

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

#### January 2024 MONTHLY NEWSLETTER Vol 3 Issue 1



Photo of students enjoying the Spring 2024 back-to-campus treats and MCOBA Marketing Graduate Assistant- Leiton LeBlanc- who helped greatly with the planning and production of the event.

## **BACK TO CAMPUS**









### Sip, Snack, School: Hot Cocoa Kickoff!

The B.I. Moody III College of Business Administration kicked off the Spring 2024 semester with a heartwarming and delightful event. Despite the chilly weather, the college radiated warmth as students, faculty, and staff, were treated to a cozy setup featuring freshly popped popcorn and a hot chocolate bar.

The hot chocolate was nothing short of spectacular, with steaming cups and an array of delectable toppings to choose from. Crushed Oreos, colorful sprinkles, whipped cream, chocolate/caramel drizzles, and, of course, mini marshmallows were just some of the toppings that transformed the simple cups into mood-boosting beverages, that could cure even the worst cases of the back-to-school blues. As the word spread throughout the college halls, the event gained immense popularity.

By the end of the day, the college had served over 350 bags of popcorn and dispensed a whopping 15 gallons of hot chocolate. The success of the event marked a perfect start to the semester, leaving students buzzing with excitement. The positive feedback flooded in, with many attendees expressing that the hot chocolate was the best they had ever tasted. Enthusiastic inquiries about the next occurrence echoed through the halls, creating a sense of anticipation and community at Moody College of Business Administration.

Follow the MCOBA social media pages to stay updated with future exciting events.



# **MOODY KUDOS**

Dr. Patricia Lanier selected for Leadership Lafayette Of the 36 leaders chosen for the Leadership Lafayette Class XXXVII, one of them was MCOBA's Department Head of Management- Dr. Patricia Lanier! The group selected represents a rich variety of leadership backgrounds, with each member bringing a distinct perspective and dedication to the greater Lafayette area. This year's class will collaborate, unlock hidden potential, and exchange insights to prepare one another for future opportunities and obstacles they may face in the business world. Congratulations Dr. Patricia Lanier from your Moody Family!





#### Social Mobility in the 50 States

Dr. Justin Callais, Assistant Professor in the Department of Economics and Finance, recently published the "Social Mobility in the 50 States Index" for the Archbridge Institute. In the report, and based on previous literature regarding barriers to mobility, Callais and Gonzalo Schwarz (President & CEO of the Archbridge Institute and co-author of Social Mobility in the 50 States), considered four pillars of social mobility: Entrepreneurship and Growth; Institutions and Rule of Law; Education and Skills Development; and Social Capital. Louisiana ranked 50th, and Utah ranked 1st. Congratulations, Dr. Callais, on a terrific paper.

Click the link below to read the full report.

Social Mobility in the 50 States

#### Dr. Jeremy Navarre and Dr. David Stevens Paper Publication

Dr. Jeremy Navarre (First Picture)- Instructor in the Department of Management and Dr. David Stevens (Second Picture) - Professor in the Department of Management, had a paper accepted for publication.

The paper titled "Network Optimization of Maritime Emergency Medical Services (EMS) Helicopters" optimizes the location and allocation of medical emergency helicopters in the Gulf of Mexico. Utilizing 523 manned offshore rigs, 13 eligible helicopter depots, and 22 medical facilities in the Gulf of Mexico's offshore energy basin, the optimal network for offshore workers is determined. Results reveal that although the addition of depots reduces the total trip times to medical facilities, the advantage gained is relatively negligible beyond 4 depots. These analyses are unique because they include parameters only prevalent in the maritime helicopter emergency medical services network and are absent in practice and the extant literature.

Congratulations to Dr. Navarre and Dr. Stevens!





# JANUARY REWIND

### UL Lafayette-Planting of the Oaks

The University started the New Year by celebrating the traditional Planting of the Oaks at the new Health Sciences Campus.

At the turn of the 20th century, on January 1, 1901, University President Edwin L. Stephens handplanted live oak seedlings, laying the foundation for a tradition that numerous University Presidents, such as President Authement in 2001, have continued and expanded.



On January 1, 2024, President E. Joseph Savoie and University guests

celebrated our 125th anniversary by planting new oaks with seedlings of the original live oaks.

Now known as the Twentieth-Century Oaks, these majestic trees symbolize UL Lafayette's strength and stability. President Stephens had always planned to expand the Planting of the Oaks tradition and we are proud to continue his legacy in 2024!

"To my mind, the live oak is the noblest of all our trees, the most to be admired for its beauty, the most to be respected for its majesty and dignity and grandeur, most to be praised for its strength ...."- President Edwin L. Stephens



#### Casey Fontenot and Jordan Malboeuf present to Accounting Students

MCOBA graduates Casey Fontenot and Jordan Malboeuf visited Moody to serve as guest speakers

for accounting courses. Fontenot and Malboeuf spoke to accounting majors about the possibilities of a wide range of career opportunities and professional certifications. They also touched on the importance of fostering an understanding of ethical, technological, and corporate social responsibility issues facing the accounting profession. Lastly, the speakers reiterated the significance of developing problem-solving, critical thinking, and communication skills in the accounting profession. Thank you to Casey Fontenot and Jordan Malboeuf for sharing your wisdom with our students!

### MBA Association Announces Spring 2024 Officer Board

Introducing the Spring 2024 MBA Association (MBAA) Officer Board!

President - Kinley Frey Vice President - Allison Elrod Treasurer - Andre Pittman Secretary - Darian Cheramie Social Media Coordinator - Grayson Stepanek Online Coordinator - Rhonda Delasbour Event Coordinator - Landon Boudreaux Board Member - GraceAnn Carroll Board Member - Cheyebbe Menard Board Member - Krishon Williams

The MBA Association exists to promote career





development programs, to provide student input into academic areas, and to facilitate interaction between MBA students, alumni, faculty, and our local business community.

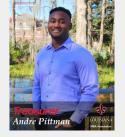
If you are interested in joining the MBA Association, please contact President Kinley Frey (kinley.frey1@louisiana.edu) or click the link below to download the membership application! Both traditional and online MBA students are welcome to join the Association!



The MBA Association also hosted its first social of the semester at Corner Bar in Lafayette. - *See the picture below*.



Check out all the upcoming MBAA events for the Spring 2024 Semester below and scan the QR Code to join the MBAA Group Me!





















# UPCOMING

### February 2024

1-15	7	12-14	23	28
Delta Sigma Pi- Food Drive	Beta Alpha Psi- Guest Speaker	Mardi Gras Break	Last Day to Apply to Graduate	Career Fair

#### Delta Sigma Pi - Food Drive

Delta Sigma Pi is a co-ed professional fraternity organized to foster the study of business in universities; to encourage scholarship, social activity, and the association of students for their mutual advancement by research and practice; to promote closer affiliation between the commercial world and students of commerce, and to further a higher standard of commercial ethics and culture and the civic and commercial welfare of the community.



#### Beta Alpha Psi- Guest Speaker

Beta Alpha Psi is an international honorary organization for accounting students and professionals. It is intended to help accounting majors develop a professional self-image and learn more about the demands and career opportunities in the accounting profession.



#### **Career Fair Workshops**

The seventh Accelerate Northside cohort is now accepting applications. Join us for the Spring 2024 edition held on six consecutive Wednesday evenings from February 21st to March 27th, 2024. Sessions start at 5 pm and conclude at 9 pm, with complimentary dinner and snacks provided.

For details and to apply, visit *business.louisiana.edu/leed/acceleratenorthside*.

#### PREPARE FOR THE CAREER FAIR EVENTS & WORKSHOPS

**Tuesday, Feb. 6th** | 12:30 p.m. - 1:30 p.m. **Résumé/CV Foundations** Agnes Edwards Hall, Room 104N

Wednesday, Feb. 7th | 12 p.m. - 12:50 p.m. Professionalism 101 Student Union Vermilion Room

Thursday, Feb. 8th | 12:30 p.m. - 1:30 p.m. Job Search Accelerator Agnes Edwards Hall, Room 104N

Thursday, Feb. 22nd | 4 p.m. - 6 p.m. Career Closet Extended Hours 210 E St. Mary Blvd.

Friday, Feb. 23rd | 10 a.m. - 1 p.m. Résumé Review w/ Employer Partners Agnes Edwards Hall Lobby Learn the elements of eating a résumé and CV

Sell yourself through email quette, a personal elevator pitch, and networking

Level up your LinkedIn and Handshake search

> Dress for Career Fair success

Make your résumé stand out ith input from local employers

# CAREER SERVICES

Sunday, Feb. 25th | 4 p.m. - 7 p.m. JCPenney Suit-Up Event JCPenney at Stirling Lafayette Shopping Center

Wednesday, Feb. 28th | 9 a.m. - 1 p.m. Business, Arts, Liberal Arts, and General Career Fair Student Union Ballroom

Thursday, Feb. 29th | 9 a.m. - 1 p.m. STEM Career Fair Student Union Ballroom

Wednesday, Apr. 10th | 9 a.m. - 12 p.m. Internship, Summer, and Part-Time Job Fair Student Union Evangeline Room and Adjacent Hallway

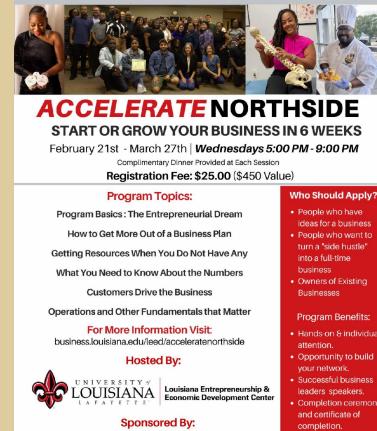




64th Annual Scholarship Reception- Save the Date



**Accelerate Northside Applications** 





- Opportunity to build
- Successful business



### **SPOTLIGHTS**

### Faculty/ Staff of the Month

Jill Lemaire: Assistant Dean of Student Services Jeremiah Fisher: Academic Advising Coordinator



"Both have worked tirelessly

throughout the summer advising and meeting with 500+ students on campus for orientation. In addition, they have fielded questions on many topics and calmed many nerves from our continuing students who "forgot" to schedule classes during advising last semester, are uncertain about their current major, and/or just changed their major to a MCOBA major. These two are a dynamic duo in the Office of Student Services! -Anonymous

Do you have someone in mind that exceeds all expectations in the College of Business? Click the link to nominate them for next month's faculty/ staff person!

#### Nominations



### Student Feature Carson Quebedeaux Management Major

Our January Student Spotlight is Carson Quebedeaux! He is an undergraduate student in Management and a student worker in Moody Hall.

"As an incoming freshman, Carson exhibits an amazing work ethic. Carson's ability to execute tasks on time without compromising quality has made him a significant asset to our department. He has set such a high standard. His positive attitude and dedication are not

only a bright light within our department but also for the future. We are truly fortunate to have him with us."

- Anonymous

"Carson is not only smart and determined but also is always willing to lend an extra hand. Plus, he does so with a smile on his face!! His joy is so contagious." - Anonymous

Do you have someone in mind that exceeds all expectations in the College of Business? Click the link to nominate them for next month's student feature!

Nominations

### **Small Business Spotlight**

Paige Alyse Designs Paige Broussard- Owner & MCOBA Alum Class of 2023 Written by Paige Broussard Meet Paige Broussard, a 22-year-old business owner and 2023 MCOBA graduate from Breaux Bridge, Louisiana. Her passion for fashion and crafting as well as her love for leadership has been evident since her early years. On January 9, 2013, she started to sell her creations, which included hand-sewn baby doll dresses. She eventually expanded her offerings to include pocket tees, vinyl goods, monogrammed items, and necklaces. Paige says, "I actually still use the same Instagram, so if you scroll down far enough you can see where it all started! It took me a while to find my niche, but now that I have found it I have gone full force into the bracelet world."

The transition to specializing in bracelets occurred on August 27, 2020, marking a turning point. Although it took time to master the craft, Paige can now create bracelets in seconds. With a keen interest in marketing, design, customer interactions, and crafting, her current venture aligns perfectly with her diverse interests.

The official launch of her website on November 9, 2020, catapulted her bracelet business, resulting in over 1,500 orders to date. On August 20th, 2021, Paige introduced her bracelets to Altered Salon in Parc Lafayette, marking the beginning of their presence in 50+ stores, including major retailers like Caroline and Company, as well as various hair salons. The bracelets have found homes not only across Louisiana but also in Kentucky and Tennessee! Paige's entrepreneurial journey also includes participation in over 40 pop-ups, such as Festival International, Tinsel and Treasures, and the Breaux Bridge Crawfish Festival.

With graduation behind her, Paige now dedicates more time to her business, anticipating further growth. Planned pop-up events and expanding wholesale accounts are on the horizon for the coming years. She says that valuable insights and marketing strategies gained from the Moody College of Business contribute to her inspiration and business expansion plans.

Expressing gratitude to her loyal customers who have been part of her journey from the beginning, Paige extends thanks to everyone



who proudly wears or sells Paige Alyse Designs bracelets. She says, "I want to thank all of my loyal customers who have been there from the beginning. It means so much to me. Thank you to every single person who sports one or a few of the thousands of Paige Alyse Designs bracelets out there weekly or sells them in their store." With exciting plans for the future, she encourages everyone to stay tuned for more updates and developments. □

For more information, head over to *www.paigealysedesigns.com*, and follow her social media pages: *@paigealysedesigns* on Instagram and *@Paige Alyse Designs* on Facebook!

## **Submissions!**

Please use the link below to submit any events, accomplishments, announcements, or feature stories to be placed on the calendar, social media, and or newsletter. We are looking for information on topics such as student activities, faculty publications, community service, outreach, and engagement events. This form will replace the previously used- MoodyKudos@louisiana.edu.

Submissions

Follow Us



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