



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

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

**September 2023**

**MONTHLY NEWSLETTER**

**Vol 2 Issue 2**



*Photo of soon-to-be ULL Students making their way to Moody Hall for Preview Day!*

# **HONORING LEGENDS**





*Pictured left- Mr. Braxton "B.I." Moody III & Pictured right- Dr. John Tanner*

## The loss of our beloved friends, Mr. Braxton "B.I." Moody III and Dr. John Tanner

Over the past few weeks, we have lost two very important members of our Moody Business Family. With heavy hearts, we have come together to remember and honor Mr. B.I. Moody III and Dr. John Tanner.

**Mr. Braxton "B.I." Moody III**- We mourn the passing of Braxton "B.I." Moody III, namesake of our college, a 1949 graduate, and a longtime friend of the University. Throughout his distinguished and varied career, Mr. Moody modeled the characteristics the University strives to instill in its graduates – hard work, persistence, and integrity. We offer our condolences to the Moody family and join them in celebrating the life of this iconic figure in Acadiana's business community.

Mr. Moody was a blessing to everyone he knew. His career began from modest roots, traveling from Crowley to Lafayette to earn a bachelor of science in accounting at then-SLI. He was an honored military veteran of the U.S. Navy during World War II. Most importantly, Mr. Moody served as a light in our community that radiated kindness, compassion, and understanding, and we are ever so thankful to have called him a friend.

During the week of Monday, September 18 - Friday, September 22, the college arranged a table in the lobby for students, faculty, and staff to drop by and leave their memories/ condolences for the Moody Family. We are extremely grateful for the numerous people who participated as we came together as a community to show our support for the Moody Family!

**Dr. John Tanner**- It is with heavy hearts that we share the news of the passing of our dear colleague and friend, Dr. John Tanner. His unwavering dedication, passion, and wisdom touched the lives of countless individuals throughout his teaching career. We are truly grateful for the immense knowledge and inspiration he shared with us.

*"I really think of myself as a teacher and I want to be remembered as a teacher"-  
John Tanner*



Dr. Tanner was more than a good teacher, he was like a candle- he consumed himself to light the way for others. Popular among his students, Tanner was one of the few UL faculty members to receive two Distinguished Faculty awards. He received the University's Dr. Ray P. Authement Excellence in Teaching Award in 2007 and the Distinguished Professor Award in 1996.

On Wednesday, September 20, 2023, The University of Louisiana at Lafayette lowered the flag in front of Martin Hall to honor his memory. We would like to thank everyone who attended his celebration of life, wrote condolence cards that will be mailed to the family, and shared their joyful memories of Dr. Tanner.

*"It is hard for me to imagine the College of Business without Dr. Tanner,"* wrote Geoff Stewart, Louisiana Entrepreneurship and Economic Development Center director and UL graduate. *"He was the first professor to truly engage me in a conversation, the first to shoot straight with me, and the first to challenge me as a student. He was generous with his time and a champion for our students. He knew his calling and he poured himself into it."*

Mr. Moody and Dr. Tanner have both left such a large impact on our College and Community that words can not simply express. Their memories have touched so many lives and we will cherish their friendship forever.

***"What you leave behind is not what is engraved in stone monuments  
but what is woven into the lives of others"***

***-Thucydides, Athenian Historian***

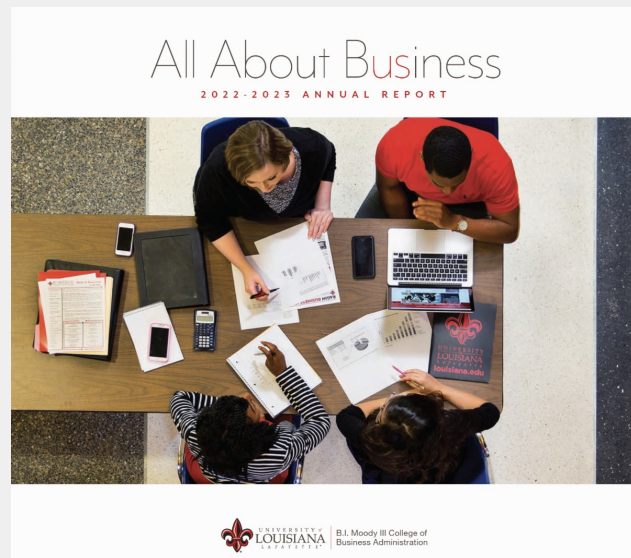
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## MOODY KUDOS

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### **B.I. Moody III College of Business 2022- 2023 Annual Report**

We are thrilled to present to you the much-anticipated release of our annual report for the 2022- 2023 academic year. This report serves as a comprehensive overview of our achievements, progress, and milestones in the pursuit of academic excellence and community growth.



Within the pages of this report, you will find a detailed account of our collective accomplishments, highlighting the dedication and hard work of our students, faculty, staff, and alumni.

This report also serves as a testament to the unwavering support, continued partnerships, and generous contributions from our dedicated alumni, friends,



and benefactors. Through their commitment, we have been able to enhance our facilities, expand scholarship opportunities, and invest in cutting-edge resources that empower our students to reach their fullest potential.

We encourage you to explore the report and celebrate the collective achievements of our college community.

Together, we have built an institution that exemplifies excellence, innovation, and a deep commitment to the pursuit of knowledge.

To access the annual report, please click on the link below.

[View 2022-2023 MCOBA Annual Report](#)



## Endowed Chair in Innovation and Entrepreneurship Reception

On September 21, 2023, the Department of Management hosted a reception honoring Dr. Josh Bendickson as the new Brauns-Oudenhoven-Boustany/BORSF Eminent Scholar Endowed Chair in Innovation and Entrepreneurship for B.I. Moody III College of Business Administration.

The reception welcomed over 80 guests from the college and surrounding community at the Louisiana Immersive Technologies Enterprise (LITE) Center.

During the reception, Dr. Bendickson presented his plans for expanding research and entrepreneurship and what that means for the College as well as the Acadiana region.

Thank you to everyone who attended this event and showed their support for Dr. Bendickson and the College as a whole.



## Adeline Miller- MGMT Major on Homecoming Court

"I am so grateful to have the privilege to stand among fellow UL ambassadors on UL's 2023 Homecoming Court who have heart and fire for our incredible University. UL has given me the most incredible people in my life who have kept me grounded in my values, encouraged me for the next steps, and determined to keep faith in my culture. My life would have been completely different without UL's influence and morale. I will always stay rooted in what I learned here, the people who surrounded me and loved me for who I was, and the opportunities





that UL has given me."

- Adeline

Congratulations to Adeline from B.I. Moody III College of Business. We are proud to see you shine!

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### **Conference Acceptance**

Alec Slepchuck, Assistant Professor of Marketing, received an acceptance to present his paper on human trafficking at the 2023 Society for Marketing Advance's conference in Fort Worth.

Congratulations!

Slepchuk, A.N., Mertz, B.A., Peters, C.B., Yoruk, I., & Murray, V. (2023). A Netnography of Human Trafficking on TikTok. *2023 SMA Proceedings*.

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### **Dr. Gary Wagner Featured on PBS**

Dr. Gary Wagner was featured on Louisiana PBS to discuss the "Brain Drain" and why our most educated young people leaving Louisiana for other parts of the country in their search for a better life? Watch the special by visiting the link below!

[Dr. Gary Wagner on PBS](#)

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### **Journal Acceptance**

Dean Linda Nichols published a paper about issues with energy independence in the United States. An issue that seriously affects the ability of the U.S. to become and remain energy independent is the wide and sometimes frequent variation in the U.S. energy policy depending on which party holds the office of President, as well as has the majority in the Congressional House and Senate.



Congratulations!

Nichols, Linda M. "The Rise and Fall of Energy Independence in the United States", *Oil, Gas, and Energy Quarterly*, Forthcoming.

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### **Journal Acceptance**

Dr. Anthony Greco, Professor in the Department of Economics and Finance has had a paper accepted into the *Journal of Economic Affairs*. He has also recently reviewed two articles for the journal *Advances in*



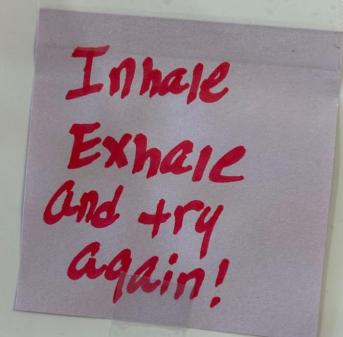
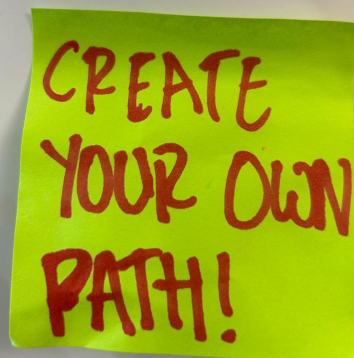
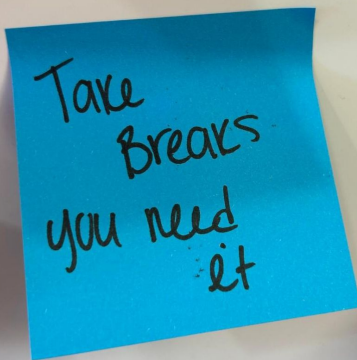


Economics and Business. Earlier, he reviewed an article for the journal- Economic Analysis and Policy. He has provided expert commentary on questions sent to him from WalletHub Communications. Great work Dr. Greco!

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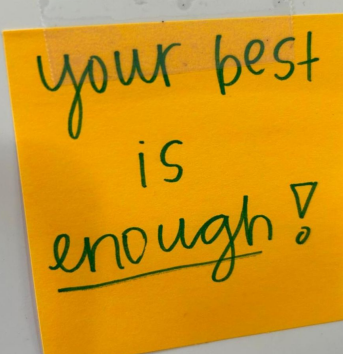
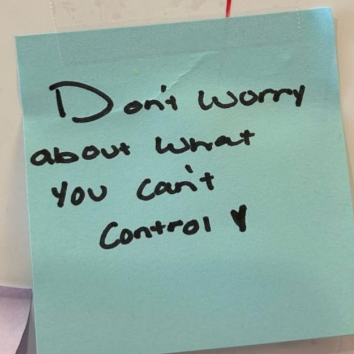
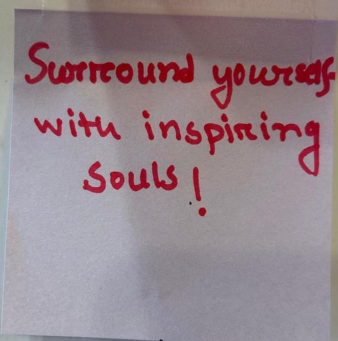
## SEPTEMBER REWIND

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### National Day of Encouragement

September 12 was National Day of Encouragement! Students took a moment to write a small encouraging note for others to read and get that boost of "Moody Happiness." Additionally, they were offered encouragement stickers to take with them as a reminder to stay positive throughout their day.



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### Accounting Speed Interviews

On Friday, September 22, 2023, the Department of Accounting hosted its Speed Interview event.

*"I absolutely loved the event. I found it was*





*very useful and a fun, interactive way to put students in front of recruiters. I know it was repetitive because it's speed interviews, but I found halfway through we were all comfortable and it was great practice for a real interview. The Accounting Dept did an amazing job and seeing the entire accounting staff there in support was really inspiring."*

*-Blake Leger, Accounting Major*



Department faculty, junior & and senior accounting students, and area employers participate in this event held annually in September since 2009.

*"It's a great networking event to meet entry-level staff and we felt like the attendees were better prepared for the event vs. the last few events"*

*-Bridget Theriot with Thibodeaux Hebert  
Deshotels LeBlanc, LLC*



Five-minute "interview" provides job interview experience and cultivates job/intern opportunities for students. In Fall 2023, 21 firms with 2–3 representatives each, 22 accounting majors, and Accounting faculty attended.

*"I think it's a good way for students to practice interviewing skills and to see which employers match their interest and personality in a time-effective manner."*

*-Kaleb Andrepoint with Going Sebastien  
Fisher and Lebeouf, LLC*



## **State Board of CPAs of Louisiana Visits MCOBA**

On Tuesday, September 12, 2023, The State Board of CPAs of Louisiana visited Nicole Bruchez's ACCT 300 class. Representatives included Lisa Benefield, Executive Director, and Caren Singleton, Deputy Director. Thanks to both for coming to support the educational pursuits of our college!

**LEED Center hosts  
Donald Cravens Jr.,**



## Under Secretary of Commerce for Minority Business Development

The LEED Center had the honor of hosting Donald Cravins Jr., Under Secretary of Commerce for Minority Business Development. Mr. Cravins serves as the inaugural Under Secretary for Minority Business Development, leading the Minority Business Development Agency (MBDA) in its support of the nation's 9.7 million minority business enterprises.

Our guests had the privilege of hearing from Mr. Cravins about the outstanding work his agency is undertaking nationwide. Additionally, we held a panel discussion featuring representatives from MBDA and the Louisiana Chamber of Commerce Foundation. During this panel, participants discussed the challenges and opportunities facing minority-owned businesses in Louisiana. We extend our gratitude to all the university and community leaders who attended this event and to Mr. Cravins for taking the time to engage with us.



## Hospitality Management students visit Moncus Park

The Principles of Tourism (HMGT 331) class visited Moncus Park 9/25/2023 to learn about how a park works as an attraction in its community for tourism purposes. Moncus Park, established 2018, has welcomed more than 600,000 visitors in the past 18 months from all states, and

several countries in Europe and South America. Students learned about the park's history, operating budget, how it functions as an event venue, its seasonality and staffing. Students have the opportunity to participate in events as volunteers and apply for part-time positions in guest service.



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## Fall 2023 Executive Advisory Council (EAC) Meeting

On September 13, 2023, the college held its biannual Executive Advisory Council Meeting to discuss action plans for college improvement as well as student engagement. The meeting's focus was on the departments of marketing and economics/finance.

We'd like to formally welcome our newest board member, Noel Norwood, and we'd like to thank President Troy Hebert for facilitating this meeting.



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# UPCOMING

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## October 2023

10	12-13	19	16-27
<b>MCOBA 125 Year Speaker Series with Dr. Eric Liguori</b>	<b>Fall Break</b>	<b>MCOBA Dean, Faculty, and Alumni Social</b>	<b>Advising for Spring 2024 Registration</b>

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Please join the B.I. Moody III College of Business Administration for our 2023-2024 Academic Speaker Series as we welcome Eric Liguori, Ph.D. - Founding Head, School of Innovation & Entrepreneurship at Rowan University.

Dr. Liguori will speak on - *Igniting Innovation: The Power of Cultivating an Entrepreneurial Mindset*.

Reception to Follow.

Parking will be available in Olivier parking tower (619 McKinley Street, Lafayette, LA 70503) and the Student Union Side lot.

RSVP appreciated - **The first 200 people to RSVP will receive a custom MCOBA wine glass.**

For any questions please contact GraceAnn Carroll - B.I. Moody III College of Business Administration Marketing Manager:

- Phone: (337) 482-6494
- Email: [graceann.carroll@louisiana.edu](mailto:graceann.carroll@louisiana.edu)

**RSVP for MCOBA 125 Year Speaker Series:**

RSVP

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## UL Society of Human Resource Management

UL Society of Human Resource Management would like to invite you to become a member by filling out the quick interest form below. ULSHRM offers a variety of networking opportunities, internships, and scholarship



opportunities for students seeking careers in Human Resource Management. Our educational meetings provide a unique educational experience for information about participating in the workforce. Business majors are one of our target members, but all majors are encouraged to join because, ultimately, we wish to have a job in the near future. Our educational meetings occur once a month in person with keynote speakers who give insight into employment that students can use in their current jobs and in their future employment endeavors. Please [see the attached letter](#) explaining our topics this semester, contact us at [ulshrm@louisiana.edu](mailto:ulshrm@louisiana.edu) with any questions, and fill out [the interest form!](#)

Here are our upcoming dates:

- October 19 from 5:15-6:15 p.m. (MX 220): Handling Hard Conversations in the Workplace/ Soft Skills
- November 16 from 5:15-6:15 p.m. (location TBD): LinkedIn Profile Workshop
- December 7 from 5:00-7:00 p.m.(location TBD): Gala

Thank you,

**Adeline Miller**

President of UL Society of Human Resource Management

**Home**  
*is where your roots*  
**BEGIN**

B.I. Moody III College of Business  
Administration Dean, Faculty, & Alumni  
Homecoming Social

Oct. 19      Moody Hall Lobby      4-6pm

**Welcome Home**

UNIVERSITY OF LOUISIANA | B.I. Moody III College of Business Administration

## **MCOBA Dean, Faculty, and Alumni Social**

Calling all MCOBA Alumni

We are thrilled to invite you to a spectacular evening of networking, reminiscing, live music, and celebration! Join us for our highly anticipated



B.I. Moody III College of Business Administration Homecoming alumni social, where you'll have the opportunity to reconnect with old friends, make new connections, and share your success stories since graduating from our esteemed institution. The Jo-Genes will spice up our night with live cajun music to welcome you home!

□ Event Highlights:

- Live Music from "The Jo-Genes"
- Louisiana-themed hors d'oeuvres
- Networking session with Dean Linda Nichols and members of our faculty and staff
- Opportunity to hear from small business graduates of the Accelerated Northside program
- Exciting business card activity (please bring your current business card, if you do not have business cards we will provide you with an alternative card to fill in at the event)
- Exciting promo items and prizes
- Open bar- And much more!

This is your chance to rekindle the college spirit, catch up with former classmates, and expand your professional network. Whether you're a recent graduate or have been out in the business world for years, this event promises to be an unforgettable evening filled with inspiration and camaraderie.

Kindly RSVP below to ensure your spot at this event. Don't miss out on this fantastic opportunity to connect and grow.

For any questions please contact GraceAnn Carroll, B.I. Moody III College of Business Administration Marketing Manager:

- Phone: (337) 482-6494
- Email: [graceann.carroll@louisiana.edu](mailto:graceann.carroll@louisiana.edu)

We look forward to welcoming you back to campus and celebrating the enduring success of our B.I. Moody III College of Business Administration alumni community!

[Alumni Social RSVP](#)

Want stay in touch with our College's Alumni Chapter? Like their Facebook Page here: [B.I. Moody III College of Business Administration Alumni Chapter Facebook](#)

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## 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:

- September 30, 2023 (Registration Closed)
- November 18, 2023
- January 27, 2024
- March 23, 2024

Register for an upcoming Preview Day below.



[Register Here](#)



## **ACCELERATE NORTHSIDE**

### **START OR GROW YOUR BUSINESS IN 6 WEEKS**

October 5th - November 9th | **Thursdays 5:00 PM - 9:00 PM**  
Complimentary Dinner Provided at Each Session  
**Registration Fee: \$25.00** (\$450 Value)

**Program Topics:**

- Program Basics : The Entrepreneurial Dream
- How to Get More Out of a Business Plan
- Getting Resources When You Do Not Have Any
- What You Need to Know About the Numbers
- Customers Drive the Business
- Operations and Other Fundamentals that Matter

**For More Information Visit:**  
[business.louisiana.edu/leed/acceleratenorthside](https://business.louisiana.edu/leed/acceleratenorthside)

**Hosted By:**

 UNIVERSITY OF LOUISIANA LAFAYETTE | Louisiana Entrepreneurship & Economic Development Center

**Sponsored By:**

 **LEDA**  
LAFAYETTE ECONOMIC DEVELOPMENT AUTHORITY

**Who Should Apply?**

- People who have ideas for a business
- People who want to turn a "side hustle" into a full-time business
- Owners of Existing Businesses

**Program Benefits:**

- Hands on & individual attention.
- Opportunity to build your network.
- Successful business leaders speakers.
- Completion ceremony and certificate of completion.

**Scan to Apply:**



## Applications are now open for Accelerate Northside!

We are excited to announce that applications are now open for the sixth cohort



of Accelerate Northside! This is your opportunity to join the more than 250 entrepreneurs who have completed the program.

Accelerate Northside is a start-up and small business program that focuses on entrepreneurs, their dreams, ideas, and business interests. The curriculum is designed to grow and expand your business knowledge while building your network by spending time with other passionate entrepreneurs.

Accelerate Northside is sponsored by the *Lafayette Economic Development Authority (LEDA)*.

Thursdays, October 5, 12, 19, 26, November 2 & 9, 2023

5:00 pm to 9:00 pm

LITE | 537 Cajundome Boulevard

<https://business.louisiana.edu/leed/acceleratenorthside>

The graphic is a dark blue rectangle with white text and icons. It lists five dates with corresponding speaker names and their businesses. The dates are 3 Oct., 10 Oct., 17 Oct., 24 Oct., and 31 Oct. Each date is accompanied by a small icon: a checkmark, a person with a hat, a circular arrow, a chef's hat, and a pencil. Below the list, the text reads "Dream to Reality: Life in the entrepreneurship arena" and "Speaker series".

Date	Speaker	Business
3 Oct.	Caroline Jurisich	The Quad
10 Oct.	Nathanael Johnson, Reve;	Denise Champagne, Coffeeweed Cottage
17 Oct.	Skip Boudreaux,	Acadian Capital Group
24 Oct.	Chef Sky,	Sky's Bites
31 Oct.	Leigha Porter,	Parc Village and Creole Nutcracker

**Dream to Reality:  
Life in the entrepreneurship arena  
Speaker series**

Tuesdays 8:00 am–9:00 am LEED Center 537, Cajundome Blvd, Suite 111

## Dream to Reality Speaker Series @ the LEED Center

"Dream to Reality: Life in the Entrepreneurship Arena" is an opportunity to meet entrepreneurs and learn about their journey. This series of conversations on Tuesday mornings (8am-9am) at the LEED Center seeks to create and cultivate a community of entrepreneurs and entrepreneurial minded individuals. Business owners, students, and people who just have an idea can meet, have a cup of coffee, and listen to a conversation with a different entrepreneur each Tuesday. This is the best way to start your Tuesday!

RSVP for the next session with Speaker Caroline Jurish, The Quad here: [OCT. 3 RSVP](#)

# SPOTLIGHTS



## Faculty/ Staff of the Month

***Alicia Moten: Administrative Assistant  
III***

***Department of Management***

"I'm in my senior semester and was having problems with my classes. Out of everyone I spoke to, she has helped me the most."

- Anonymous

"Alicia has worked extremely hard this past month to make our college SHINE! Without her, so many events would not be possible. She is my go-to person when I have a question. She is always kind and supportive no matter how obvious the answer may be. She makes me want to come to work and encourages me every day.

I'm her biggest fan!"

- Anonymous



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**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

**Lauren Lopez**

***Management Major***

"Lauren is one of the most hardworking individuals I have ever met. She has done so much for UL and the MCOBA. She is also an amazing worker outside of school and a genuinely great person."

-Anonymous

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**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](#)

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# Small Business Spotlight

## *Sweet Envie*

***Jermela "Mel" Decuir-Hayes, 2021  
Accelerate Northside Participant***

Sweet Envie, LLC officially opened its doors on March 17, 2021, during the midst of COVID-19! The owner, Jermela "Mel" Decuir-Haynes was previously working in corporate and decided to take a leap of faith and open her business which initially started out as a cake/baking supply store!

After a few months, the dynamics of the business quickly evolved to offer more freshly baked cakes, pastries, and even Savory items. Mel was a part of the 1st Accelerate Northside Entrepreneur Class hosted in the Spring of 2021. She credits that class with helping her gain "tools" to add to her "toolbelt" to become a successful entrepreneur. Mel shares her love of community service and engagement with her fiance, Nicky Jones who is the owner of Big Boy Cajun Concessions. Together they can satisfy any Envie that you may have!

Mel hopes to one day be able to offer her One-of-a-kind Beignets to all of the college students at UL!

Mel recently has served her amazingly delicious desserts at two of our College events- The Leadership Team Meeting in August of 2023 and The Endowed Chair on Innovation and Entrepreneurship Reception Honoring Dr. Josh Bendickson in September of 2023. We are so excited to welcome her back to provide sweets for our Dean, Faculty, and Alumni Social on October 19th!

Learn more about Sweet Envie visit their website here: [sweetenviellc.com](https://sweetenviellc.com)

To book Sweet Envie for your next event or simply to order some tasty treats visit their storefront or contact Mel using the information below!

-4302 Moss Street, Lafayette, LA 70507





-(337)-344-4425  
-cake.envie@gmail.com



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## 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](mailto:MoodyKudos@louisiana.edu).

[Submissions](#)

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Follow Us



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