



FOSTERING INTELLECTUAL CURIOSITY, CREATIVITY, AND INNOVATION

**B.I. MOODY III COLLEGE OF BUSINESS ADMINISTRATION
2017–2018 ANNUAL REPORT**



A MESSAGE FROM THE DEAN

As the 2017–18 academic year comes to an end, I am delighted to share with you the many achievements of the Moody College of Business at the University of Louisiana at

Lafayette. Our mission is to foster intellectual curiosity, creativity, and innovation to produce a seasoned gumbo of successful professionals, scholars, and global citizens. As you will see on the following pages, the various ingredients, in the form of innovations and achievements, come together to help us make this mission a reality. This report highlights the accomplishments and advancements we have enjoyed over the past year, but I would like to emphasize just a few examples. Thanks to Mike Maraist, a Moody College of Business alumnus, and other generous supporters, our students now have access to a state-of-the-art finance lab. The 24-seat Maraist Financial Services Lab is now open and is equipped with a stock ticker, digital signage, and Bloomberg Terminal, a specialized software system for financial professionals.

The growth in our graduate programs has been exciting! The introduction of an online MBA program has proven to be quite attractive for those seeking to advance their careers without having to leave their current employer, with over 300 students enrolling in the program during

its first year. Furthermore, our face-to-face MBA program continues to provide a valuable experience for those seeking a traditional graduate business degree, with 181 students enrolled. Our traditional MBA was recognized for the second year in a row as one of the top MBA programs in North America by CEO Magazine and among the best in the nation Princeton Review. And, in its first year, our online MBA hospitality management concentration was ranked 10th in the nation, among such programs, by *Online MBA Today*.

We made great strides in the area of entrepreneurship with the introduction of an entrepreneurship minor this past fall. Additionally, the student entrepreneurship society hosted its first-ever IDEAthlon, where high school students, UL Lafayette students, and community members were able to network and pitch their ideas to Moody College of Business students and entrepreneurs in an open-mic format. Several of our faculty members continue their work in a partnership to provide the first U.S. Economic Development Administration-funded business accelerator program in our region. They are preparing for the second run of this accelerator in Fall 2018.

You'll find more information about these initiatives and many others in the following pages. I hope you enjoy this annual report and if you have any questions or suggestions, I can be reached at bret.becton@louisiana.edu.

Kind Regards,

J. Bret Becton



CELEBRATING OUR NAMESAKE

In the spring of 2017, more than 100 University of Louisiana at Lafayette students, faculty, staff, alumni, friends, and supporters came together to honor honor B.I. Moody III, for whom the Moody College of Business is named. The event included an unveiling of three bronze plaques that are permanently displayed in the Moody Hall lobby. It also featured a presentation about the impact of his contributions to the University, which total over \$8.2 million, including a Moody Match program that was implemented in 2006.

Mr. Moody's college career was interrupted by service in the U.S. Navy during World War II. After the war ended, he graduated from Southwestern Louisiana Institute (now UL Lafayette) in 1949 with a bachelor's degree in accounting. Moody became a founding partner in the

CPA firm of Moody, Broussard, Poché & Guidry. He later became president and chief executive officer of Chart House Inc. in Lafayette and chairman of the board for First National Bank of Lafayette. Mr. Moody has served on the boards of directors of many other companies, including First Commerce of New Orleans, Riviana Foods Inc., Celeron Oil Company Inc., and Quantum Restaurants. He was inducted into the Louisiana Political Museum's Hall of Fame in 2016. At the Fall 2017 General Assembly, UL Lafayette President Dr. Joseph Savoie, presented Mr. Moody with an honorary doctorate.

ACCREDITATIONS AND RECOGNITIONS



The programs in the Moody College of Business are accredited by the preeminent accrediting agencies in their respective fields. Our business and accounting programs in the Moody College of Business are accredited by the Association to Advance Collegiate Schools of Business. Less than 1 percent of business schools worldwide have separate accreditations in both programs.

Our Professional Land and Resource Management program is one of 11 programs in the nation and is accredited by the American Association of Professional Landmen, which enables our students to compete nationally for scholarships.

Additionally, our programs continue to receive recognition by respected industry and academic publications. CEO

Magazine rated UL Lafayette's MBA program among the top 71 in North America. The designation put the MBA program on the international business magazine's top tier lists.

The Princeton Review once again recognized UL Lafayette's MBA program as among the best in the nation. The education services company profiled the program among its "Best Business Schools" 2018. The Princeton Review has recognized the MBA program in this list since 2008.

Online MBA Today ranked UL Lafayette's online MBA with a hospitality management concentration program among its "Top 10 Online MBA in Hospitality Programs 2018."



Pam Meyer, senior instructor of accounting, was recently honored by the Employer Support of the Guard and Reserve with a Patriot Award. This is presented to individual supervisors who have been nominated by an employee serving in the National Guard or Reserve or by the spouse of a Guard or Reserve member. The Patriot Award is given to individuals who have gone above and beyond to help our soldiers by providing flexible schedules, time off prior to and after deployments, caring for their families, and granting leaves of absence.

CREATING TODAY THE TOOLS FOR TOMORROW

In Spring 2018, the B.I. Moody III College of Business Administration finished construction of the Maraist Financial Services Lab. In it, students can get real-world business experience without leaving the university. Construction of the lab, which began in Spring 2017, was funded by a \$2.5 million gift from local businessman Michael P. Maraist, who graduated from UL Lafayette with a bachelor's degree in business administration in 1971. The renovations have altered the façade of F.G. Mouton Hall and provide 1,000 square feet of additional space. The lab uses the latest technology to enable students to acquire hands-on experience in portfolio management, financial strategy and analysis. Tickers inside the lab deliver up-to-the-second reports from Wall Street and digital displays flash breaking business news headlines. Students are able to learn, in real time, how financial markets work by utilizing state-of-the-art equipment to undertake projects

similar to those that business professionals confront every day. The lab also provides data resources and statistical tools to enrich research opportunities for business students, faculty members and the community. F.G. Mouton Hall has three other additions and improvements that enhance the space: the Student Study Center, Entrepreneurship Think Tank and furniture updates. The Study Center features furniture and equipment to facilitate group or individual study while the Think Tank offers a creative space for entrepreneurial teams to discuss ideas in a setting furnished with comfortable seating, three flat-screen televisions and whiteboard walls. Additionally, in Spring 2018, Ragin' Renovation, a crowd-funding project raised funds to refurbish room 207 of F.G. Mouton. Thanks to all who contributed!



B.I. MOODY III COLLEGE OF BUSINESS ADMINISTRATION BY THE NUMBERS

1944

**UNDERGRADUATES ENROLLED
IN THE 2017–18 SCHOOL YEAR**

482 GRADUATE-
LEVEL STUDENTS

**BACHELOR'S
DEGREES
AWARDED**

361



332

**BUSINESS STUDENTS ON THE
DEAN'S LIST**

317

**BUSINESS STUDENTS ON THE
PRESIDENT'S
LIST** 

58

**MASTER'S
DEGREES
AWARDED**



200

ADVISING APPOINTMENTS

**CRITIQUED
RÉSUMÉS 255**

**200 VOLUNTEER
HOURS**

**15 STUDENT
ORGANIZATIONS**

INVOLVING MORE THAN

200

STUDENTS AND STAFF



NEW FACES

Five faculty members joined the Moody College of Business in the Fall 2017 semester.

They include (clockwise from left) **Catherine Chauvin**, instructor of management; **Dr. Ignatius Cahyanto**, assistant professor of hospitality management; **D. Clay Gardner**, instructor of finance, and **David Reid**, instructor of management. **Dr. Chris Jones**, instructor of economics is not shown.



DISTINGUISHED FACULTY

Dr. Jim Underwood and Dr. Colleen Wolverton

The John T. & Sandra Landry Endowed Award for Teaching Excellence is presented each year to a faculty member who shows unwavering commitment to student success. This year's recipients are Dr. Jim Underwood and Dr. Colleen Wolverton. In surveys distributed to students, the following comments were made about this year's winners: "Dr. Underwood was a fantastic teacher. He really knew what he was talking about. He challenged us to think for ourselves and really understand what the overall objective of this course was. I thoroughly enjoyed him as a professor!" "Dr. Wolverton is an excellent professor. She explained the material in a way all students could understand and her expertise in the area made the course enjoyable and relatable to the real world. She is relevant, an awesome speaker and so easy to approach with questions."



Dr. Ramendra Thakur

The Col. Jean M. Migliorino and Lt. Col. Philip J. Piccione Endowed Award for Research Excellence is given to a faculty member who contributes exceptionally to his or her field of study. Dr. Ramendra Thakur is the 2017-18 award recipient. During the past year, he published four journal articles that ranked on the ABDC Journal Quality List and one being an A* journal (the highest level of quality rating). Additionally, he made presentations at three of the most distinguished conferences in his field. Thakur serves on editorial review boards for four journals, including the *European Journal of Marketing*, which is ranked as an A* journal of the ABDC journal quality list.



Oliver J. "Buster" Leblanc, III

The Robert "Bob" Merrick Endowed Advising Award is presented to faculty members who continue to participate in professional development seminars on advising and who has excelled in their advising duties. This year's recipient, Mr. Oliver J. "Buster" Leblanc III, advises over 60 students every semester on average. This is almost twice as many students as most advisors in the college counsel. In addition, Leblanc supervised over 50 internships this past year as well as serving as faculty advisor for the Student Association of Professional Landmen.

Taylor Bourgeois

The Outstanding Staff Award recognizes a staff member who excels in his or her position and has made a significant impact on the college. Taylor Bourgeois, academic advising coordinator, is this year's recipient. She exemplifies outstanding dedication, competence, conscientious performance, excellent customer service, and ingenuity. She has demonstrated remarkable commitment to the Moody College of Business and our students. She has an exceptional ability to foster collaboration, communication, and cooperation among colleagues, and goes above and beyond her normal job requirements to do what's best for the college.





OUR STUDENTS MEAN BUSINESS

A. Three UL Lafayette students shone brightly in the eighth annual collegiate sales competition recently hosted by the Moody College of Business. Wendy Hebert, a marketing senior from Lafayette, placed first. Sureena Patel, a general studies senior from Lafayette, placed second. Brooke Landry, a marketing junior from Lafayette, placed third. The Service Chevrolet Ragin' Sales Team also finished sixth overall in the Russ Berrie Institute National Sales Challenge held in New Jersey. While there, Sureena Patel placed among the top 10 Sales Challenge Champions.

B. Marketing students had a great time representing the College of Business at the Future Business Leaders of America Louisiana Convention! Led by Dr. Geoffrey Stewart, they were able to put their marketing skills to work while talking with hundreds of high schoolers and middle schoolers who visited an information table to learn more about the college.

C. College of Business students competed in the 15th annual Bayou Sales Challenge in Thibodaux, La. Tarol Romero, a senior management major, placed within the Top 8 overall, and Zachary Fremin, a senior insurance and risk management major, won the Pressure Round.

D. The Ragin' Hospitality Association and the UL Lafayette's Hospitality Management Program partnered with the Louisiana Restaurant Association for the inaugural Acadiana Food & Wine Soirée. The event provided guests with over 40 wines and tasty cuisine from 20 area restaurants. A portion of the proceeds from the event benefited the Louisiana Restaurant Association Education Foundation and the UL Lafayette Hospitality Management Program. The program will use the monies raised to fund Ragin' Hospitality Association

events, scholarships and help students attend national conferences. Ragin' Hospitality Association is advised by Becky Dubois

E. The UL Lafayette Risk Management & Insurance Society and advisor Dr. William Ferguson co-hosted Risk Manager-in-Residence Kristy Coleman Feb. 26 – 28, 2018. The presented program gave students an opportunity to interact directly with alumni, experienced senior risk management professionals, and community members .

F. Congratulations to Kappa Theta Chapter of Beta Alpha Psi members and advisor Dr. Suzanne Ward on recently achieving Superior Chapter status for the 2016 – 17 academic year! This international recognition of excellent academics, professionalism, and leadership has earned the chapter a \$500 award, which is sponsored by KPMG and the KPMG Foundation.

The Moody College of Business notary exam preparatory class yields record results, with 63 percent of full-time students in the class passing the notary exam, while the state average is 20 percent. This course is taught by Fred Davis, and is the only notary class offered in the state for university credit, as well as one of the few taught by a practicing attorney.

Congratulations to Hospitality management students who earned a 95 percent pass rate for the Certified Hotel Industry Analytics exam . Thirty-seven students can now add this credential to their résumé and stand out from competitors in the job market. Instructor Lisa Bowles established this new certification in the program as the first certification to be offered to students outside of food and beverage.

NEW SITES...

Over the 2017–18 school year, students from Moody College of Business visited Nola Media Group (A), Lucid Technologies (B), French Market (C), Mardi Gras World (D), and the New Orleans Morial Convention Center (E).





...AND NEW SKILLS

Dining Etiquette Dinner (A), Russ Berrie Institute National Sales Challenge, (B), Career Closet Pop-Up Shop (C), and the Internship and Career Fair (D)

ENTREPRENEURSHIP AT THE FOREFRONT

There have been several exciting developments in the area of entrepreneurship at the Moody College of Business in the past year. In Fall 2017, an entrepreneurship minor was introduced which provides experiential learning opportunities. This minor is composed of 18 hours of coursework, including Introduction to Innovation and Entrepreneurship, Business Plan Creation, Entrepreneurial Management, and Social Entrepreneurship.

The College of Business kicked off an Adopt-an-Entrepreneur Initiative, led by instructor Reece Theriot, in Fall 2017. It ultimately resulted in many student entrepreneurship success stories. Fifty entrepreneurs opened their businesses' doors to students taking the Introduction to Innovation and Entrepreneurship course for a behind-the-scenes shadowing experience. At the end of the semester, student adoptees presented their projects in a pitch-competition format. Because of its success, the Adopt-an-Entrepreneur Initiative will continue for semesters to come.

As a result of enrolling in this course, four students started businesses of their own. Marlon Rhine, a senior general studies major, established Mr. C's Alkaline Seasoning with his mother. Rhine won the course pitch competition in Spring 2018 and was awarded a six-month scholarship to The Opportunity Machine. The seasoning is already sold in more than 10 grocery stores across the Acadiana area. Cullen Crochet, a senior management major, formed Attentive Patient Transport LLC - a patient transportation services company that serves hospitals and clinics throughout Acadiana. Tristin Tauzin, a senior marketing major, was using his grandmother's recipe to make hot tamales and decided to sell them. Teeto's Tamales are now available by the dozen. Jared Johnson, a senior finance major, and his friends were frying chicken wings that garnered so much attention from family and friends that they decided to start a food truck called Kitchen on Klinton.

Dr. Joshua Bendickson organized and hosted a United States Association for Small Business and Entrepreneurship LOCAL event, which was a great success. This event was structured to be short and impactful and featured the delivery of trending entrepreneurial topics that could be brought in to the

classroom. The UL Lafayette USASBE LOCAL event featured speakers from UL Lafayette, LSU, Southern Miss, North Carolina State, University of Tampa, Rowan University, and Roger Williams University.

In Spring 2017, the UL Lafayette Megapreneurship Society hosted the first-ever IDEAthon at the Louisiana Immersive Technologies Enterprise Center. High school students from around Acadiana, UL Lafayette students, and community members were able to network with entrepreneurs and pitch their ideas to College of Business students in an open-mic format. Christopher Daigrepoint, community member, was this year's winner. His pitch was about creating a union for students to utilize collective bargaining with colleges to negotiate lower tuition prices. Thanks go out to all the sponsors of this event: Opportunity Machine, Innov8 Acadiana, WAITR, DeanO's Pizza, Parish Tins, Great American Cookies, Blaze Pizza, Carrabba's Italian Grill, Rotolo's Pizzeria, Hot Dog on a Stick, and Mazen Grill Lafayette.

Reece Theriot, instructor of management, has been named project director for Accelerate South, the Acadiana region's Economic Development Administration-funded healthcare accelerator. This accelerator program is a partnership with UL Lafayette, INNOV8 Acadiana, and Lafayette Economic Development Authority's Opportunity Machine. In Fall 2017, numerous faculty from the College of Business were involved in the accelerator program including Dr. Joshua Bendickson, Dr. Keith Credo, Chase Edwards, Dr. Curtis Matherne, Dr. Geoffrey Stewart, and Theriot. MBA students in Management 590, the capstone course of the MBA program taught by Bendickson, serve as consultants for start-up companies involved in the accelerator. This gives them an opportunity to hone their personal skills to assist in accelerating the success of local companies.

ALUMNI ENTREPRENEURIAL SPOTLIGHT: SKIN TECH®



Jeremy Bunting, shown above, a 2010 MBA graduate, and his brother Jamie, a 2015 MBA graduate, launched SKIN TECH® in 2015, a specialty athletic apparel company. At SKIN TECH®, the main focus is to protect and enhance athletic abilities. As collegiate athletes, the brothers noticed that players would be so sore from playing all weekend and practicing, that they would and put towels around bars to lessen the impact of power cleans, split jerks, and push presses and wear hoodies to take pressure off their bodies for back squats. So, the Bunting brothers began to develop a protective weightlifting garment, to speed up recovery and enhance lifting techniques. The

idea started at the end of Jeremy's MBA coursework at UL Lafayette. He said the University's MBA Program "played a critical role in helping me develop a well-rounded business mindset. Working with teams, understanding business analytics, developing marketing plans, and implementing a strategic business plan were just a few key components I was exposed to during my MBA schooling."

When asked about his experience as an entrepreneur, Jeremy said, "An entrepreneur has to wear many hats and has to always look for opportunity, especially when trying to launch a business. It has taught me to be resourceful, soak up all learning opportunities and always seek advice. One big thing to remember: no one will do the work for you. You have to always work incredibly hard, get a great team together, be passionate about what you're doing, and make sure to create value that other people can utilize, even if it's a product or service no one has ever seen or used before. It will be hard and you'll get a lot of pushback, but keep pushing."

SKIN TECH®'s niche product, the SKIN TECH® Apollo SS, is a state-of-the-art protective weightlifting compression garment. The Apollo SS is embodied with high impact foam placed in target areas of the shirt to protect athlete's upper body from direct impact from the metal bar while weightlifting. The company provides other moisture-wicking and antimicrobial athletic garments plans to launch a protective sports bra, which has a patent pending.

ALUMNI ENTREPRENEURIAL SPOTLIGHT: PLATE



Thomas Trahan, shown above, a 2017 management graduate, and Gerald Huffman, founded PLATE to deliver bar and restaurant specials in Lafayette. As undergraduates, Trahan and Huffman saw college students' unmet need to access deals around town and they set out to fill this gap in the market. PLATE is a tech startup that created an accurate, location-based, real-time, and easy-to-use mobile app that's available for download on the Apple App Store and the Google Play Store. This app enables users to see active specials that are closest to them. Trahan said the Moody College of Business prepared him to be an entrepreneur by focusing on group work. "Learning how to work with others, even when you may not necessarily see eye-to-eye on a topic, is

extremely beneficial as you'll no doubt face situations like this in the world of business," he said.

Trahan said that being an entrepreneur has proven to be all about "persistence and grit." To date, one of the company's greatest accomplishments was being accepted into and graduating from the Accelerate Acadiana Business Accelerator Program, shown below. "The amount of knowledge and connections that we've gained from that program has really and truly accelerated our growth," he said. PLATE aims to expand nationwide.





**“THE UL LAFAYETTE MBA PROGRAM PLAYED
A CRITICAL ROLE IN HELPING ME DEVELOP
A WELL ROUNDED BUSINESS MINDSET.
WORKING WITH TEAMS, UNDERSTANDING
BUSINESS ANALYTICS, DEVELOPING
MARKETING PLANS, AND IMPLEMENTING A
STRATEGIC BUSINESS PLAN WERE JUST A
FEW KEY COMPONENTS I WAS EXPOSED TO
DURING MY MBA SCHOOLING.”**

JEREMY BUNTING, 2010 MBA GRADUATE AND CO-OWNER OF SKIN TECH®.



ON TARGET

Each semester, student teams in the undergraduate capstone course, compete and present judges with ideas to enhance financial and strategic objectives for Target Department Store. This competition is a nexus of strategic management and corporate entrepreneurship that enables students to enhance financial and strategic objectives by developing ideas to increase Target's market share. After opting in to the leadership project in their MBA capstone course, graduate students help mentor the undergraduate students. Target Corporation representatives attend final pitches to grade participants and determine the winners. Dr. Joshua Bendickson, assistant professor of management, leads these efforts and coordinates a Target Campus Grant to help fund the competition. The Spring 2018 winning team was composed of students Chris Cormier, Alex Costa, Clayton Sills, and Morgan Thomas. Its idea was to completely relocate Target's café to a more central location in the store and expand its menu to include healthier, fresher foods. They believe that this will create a more inviting space for customers and ultimately increase Target's profits. One of the Target judges, manager William Fairburn, is also an MBA student in the

Moody College of Business. He leads recruitment efforts by representing Target at the UL Lafayette Career Fair and is eager to get business students interested in Target. "We're always very impressed with the incredible thought, effort, energy and feedback that the students present during the Target case studies. Much of this feedback is being implemented to create the Target of tomorrow. You can see this in our store's service initiatives, selection, and remodels. To compete with Amazon, we acquired Shipt for \$550 million to have one-hour delivery of nearly all goods we carry, including same-day delivery for grocery items. To stay current on selection we launched 16 new brands exclusive to Target: Cat & Jack, Cloud Island, OpalHouse, Hearth & Hand, Hunter for Target to name a few. Lastly, we remodeled over 400 stores last year. Our Super Target was remodeled last year and the Northside Target will be remodeled later this year. We are always excited to be a part of this event each year," Fairburn said.

ALUMNI ENTREPRENEURIAL SPOTLIGHT: LUNA BOTANICALS



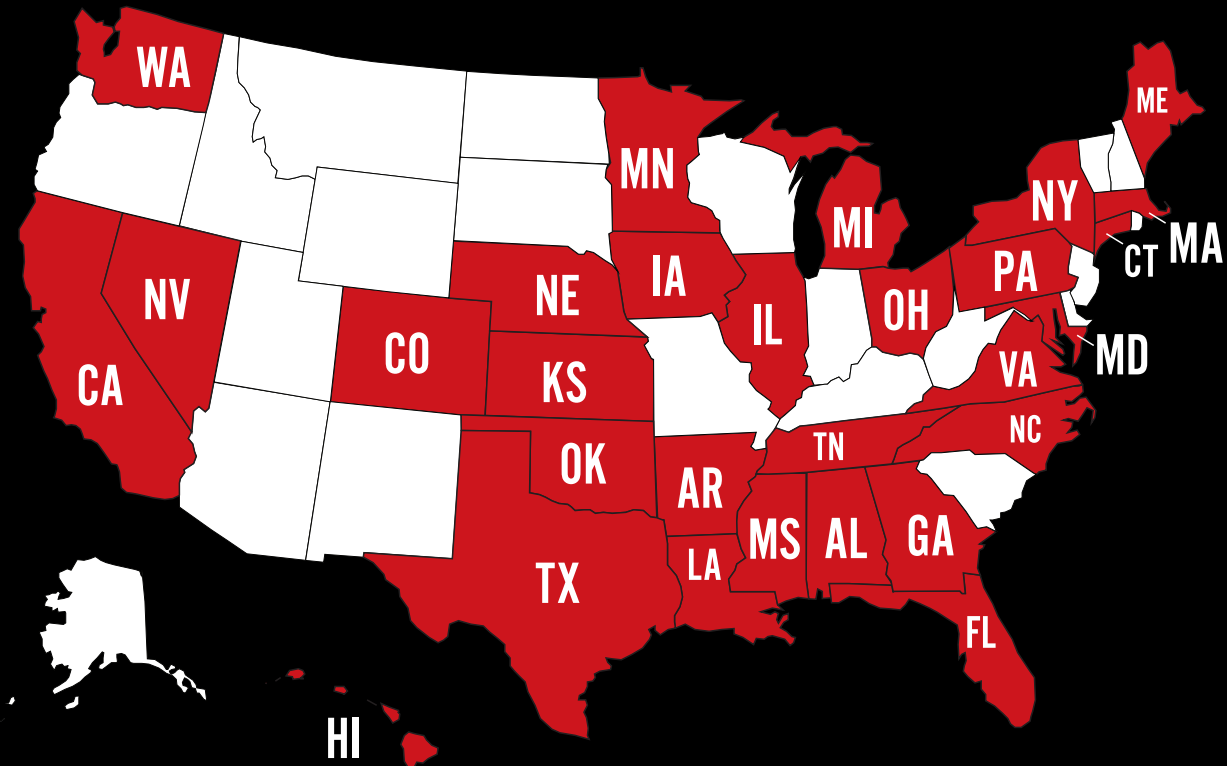
Jeanne Arceneaux Luna, shown above, a 2012 marketing graduate, and her husband, Stephen Luna, started Luna Botanicals in New Orleans in 2016. Luna Botanicals stemmed from a shared respect for the healing and meditative power of nature, and a passion for incorporating that serenity into everyday life. Luna Botanicals' product and services include hand-crafted botanical artwork, community planting workshops, event styling, interior plantscaping, exterior landscape design, and plant maintenance.

Luna Botanicals encourages clients to “make your presence lighter, brighter and wilder...wear plants!” Inspired by the epic costumes, parades, celebrations, lushness and vibrant spirit of New Orleans, Luna Botanicals offers botanical

headpieces. Additionally, Luna Botanicals encourages customers to escape into a portal of lushness through moss walls. These moss walls are pieces of artwork that are meant to represent natural places that inspire a sense of peace. Luna Botanical can style a broad scope of events – such as weddings, festivals, photo shoots and film productions – with lush greenery.

Jeanne Arceneaux Luna said, “The quality of my education at UL Lafayette afforded me opportunities to pursue significant marketing roles in several industries. I had an incredibly positive experience with the internship program. Long before I recognized I wanted to be an entrepreneur, I seem to have gravitated toward that type of start-up environment. During my time as an intern, I was able to participate in the growth of what was a new agency in Lafayette to what is a national award-winning marketing firm. Being included in this fast-paced growth, with a significant amount of creative freedom at such a young age, has always motivated me to pursue my own vision with an attitude towards curiosity, learning and growth. We hope to grow our team so that we can further our outreach through a robust online botanical store, more frequent planting workshops, large-scale plant design projects, biophilic fashion and botanical tourism.”

WE ARE PROUD TO WELCOME STUDENTS FROM ACROSS THE UNITED STATES ...



... AND AROUND THE WORLD.

AUSTRALIA

AUSTRIA

BANGLADESH

BELIZE

BRAZIL

CANADA

CHINA (MAINLAND)

COLOMBIA

DENMARK

FRANCE

GERMANY

FEDERAL REPUBLIC OF HONDURAS

INDIA

JORDAN

MALAYSIA

MEXICO

MOLDOVA

MUSCAT AND OMAN

NIGERIA

PANAMA

ROMANIA

SAUDI ARABIA

SENEGAL

SWEDEN

TUNISIA

UNITED ARAB EMIRATES

UNITED KINGDOM

VENEZUELA

VIETNAM

SCHOLARSHIP IMPACT



Leslie Nguyen

Recipient of the William A. Brady, III Endowed Scholarship
Management Senior, Lafayette, La.

“I am writing to express my gratitude for making the William A. Brady, III Endowed Scholarship possible for students like me to receive! I am humbled to be a recipient of this award. My financial struggles have been on the rise since I got out of the Marine Corps last year. The G.I Bill only pays for 50 percent of my tuition, and I go to college full time. With this scholarship, I was able to focus on my studies last Fall semester and this Spring semester. I will be graduating this May with a bachelors in business management with a concentration in legal studies. I plan on being a professor after I get my MBA and doctorate. With your help, my dream is getting closer. Thank you again for all that you have done and the generosity that you have shown to make this scholarship possible.”

Meko Dousay

Recipient of the Ken Ardoin & Dave & Jill Ardoin Endowed First
Generation Scholarship
Economics Junior, Lafayette, La.

“I will be graduating on time after four years in May 2019. After that, I plan on becoming a bigger contributor to the women’s movement and attending graduate school to get a master’s degree in economics as well. Once I have my master’s, I would like to pursue a career in real estate. My plan is to create my own department within a firm that assists in appraisal and consulting, with a specialty in economic knowledge. This scholarship has given me the resources to achieve and continue achieving my full potential and become the first graduate in my family. I cannot thank you enough for that.”



DONOR PROFILE: EDMUND “BRUCE” BENTLEY



“My education at UL Lafayette was free. It was paid for by the university, and now I want to pay it forward.”

This is how Bruce Bentley, longtime supporter of the B.I. Moody III College of Business Administration, explains his investment in students and faculty.

Bentley received his bachelor’s degree in business administration from the then University of Southwestern Louisiana in 1970. During his time on campus, he was a manager and a player for the men’s basketball team and remembers the impact that head coach Beryl Shipley had on him. “Coach Shipley helped mold all of us, in some fashion, to become the men we are today. In my case, I learned that hard work pays off, winning is better than losing, and working as a team has better results than relying on only oneself,” Bentley recalled.

His mother, the late Dr. Doris Bentley, was the head of the Department of Administration from 1971 to her retirement in 1986.

Bruce Bentley’s contributions have secured a professorship for the University in his mother’s name, and in addition to the Edmond B. Bentley Endowed Faculty Development Fund, he also supports students through funding the College of Business Honors Banquet and Ragin’ Cajun Athletics.

After graduation, Bentley moved to Baton Rouge and obtained an MBA while working in public accounting and hospital administration. In 1978, Bentley was living in Houston and established Bentley & Associates P.C., CPAs. He later co-organized Spring National Bank and was co-owner of Pine Oak Builders, one of the largest custom homebuilders in Houston during the 1990s.



AWARDS BANQUET

The Moody College of Business held its 60th Annual Awards Banquet in April. Highlights included recognition of 150 student scholarship recipients, 60 professorship recipients, two endowed chair holders, and over a dozen business student organization leaders. Special thanks to our banquet sponsors: C. H. Fenstermaker & Associates LLC; FITS Indoor Range; Jim Doyle; Kolder, Slaven and Co. LLC; and Van Eaton & Romero, A Latter & Blum Company.

Thanks to the generosity of alumni and supporters, the B.I. Moody III College of Business Administration has been able to award over

\$224,000

in scholarships to UL Lafayette Students

194

Scholarships

150

Student Recipients

Annual Cost of Education at UL Lafayette for a Louisiana Resident



In-State Tuition
\$10,592

Room and Board

\$8,352



Books and Supplies
\$1,220

Other Expenses **\$3,334**

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LOUISIANA ROOTS. GLOBAL REACH.

In Fall 2017, Moody College of Business expanded its reach by launching an online, accelerated MBA program. Over 300 students have enrolled in the online MBA program, and these numbers are expected to rise for Fall 2018.

The online program is equivalent to the traditional, professional and executive MBA programs already offered by the University. Now, the Moody College of Business's presence has expanded to those professionals who may not be in Acadiana or may have other constraints that prevent them from being in a physical classroom.

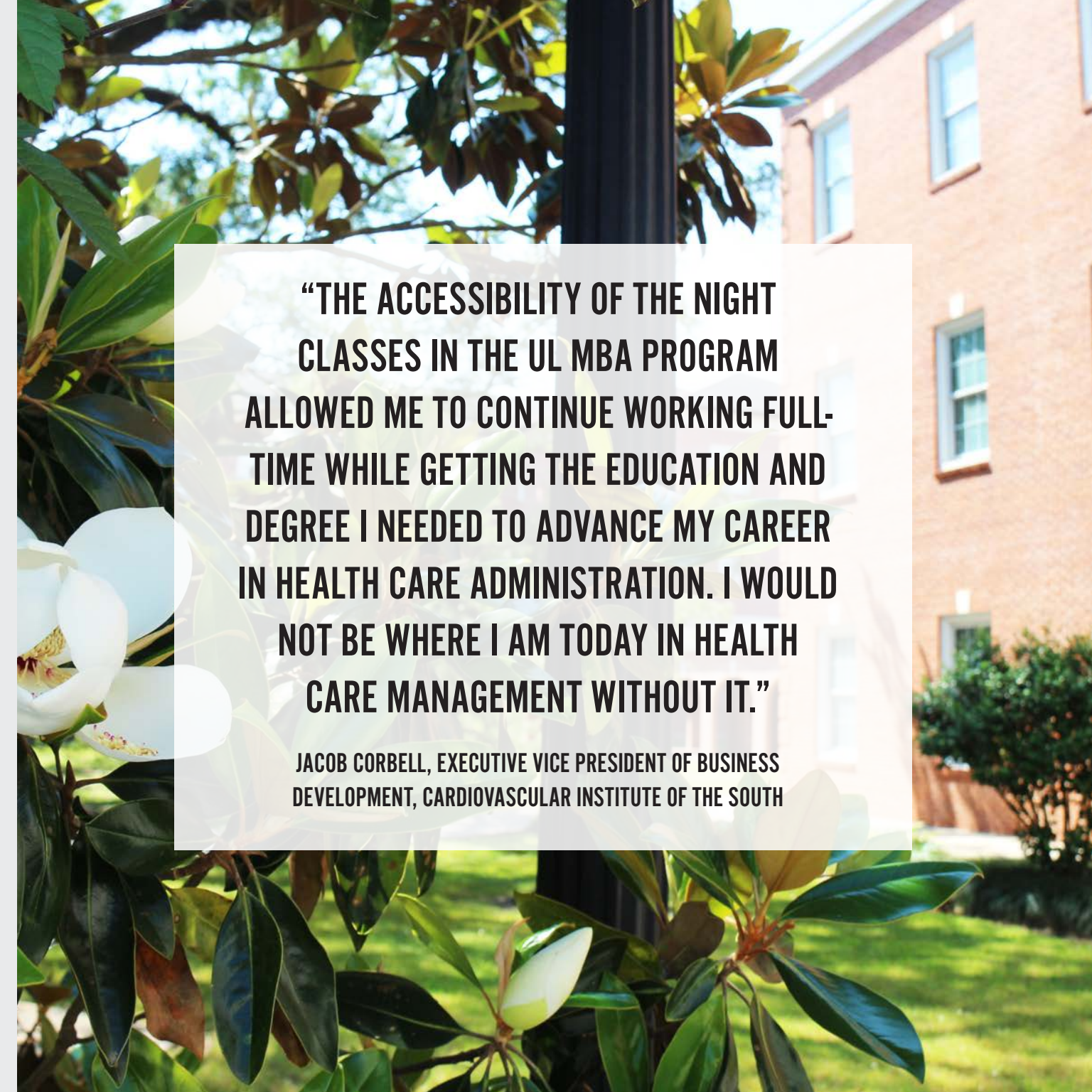
The program emphasizes nine areas: health care administration, human resources, finance, project management, global management, entrepreneurship, sales leadership, general business and hospitality management. These concentrations were selected after the UL Lafayette Office of Distance Learning sponsored

an extensive, 11-month market analysis of a six-state region. The overall conclusion of this study was that an accelerated, online MBA program would satisfy the needs of working professionals who must balance work and personal obligations while obtaining an MBA.

The online MBA with a hospitality management concentration has already earned national accolades from *Online MBA Today*, after a review of hundreds of online and hybrid MBA programs. Each program was ranked according to weighted averages to determine the top online programs. Data gathered included tuition cost, accreditations, estimated early career earnings, and the program's prestige. UL Lafayette's online MBA with a hospitality management concentration ranked No.10 on this list. This is a testament to the value of Moody College of Business's newly launched online MBA program.

EXECUTIVE ADVISORY COMMITTEE

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