakfast for business students! Groups from Acadiana High School and Catholic High School in New Iberia were among the visiting recruits.

### **Three new faculty members joined the B.I. Moody III College of Business Administration**

beginning in the Fall 2016 semester. The new faculty members include Brent Baker, assistant professor of marketing; Josh Bendickson, assistant professor of management and Lisa Bowles, visiting hospitality management instructor.



**The master of business administration program is recognized as one of the top 71 MBA programs in North America by CEO Magazine.** The publication's objective is to identify schools that combine great quality with great return on investment. Other universities listed in the top tier for MBAs include Florida International University and Texas A&M University.

**The College of Business Alumni Chapter and the MBA Association hosted a crawfish boil and tailgate** before the UL Lafayette baseball game against Appalachian State in May. Attendees enjoyed great company, beautiful weather and delicious crawfish before the game.



**Business alumni - leave your mark on campus with Ragin' Renovation!** Plans are underway to refurbish a classroom in F.G. Mouton Hall, and we're calling on business alumni to help reach the \$15,000 renovation goal by April 11, 2017. All contributions, whether big or small, will be recognized on the new room's wall plaque. Visit [business.louisiana.edu/raginrenovation](http://business.louisiana.edu/raginrenovation) to donate.