



DIVISION OF BUSINESS

XAVIER UNIVERSITY of LOUISIANA

The Blazer Ceremony Continues to Grow



A record 42 students received their blazers at the 2017 Blazer Ceremony

“Today marks a very important rite of passage. It’s the ever so special blazer ceremony,” junior accounting major Cydney Stevenson told the 2017 Xavier Division of Business blazer recipients at this year’s ceremony as she recalled receiving her own blazer the previous year. “There was something empowering about that day; there was something magical. It is as though our instructors were saying to me and others that received their blazers when I did, ‘Now you’re ready to take on whatever lies before you.’”

Now in our sixth year of the annual fall blazer ceremony, upper-level business students presented Xavier Division of Business blazers to 42 rising business majors. This record number of blazer recipients reflects a 16% growth in enrollment, and the blazer ceremony itself contributed to that improvement in recruitment and retention. There was also a record crowd of over a hundred guests to witness the ceremony. This enthusiastic participation from families, many traveling in for the occasion, reflects the significance students place on the event. Students receive the blazer when they make their public pledge to the Xavier Division of Business Code of Conduct after they’ve completed two semesters as a Xavier business major in good academic standing. The Xavier Division of Business code of conduct includes a pledge to the professional ethics code of a leading professional association for each major as well as to principles of striving for excellence as a Xavier business student: Integrity, Community, Academic Honesty, Responsibility and Engagement (I CARE). Even before the ceremony all Division of Business students recite and sign the code at the first divisional meeting of the year.

The alumni speaker for the 2017 ceremony was USDA accountant Ivyanne London, who had been part of our first class of blazer recipients in 2012. “My classmates and I felt like we were joining this elite group of students ... It symbolized unity amongst the students in the Division of Business and our commitment to being the best that we can.”

Inside this issue:

Spreading the Spirit and Knowledge of Entrepreneurship	2
Xavier Team Wins the Inaugural HP HBCU Case Competition	3
The Norman C Francis Endowed Scholarship for Business Students	3
Division Highlights	4



Students recite the ICARE Code of Conduct at the Blazer Ceremony



Students pledge to uphold the ICARE Code of Conduct at the initial divisional meeting

Spreading the Spirit and Knowledge of Entrepreneurship



Simone Spence addresses the audience during the Women's Entrepreneurship Week panel Q&A

The Entrepreneurship Institute was busy during the Fall semester with multiple activities engaging the entrepreneurial spirit across campus. The first event was a panel discussion during XULA's Women's Entrepreneurship Week. The panel consisted of Simone Spence, founder of Don't Get Mad Get Paid, LLC, Lynne McDaniel, founder of Brown Girl Media, LLC, and Ericka Lassair, founder of Diva Dawg, LLC. The women shared their struggles about going out on a limb by quitting their corporate jobs because they knew they had a greater purpose to serve. They had dreams and they wanted to accomplish them all. This event was very insightful and empowering because it allowed students who were aspiring entrepreneurs to see that it is possible to create something for yourself if you believe in it. Next Xavier's entrepreneurial spirit was enhanced as the Division of Business along with 45 guests welcomed Dr. William Pickard, author of "Millionaire Moves: Seven Proven Principles of Entrepreneurship."



Dr. William Pickard, engages students during a campus visit with excerpts from his book

Dr. Pickard is a philanthropist, successful entrepreneur, and frequent speaker at HBCUs. In his book, Dr. Pickard details the highs and lows of his entrepreneurial evolution in an instructive and sometimes humorous manner. Soon after a meeting with a McDonald's corporate executive, Dr. Pickard began his first business endeavor as the owner of McDonald's franchises. He then invested in car dealerships which led to the automotive supply industry and finally to the creation of the Global Automotive Alliance. By 2004 the firm employed 1,275 people and had sales of \$235 million. It recently opened a 75,000 sq. ft. headquarters in Detroit. Students received autographed copies of Dr. Pickard's book and had an opportunity to network with him. "He is so down to earth," said Aaliyah Young, a Junior Accounting student at XULA. She continued "His comments were very inspirational and helped me to believe that I too can become a successful entrepreneur one day."



From L to R. Professor Mark Quinn (Xavier), Mr. Bill Allen, Dr. Syed Ahmed (Xavier), and Dr. Adrine Harrell-Carter (SUNO)

The Division of Business spread its passion for entrepreneurship and partnered with Dillard and SUNO to take 34 students to the Allen Entrepreneurial Institute (AEI) right outside of Atlanta Georgia. AEI's mission is to find the brightest young and aspiring entrepreneurs studying at HBCU's around the country. Students were housed in the Allen Executive House, a 4-Star hotel/dormitory and they were exposed to entrepreneurship and leadership taught by industry experts and successful entrepreneurs, along with other special events. During the course of the three day intensive program, the students participated in numerous intimate lectures as well as etiquette lessons. Every student in attendance could recite the golden rule bestowed by Miss M, "Class is free, but it buys everything." Mr. Allen and his remarkable colleagues shared some life stories that motivated and influenced the students in attendance. Everyone left the campus with a new and determined outlook on their ventures in life.



Ms. Donia Messaoudi, seated in the front row waits with anticipation moments before the start of the Hult Prize Competition

Finally, the XULA Entrepreneurship Institute, led by Ms. Donia Messaoudi, a Tunisian International Visiting Student for the 2017-18 Academic Year, hosted the Hult Prize Competition. This competition mobilizes undergraduate students to generate startup ideas to sustainably solve the world's most critical social challenges. The year's competition is related to the transformation of energy and how this can change the lives of 10 million anywhere in the world. Ten interdisciplinary teams of Xavier students competed for the opportunity to travel to Boston for the next round of the international competition. According to Mr. Mark Quinn, the Conrad N. Hilton Chair for Entrepreneurship, "We are really excited about the programs we have exposed our students to so far, and the Entrepreneurship Institute is working on many more initiatives to keep the entrepreneurial spirit alive at Xavier."

Xavier Team Wins the Inaugural HP HBCU Case Competition

A team of students from the Division of Business: Alaina McClue, Cydney Stevenson, Aaliyah Young and Janelle Jones was recently announced as the first place winner of the inaugural HP HBCU Case Competition— PC Services Innovation track. These students created a Device as a Service (DaaS) solution for the education vertical market, including new features that would bring more customizable technology to classrooms for teachers and students alike.

HP partnered with the National HBCU Business Deans Roundtable to execute the competition, which challenged participating teams to submit a written business plan and qualified them for a chance to present to HP senior leaders. 17 HCBUs submitted plans across two tracks – PC Services Innovation and Office Print Relevance. Throughout the challenge, student teams showcased their talent to HP executives, including the business challenge executive sponsors Bill Avey, General Manager & Global Head of Personal Systems Services, Tom Saathoff, Head of Strategy & Portfolio Management for Managed Print Services, and Darren Needham-Walker, Head of Worldwide Office Printing Solutions Marketing.

The Xavier team won an HP laptop and will visit three HP campuses – including Boise, Vancouver and HP headquarters in Palo Alto. In addition, they will meet and present their projects to Chief Diversity Officer Lesley Slaton Brown, members of HP's Executive Leadership team, hiring managers, and others.



Xavier winning team with faculty advisor, Dr. Richard Peters



Winning team preps for final presentation via SKYPE

The Norman C Francis Endowed Scholarship for Business Students

During the Fall of 2014 Dr. Francis delivered his welcome to the Business Advisory Council (BAC) at the meeting, his message left no doubt as to what Xavier needs and the best way the BAC could honor his legacy and thank him for his support. To acknowledge their appreciation the BAC agreed to establish an endowed scholarship in Dr. Francis' name, to be given to an incoming freshman who will major in Business. Acting on the charge from Geoffrey Marshall (Alum 80) the BAC, division faculty and staff and an alum raised the \$25,000 needed to endow the scholarship. The division has set a goal to raise the endowment \$100,000 by 2019.

To support this endeavor the division held its third annual Scholarship Golf Tournament with teams featuring alumni, faculty, students, and sponsors. Participants enjoyed a beautiful day of golf as the team from Fluor Federal won the tournament for the second year in a row. While the tournament was a time of fun with great golf, food, and beverages, the purpose was serious and significant as students are requiring considerably more financial assistance to complete their education. The Division looks forward to hosting a bigger and better tournament in the coming years. Division Chair Joe Ricks noted, "As we look ahead we can only hope this event continues to grow so we can support more students like this year's scholarship recipients Kyle and Ayanna. We would like to thank all of our sponsors and golfers for their continued financial support."

The golf tournament is not the only way to help the division reach its goal. If you wish to contribute to honor Dr. Francis for his service and directly support students in the Division of Business, please go online to <https://18218.thankyou4caring.org/pages/scholarships> and select the BAC NCF Endowed Scholarship.



Division faculty, BAC member and 1st place winners, Fluor Federal Petroleum Operations, are all smiles at the award presentation



Kyle Grant Sophomore, finance major from Atworth, GA, and Ayanna Brown, Sophomore, sales & marketing major from Dallas, TX, are the 2017 recipients



Division faculty, staff, BAC members and students pose for a group photo at the conclusion of the 2017 golf tournament



Graham Ralston, CFA and President of Regions Bank (far right), explains banking procedures and policies to Dr. Jose Bautista's Monetary and Fiscal Policy Class



Business Alumni, current students, faculty and University administration network during this year's homecoming reception



Officers of NABA and Faculty advisor, Margaret Fugetta, (R) spread holiday cheer through Xavier South with Christmas Caroling



Students pack the house to hear important information on Career Services, internships and other divisional news during the fall 2017 first meeting



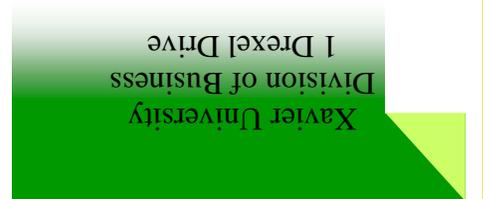
Students pose for a group picture with Mr. Bill Allen, Founder of the AEI

For more information on the programs offered by the Division of Business, please email us at business@xula.edu or call us at 504-520-7505. Or visit us in building 40 (Xavier South) room 325.

For previous editions of our Newsletter, visit us at <http://www.xula.edu/business/newsletters.html>

To view Division activities visit our YouTube channel at: <https://www.youtube.com/channel/UCJcpXMXNeURw6-qeXE83ndg>

<http://www.xula.edu/business> or Follow us on twitter: @XULA_DOB #XULABusiness



XAVIER UNIVERSITY of LOUISIANA

DIVISION OF BUSINESS

