



November 2023

MONTHLY NEWSLETTER

Vol 2 Issue 4



Photo of Students and Panelists at the "Cookies and Careers in Banking" event hosted by the Louisiana Bankers Association.

SUSTAINABLE DEVELOPMENT RESEARCH



SAVE THE DATES:

MARCH 8, 2024, for the FACULTY SUSTAINABLE DEVELOPMENT RESEARCH SUMMIT

APRIL 12, 2024, for the GRADUATE STUDENT SUSTAINABLE DEVELOPMENT RESEARCH SUMMIT

In spring 2023, the University of Louisiana at Lafayette awarded \$40,000 in faculty research grants related to Sustainable Development - that is, research related to Social Inclusion, Environmental Protection, or Economic Growth - *and to the 17 United Nations' Sustainable Development Goals*. This initiative was a collaboration between five campus entities: the Office of Academic and Faculty Affairs (Dr. Dianne Olivier), the Graduate School (Dr. Mary Farmer-Kaiser and Dr. Philip de Mahy), the Office of Campus Diversity (Kiwana McClung), the Office of Sustainability (Gretchen Vanicor), and Moody College of Business (Dr. Brian Bolton, Professor of Finance and the Dwight W. Andrus, Jr. / BORSF Eminent Scholar Endowed Chair in Finance). This program has several key goals: (1) to celebrate the amazing research being done across the UL Lafayette campus, (2) to show how vital research on sustainable development is for Southern Louisiana and the Gulf Coast Region, and (3) to create a platform to share research and to encourage collaborations where faculty can help solve some of society's greatest challenges.

Nineteen faculty projects were funded including. Four "Ambassadors," or senior faculty who will take on additional responsibilities of leading this work going forward, and 15 "Fellows." All 19 faculty are required to (a) submit their research to the committee members and (b) present their research at a research summit open to the entire UL Lafayette community.

This initial phase is the first of several, anticipated to last for at least three years. In December 2023, the group will release a call for research proposals to graduate students at UL Lafayette. The group expects to grant \$25,000-\$35,000 to chosen projects. Funds are provided for students to showcase their work and to assist them in completing their degrees. The project expects to have two to four more rounds of grants for faculty, graduate students, and all members of the UL Lafayette community.

To learn more about the project, including the detailed list of research proposals accepted and registration information, please visit the link below.

Sustainable Development Research

MOODY KUDOS

Dr. Michael Levin receives Distinguished Teacher Award

The Society of Marketing Advances (SMA) organizes an annual Distinguished Teacher Award competition. This year, Dr. Michael Levin, Associate Professor and Marketing Department Head, was selected as a finalist by five judges who have previously won this award.



Three finalists were selected. Each finalist delivered a 20-minute presentation on how they have impacted curriculum, the discipline, and their students.

Dr. Levin was the overall winner of the 2023 SMA's Distinguished Teacher Award and is one of only six faculty members to separately receive the SMA's Teaching Innovation Award. Congratulations, Dr. Levin!



Dr. Alec Slepchuk receives best paper award

Dr. Alec Slepchuk, Assistant Professor in Marketing, received best paper in the “Big Data, Analytics & Business Ethics” track at the recent Society for Marketing Advances’ annual conference.

Alec along with Breanne Mertz, Vernon Murray, Courtney Peters, and Irem Yoruk published “A Netnography of Human Trafficking on TikTok.”

Congratulations, Dr. Slepchuk, on a terrific paper and a wonderful accomplishment.

Alum Spotlight: Alex Smith

Alum Alex Smith, '15, performed in the 2023 Macy's Thanksgiving Day Parade. Smith sang through the streets of New York City and in front of millions of viewers atop Louisiana's Celebration Gator, a 60-foot-long float promoting Louisiana's tourism industry. He played his unique style of Louisiana country music, which can be heard on his latest album "Bootshake," alongside Cajun fiddler, Amanda Shaw.

Alex graduated with a degree in business administration in 2015 before moving to Nashville to pursue a music career. Congratulations Alex, we are so proud to have you as a member of our Moody family!



NOVEMBER REWIND

Cookies and Careers in Banking

Students had a blast at "Cookies and Careers in Banking" hosted by the Louisiana Bankers Association (LBA) in collaboration with UL Lafayette Career Services and the College of Business!

The panel included:

- Joe Zanco, Catalyst Bank
- Hunter Comeaux, Farmers and Merchants Bank
- David Romero, Home Bank
- Neil Ponthie, Office of Financial Institutions
- Cassie Edwards, The Evangeline Bank
- Andre Higginbotham, St. Landry Bank
- Edward Bienvenu, First National Bank of LA



Each panelist shared their unique journey into banking, offering valuable advice to students. From the nitty-gritty details to the big wins, it was an eye-opener! Students who participated in the event were also given the opportunity to enter a drawing for a LBA scholarship award.

Big thanks to the organizers for creating this incredible opportunity to connect, learn,

and munch on some delicious cookies!

High School Accounting Day

What an incredible day hosting around 50 bright minds from Lafayette High and Acadiana High for High School Accounting Day!

Kudos to stellar guest speakers:

- Dean Nichols
- Robin LeBlanc (UL Accounting Grad & LCPA Member)
- Kaleb Andrepont (UL Accounting Grad & LCPA Member)

Speakers gave a brief overview of what an accountant/CPA is and what they do, while discussing the various career opportunities offered in accounting.

Special shoutout to Beta Alpha Psi members who gave a glimpse into their personal accounting journeys!

The day unfolded with a mock accounting lecture and an exciting accounting-themed bingo game, making learning engaging and fun! The day concluded with a laughter-filled family feud-style game, featuring some brain-teasing accounting questions.

Huge thanks to everyone who made this day a success!



PLRM Field Trip

Members of the Professional Land and Resource Management (PLRM) program visited the PLRM UL Foundation property in New Iberia. The property was donated to the PLRM Program by Chevron in 1995. The visit provided students an opportunity to see an actual producing well site and ask questions about the property. During this visit,

students were able to visualize and learn about surface rights, mineral rights, production, and maintenance of an aging oil field. The weather was absolutely perfect for this learning experience.

Tara Guidry visits Moody

Tara Guidry, owner of Cajun Crate visited the college to speak with students about her company and join in the celebration of Women's Entrepreneurship Day! The boxes pictured were filled with items from female-owned local businesses and raffled to students.



The idea behind Cajun Crate was born out of a constant need to send loved ones Cajun fixings and staples. Anyone from Louisiana but now living outside of Louisiana knows it is hard to find good Cajun products in grocery stores. This was a problem that needed to be solved, and thus, Cajun Crate was born! Their goal is to promote local and Louisiana-owned companies that way, small and large brands can gain more exposure and grow their businesses.

To learn more about Cajun Crate, visit their website below.

[Cajun Crate](#)



Le Grand Concours X

On November 6th, the Department of Accounting held its 10th annual scholarship celebration, *Le Grand Concours X*, at River Oaks. Through the generous support of donors, over \$60,000 was awarded in scholarships to outstanding accounting students.

“The Department of Accounting strives to prepare our students for meaningful professional

careers in accountancy and business while fostering and improving our relations with professionals and business leaders in the community,” stated Dr. Suzanne Ward, Department Head. “We were delighted to devote an evening to honoring our outstanding students, advisory board members, generous donors, community supporters, and faculty.”

Thank you to the faculty, staff, and graduate assistants who worked tirelessly to prepare and organize the event. Dr. Ward would like to especially recognize and thank Mrs. Mary Baudoin whose time and energy made the event possible.

Ragin Hospitality Association

The Ragin Hospitality Association hosted its November social at Graze Acadiana. They had the opportunity to sample various types of olive oil,

balsamic vinegar, and of course, beautiful charcuterie boards.

Members had the opportunity to learn about the process of owning a local business from pairing food selections to creative design. Thank you to Graze for welcoming the group!



UPCOMING

December 2023

4-8	6	12	15
Final Exams	Mid Exams Study Day	Final Grades Posted	9:00 AM - MCOBA Graduation @Cajundome

International Tourism Course Presents:

Tourism Transforms Lives, A Photo Voice Project

REPRESENTING:



COSTA RICA



VIETNAM



FRANCE

OUR PURPOSE:

Join us to learn how tourism affects people's lives in Vietnam, Costa Rica, and France from the photos taken by the communities themselves.

For further information, contact:
ignatius.cahyanto@louisiana.edu

THE DETAILS:

📅 Saturday, Dec. 9

🕒 5:00-7:00 PM (During ArtWalk)

📍 Opportunity Machine Lobby
314 Jefferson St, Lafayette, LA

💰 Free & Open to the Public



Students in the International Tourism course are hosting a photo exhibition entitled: "Tourism Transforms Lives, A Photo-Voice Project."

They have been working with the residents of France, Vietnam, and Costa Rica to document how tourism affects their lives and communities through photos. This project aims to create public awareness of how tourism impacts people's lives around the globe and is aligned with the UN-SDG goals (and the AACSB societal impact standards).

The photo exhibition will be held on December 9, 2023, from 5:00 -7:00 p.m. in the Opportunity Machine Lobby, 314 Jefferson St. This is during the last ArtWalk this year. The expo is free and open to the public.

Although it is open to the public, RSVP is encouraged to gain access to an invitation-only area to enjoy light refreshments from Vietnam, Costa Rica, and France.

Please RSVP here: <https://arcg.is/1GPvqWo>

Preview Days!

Preview Day is an exciting opportunity for high school students and their families to visit our

campus, while taking a closer look at academic programs, campus life, and the admissions process.

Upcoming Preview Days:

- January 27, 2024
- March 23, 2024



SPOTLIGHTS

Faculty/ Staff of the Month

The MBA Office Staff

Jan Byrd: Assistant to the Associate Dean & Director of Graduate and Executive Programs

Nicole Jones: MBA Online Academic Advisor

Kyle Robichaux: Online MBA Coordinator



"The MBA office staff, Jan Byrd, Kyle Robichaux, and Nicole Jones, did not miss a beat in making sure that the MBA program continued to run smoothly this month while the Associate Dean/ Program Director was out of the office. They were a great deal of help with fielding phone calls and emails from students, while they also continued advising current and incoming MBA students. Their dedication, commitment, and teamwork are greatly appreciated by the entire college. The team has continued to thrive with a positive attitude that is truly admirable. Thanks to a job very well done!"

-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

Sydnee Johnson

Accounting Major

Sydnee Johnson recently presented a paper at the Undergraduate Research Advance Conference titled "Leading and Managing Inclusive Entrepreneurship Ecosystems." This paper was inspired by her work at the LEED Center and is a cross-disciplinary collaboration among various MCOBA disciplines including entrepreneurship, management, marketing, and accounting. Sydnee's Faculty Research Mentor for the project was Dr. Josh Bendickson and co-authors included Dr. Geoff Stewart, Dr. Patricia Lanier, and Dr. Birton Cowden. Special thanks to Kevin Guillory and Jonathan Shirley (from the LEED Center) as they ran through many iterations of the presentation with Sydnee. We are proud to have Sydnee as a member of our Moody family!

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

Louisiana Creole Pecan Candy

Terrance Jones- CEO, Founder, & MCOBA Alum

Class of 2014 & 2020

Written by Courtney Bergeron

Alumnus Terrence Jones is taking his passion for creating candies and turning it into a flourishing Louisiana business. [Louisiana Creole Pecan Candy](#) focuses on preserving and protecting Cajun and Creole heritage through the senses.

Since its inception in 2021, the company has grown substantially, become an official Certified Louisiana business, and expanded its product line under its registered trademark brands "Cajun-ish" & "Creole-ish". Under this umbrella, Jones increased the product line to include tumblers, candles, award-winning Creole-ish Barbeque Sauce, and apparel.

Jones started making his grandmother's tried-and-true recipe for pecan candy while he was a student at the Moody College of Business. *"I just started doing it as a pastime or for holidays. I never initially thought about turning it into a business, but*



we have been able to develop a multi-use praline. This means our candies double as a coffee creamer/ sweetener..." Jones said.

As a student, Jones made sure to immerse himself in his studies while also getting involved with many organizations such as Delta Sigma Pi (DSP) Business Fraternity. His involvement with DSP led to him helping create Ragin' Business Week, now known as Moody Business Week. Jones studied business administration as an undergraduate student and later went on to earn his MBA in Project Management. Jones knew he would use the knowledge he learned in school to start his own business.

Louisiana Creole Pecan Candy was recently accepted into several small business accelerator programs with sponsors like Amazon, the Louisiana Chamber of Commerce, and Mastercard. As of Spring 2023, Louisiana Creole Pecan Candy products have been sold nationwide through Amazon. *"Now, alumni around the country will be able to purchase our products,"* he said.

In addition, Jones's recognition includes:

- 2023 Bank of America Pitch Competition Champion
- 2023 UL Lafayette Christina Smith Outstanding Alumnus Honoree
- 2023 Elevate Entrepreneurship Pitch Winner
- 2023 Top BBQ Sauce in the Nation by Sauce Kings NYC
- 2023 Beyonce BeyGood Foundation Small Business Grant

In the next five years, Jones hopes Louisiana Creole Pecan Candy will be available in large retailers and have its own facility. *"The goal is to build that in Lafayette,"* Jones said. As his business continues to evolve, Jones plans to grow alongside it. However, he'll always stay true to himself, his culture, and his Louisiana roots!

For more information, head over to louisianacreolecandy.com, and follow their social media on Facebook Instagram [@louisianacreolecandy](https://www.instagram.com/louisianacreolecandy).



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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