

# La LOUISIANE

SUMMER 2013

THE MAGAZINE OF THE UNIVERSITY OF LOUISIANA AT LAFAYETTE



*Living Our Brand*





The cover story of this issue of *La Louisiane* offers a peek behind a curtain at the University of Louisiana at Lafayette.

It gives readers a bit of inside scoop about the University's ongoing efforts to convey its identity. The expression of who we are – as a university – can have profound ramifications. It can help with the recruitment of students, faculty and administrators. It can affect how much research funding our faculty and scientists attract. Ultimately, it can increase the value of a UL Lafayette degree.

How the University is portrayed falls under the umbrella of branding, an effort led by the Office of Communications and Marketing.

Branding is relatively new to higher education; it's only gotten traction in the past 20 or so years, according to some experts. UL Lafayette recognized the potential of branding early on; it was already moving in that direction when I was hired in the summer of 1993.

It's been a busy 20 years. The University created a distinctive fleur-de-lis for its visual identity, established academic and athletics logos, protected its one-of-a-kind "Ragin' Cajuns" nickname, developed a successful licensing program, and most recently worked with a nationally recognized firm to articulate its brand.

Along the way, the University celebrated its 100th birthday, which helped build pride in the school. And, it changed its name from the University of Southwestern Louisiana to the University of Louisiana at Lafayette.

Without question, the University's biggest branding tool is its website. Our website tells the world who we are, in words and images. In April, UL Lafayette's new website – built from the ground up – was introduced. It's a huge undertaking and it will take a while to completely implement.

But we encourage you to check it out. Just go to [Louisiana.edu](http://Louisiana.edu) and take it for a spin.

And, when you get a chance, be sure to take a look at the progress being made on a statue of Dr. Edwin Stephens, the University's first president. You'll find a tie to our brand there, too. It was discovered when sculptor Patrick Miller carefully examined a photo taken when Stephens was a young man.

We hope you enjoy this issue of *La Louisiane*.

- Kathleen Thames





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## La LOUISIANE

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## Gaining Ground

Research team helps prepare Wave Robber for commercial application



The Wave Robber is tested in a 1,000-gallon wave tank in the Hydraulic Lab in Madison Hall. Shown from left are: Dr. Daniel Gang, inventor Webster Pierce, grad student Scott LeBlanc and engineer Tom Cousté.

Cajun ingenuity, combined with Ragin' Cajun® research, may help solve the problem of coastal erosion. Louisiana's wetlands are in danger, with land slipping away at a rate that's equivalent to the loss of a football field an hour, according to the United States Geological Survey.

Webster Pierce, a 71-year-old inventor from Cut Off, La., a coastal community in Lafourche Parish, said he doesn't have to rely on data to know there's a problem. Over the years, he's seen the marshes where he used to hunt and fish disappear, replaced by open water.

He got the idea for his Wave Robber, a wave suppression/sediment collection system, from another coastal restoration strategy: placing discarded Christmas trees at the shoreline to help reduce land loss.

"It works for a while. But when the trees decompose, erosion starts all over again. I was looking for a better solution," he told *La Louisiane*. Pierce patented the Wave Robber and also holds patents on a blanket designed to put out kitchen fires, a tool that chips barnacles off pipelines and an electric jar opener.

The Wave Robber resembles a small set of stairs with pipes running through them. Anchored to the seafloor, it breaks up waves, absorbing their energy. The interior pipes "rob" the waves of sediment and redeposit it behind the device.

A University of Louisiana at Lafayette research team, led by Dr. Daniel Gang, is testing it in the laboratory and in the field. The University's goals are to refine the design of the Wave Robber and to evaluate its commercial viability.

In the Hydraulics Lab in Madison Hall, three scale models of the invention are at work in a 1,000-gallon tank. A paddle, driven by a pulley and motor, creates waves, pushing water and sand toward the test units. Weirs, placed between the devices, allow the water to flow back toward the wave generator.

A full-size version was installed in Cut Off in November. Since then, it has collected about one inch of sediment.

"The bottom line is, it works," said Gang.

Scott LeBlanc, a graduate student in civil engineering, is responsible for maintaining the testing sites and collecting and analyzing data. He earned a bachelor's degree in civil engineering in May 2011 at the University and plans to graduate again in December. The Wave Robber is the subject of his master's thesis.

One of the questions LeBlanc has studied is related to the unit's design. How steep should the slope of the "stairs" be for the Wave Robber to be effective and affordable to mass produce?

Graduate students Rifat Alam, Nicholas Baudoin and

DOUG DUGAS



Hanlong Ren; Nicholas McCoy, a senior; and Roshan Sharma, a junior; are other civil engineering students who have been involved in the project. Andrew Omondi, '12, who earned a bachelor's degree in civil engineering, also participated in the research.

Pierce's design has advantages over a common strategy that's employed in coastal restoration: creating artificial barriers with rocks. Those projects are expensive and can have a negative impact on the environments they're designed to protect. When water flow is restricted, organic material can't be delivered to the shore. And wildlife, including fish, may be cut off from the wetlands that support them.

Wave Robbers are lightweight, so they can be easily deployed by boat, even in shallow water. Pierce plans to manufacture them using durable, UV-resistant plastic. They are expected to last up to 20 years.

"The beauty of these things is that they can be used over and over again. When the shoreline is built up in one area, they can be moved to another location where they are needed," Pierce said.

Pierce holds a bachelor's degree in science education and a master's degree in education, both from Nicholls State University. For eight years, he was a junior high and high school science teacher. "I've always had an interest in science, but I couldn't afford to support my family on a teacher's salary," he said.

Pierce became general manager of the South Lafourche Levee District, where he observed how the levees work and their limitations. "Levees aren't enough. In a hurricane, we need land outside the levees to withstand the storm surge."

By 2009, he was testing a homemade version of the Wave Robber in his back yard. He used a wave tank — a trough made of fiberglass — and a plywood wave suppression/sediment collection device. He created waves with parts from an old washing machine. The machine's agitator, driven by its gear box, pushed water back and forth in the tank.

That same year, Pierce reached out to Dr. Tommy Michot and Dr. Donald Hayes, experts at UL Lafayette's Institute for Coastal Ecology and Engineering.

They helped Pierce by securing a three-year, \$180,000 grant from the Louisiana Board of Regents in 2011. Pierce's company, Pierce Industries LLC, contributed an additional \$45,000 to the project and the University provided \$42,200.

Hayes, who is now a faculty member at the University of Nevada, Las Vegas, also referred Pierce to the Louisiana Small Business Development Center. When Hayes left UL Lafayette in August 2011, Gang became the principal investigator for the project.

Funding was renewed this year, with another three-year



COURTESY OF CONRAD PRAMANO

Investor Webster Pierce monitors a full-size version of the Wave Robber that is being field tested in the coastal community of Cut Off, La. Valves on the shoreline side of the device prevent sediment from being washed back offshore with the tide.

commitment: \$188,275 from the Board of Regents, \$55,600 from Pierce Industries and \$48,170 from the University.

His project got a boost in March, when he received a \$50,000 prize during New Orleans' Entrepreneur Week, an initiative aimed at connecting entrepreneurs and investors. He was the winner of the Water Challenge, a business-pitch competition focused on water issues.

The next step for the Wave Robber is a demonstration project, organized by the National Resources Conservation Service. Tom Cousté, an engineer with JESCO Environmental and Geotechnical Services of Jennings, La., said UL Lafayette's work helped convince federal officials that the project was worthy of attention.

The device is expected to be deployed on the shoreline of Shark Island in Vermilion Bay in August. JESCO is handling the project.

In addition to JESCO, and the UL Lafayette team, Pierce has also continued to work with Hayes. Other Louisiana universities have contributed to the project as well. Students at Loyola University New Orleans are creating a marketing plan, Nicholls State University has provided business development support and Louisiana State University has conducted site surveys and provided consultations.

"It's something I can't do on my own but it's definitely worth doing," said Pierce. ■

## HOW IT WORKS

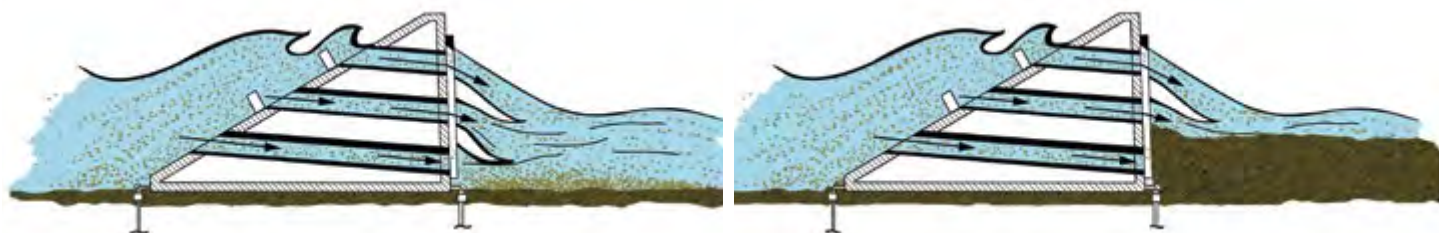


ILLUSTRATION: COURTNEY FULLER

When the Wave Robber is installed in a coastal area, anchored just offshore, it captures sediment from seawater. Water and sediment flow in with the tide. The Wave Robber breaks up the wave as the water, laden with sediment, passes through it. With each wave, the device captures sediment to rebuild the shoreline.

## Leading LITE

CEO uses experience to support academics, business connections

**D**r. Kam Ng is chief executive officer of the Louisiana Immersive Technologies Enterprise. The building's distinctive feature, a giant glass egg, is a virtual-reality cave, where images, projected on its walls, floor and ceiling, can simulate any environment.

Ng joined the LITE staff about a year ago, after 30 years with the U.S. Department of Defense. As a researcher, he specialized in acoustics and developed technology used to produce noise-cancelling headphones.

About 10 years ago, he became deputy director of research at the Office of Naval Research. There, he managed basic and applied research, as well as outreach and education programs across the nation, with a budget and research portfolio of about \$900 million.

Ng also completed the Senior Executive Fellow Program at the Kennedy School of Government at Harvard University and the Senior Executive Program at the Federal Executive Institute.

*La Louisiane* sat with him to learn more about LITE and its mission.

### *Tell us about your experience with immersive environments.*

In the mid-1990s, a California company began manufacturing the six-sided structures, like LITE's egg, that could project images.

I was working for the Office of Naval Research, which bought the first four virtual caves. They went to universities that were involved in government research. So, I'm very familiar with the technology and its capabilities. I managed those programs.

What differentiates LITE is that its technology is not limited to any single government agency or private company. LITE is the only facility of its kind in North America that's available to University researchers as well as private businesses. We intend to help create jobs and to support research that can improve the economy.

### *What are some of the advantages of virtual environments and immersive technology?*

There are several. Scale is no longer a problem. We can create an environment on a very small scale, small enough to



Dr. Kam Ng

TRAVIS GAUTHIER

look at molecular structures, as well as a very big scale. We can simulate a dangerous environment — one you would not want to create in the real world — such as a fire or an explosion. Or you could virtually create an environment that would be very expensive to build from scratch.

Once you simulate that environment, you can put yourself into it. You can do simulations, modeling, or animations of movement.

### *What are some of LITE's projects?*

Immersive technology lends itself to two important areas: training and sensing.

For example, we've created immersive tools — 3-D virtual environments — to train offshore workers and to improve safety on oil platforms.

We've developed an app for medical students to better understand the principles of blood flow within blood vessels. There's a formula that describes what happens when vessels constrict or expand, how that affects blood pressure. Using an app to "see" those changes is a powerful tool.

A very exciting arena is smart sensing. You use sensors to monitor the physical environment, to detect anything abnormal.

But there are other ways to apply the technology, along with visualization. It's useful when you're dealing with abstract sets of data or when there is a huge, cumbersome amount of data.

On an oilfield production platform, for instance, you may use sensors to monitor the temperature of a section of pipe or pressure in a valve. It's easy enough to manage a few components, but when you're using multiple sensors and collecting data for real-time monitoring of the entire system, it's difficult to make sense of the data. Visualization of the data lets you see patterns from a network of sensors, so that you can make better decisions. ■



# Strong Finish

Student engineers design award-winning vehicle

BY JARED PERRIO

**L**afayette to Destin, Fla., on a single gallon of gas? That's how far a gas-sipping car designed and built by University of Louisiana at Lafayette mechanical engineering seniors can travel.

The Cajun Eco-car achieved the third-best fuel economy in its class — 375 mpg — during the Shell Eco-marathon Americas' competition in April. The contest challenges high school and college teams to see whose vehicle can go the farthest on the least amount of fuel.

Competing cars, each with a 250-milliliter gas tank, were driven on a six-mile course in downtown Houston. Then, fuel consumption was measured and miles per gallon were calculated.

This is the first time a UL Lafayette team entered the contest.

There are two vehicle classes: prototype and urban concept. Students concentrate on fuel efficiency for the prototype class. They build more practical vehicles for the urban concept class. Each class is further divided into fuel types, such as gasoline, diesel, ethanol and solar. The Cajun Eco-car uses gasoline.

UL Lafayette's team excelled in design competition, earning a special prize, the Urban Concept Design Award. Competing schools included Penn State, Purdue and Rice.

The University's 220-pound, single-seat coupe looks like a cross between a dragster and a go-kart, yet it's designed for the road. To compete in the urban concept class, a car must meet specific criteria. For example, it must have four wheels, side mirrors, lights, turn signals, windshield wipers and luggage space. The driver's compartment must also meet space dimensions.

The University's team also won the overall Communication Award for its promotion of the project. The Urban Concept Design Award and the Communication Award each had a \$2,000 prize.

Dr. William Emblom, an assistant professor of mechanical engineering at UL Lafayette and the team's advisor, said the students applied engineering principles they studied in class.

"Their efforts on the engineering and design will give them the tools to be successful in the workplace and are what truly give prestige to the UL Lafayette mechanical engineering program," Emblom said.

Team captain Clint Manuel said UL Lafayette students chose to build an urban concept car because it is more complex than a prototype vehicle. "We wanted to go with something more practical and something more challenging," he said.



COURTESY OF SHELL

The Cajun Eco-car, designed and built by University students, is among the most fuel-efficient in the Western Hemisphere.

The team raised about \$15,000 in cash, and another \$10,000 to \$15,000 in non-cash donations, such as materials, shop time and expertise. That was enough to cover the entire cost of the project.

The team was composed of mechanical engineering seniors Manuel, David Stelly, Kyle Mouton, Tyler Cook, Joseph Lanclos, Jed Viator, Brocke Marrette, Zac Lancon and Rilee Dupuis. Three other members, Caleb Voisin, David Mabile and Keith St. Germain, graduated in December 2012. Dupuis, who plans to graduate in December, is the only returning member.

Emblom said the students who competed in the 2012 Shell Eco-marathon for the first time built a strong foundation for their successors.

"One of the great things about the project was that they had to write an engineering report documenting their efforts and then, based upon the performance of the vehicle, describe what changes they would make to it to improve the vehicle's performance. This is the essence of engineering. The next team will have a distinct advantage because they will have inherited a knowledge base that this team established." ■

# on campus

## At the Ready

University equipped for emergency response

University of Louisiana at Lafayette Police Sgt. Billy Abrams was tweaking some wiring for computers inside a brand new mobile operations center when the news came. A series of explosions had sparked a massive fire at a chemical plant near the New Iberia Research Center.

Abrams quickly wrapped up his work. He and other officers then headed down U.S. Highway 90 toward the NIRC in Iberia Parish, about 30 miles south of Lafayette. They were concerned because the NIRC employs about 230 people and houses about 6,500 primates on its 100-acre campus.

When they arrived, the officers set up the mobile unit about a mile and a half from the burning plant and monitored the blaze via a video camera perched atop a 30-foot mast.

University officials knew a mobile operations center would come in handy one day. They just didn't expect its shakedown to occur only a week after it was delivered to campus.

"Fortunately, no one was hurt and the NIRC wasn't affected. But we still had to get workers in and out of the area safely, so the animals could be fed and cared for," Abrams said. He's the UL Lafayette Police Department's public information officer and serves informally as its information technology specialist.

The explosion occurred in June 2011. The mobile command center was so new that workers had to install antennas for its radio system while it was at NIRC. It stayed there for four days, while the fire burned itself out. "We were fortunate that the winds continued to blow away from the center," Abrams observed.

The 33-foot motor coach is designed and outfitted to serve as a command center for University leadership in any crisis.

The front of the unit is a mobile dispatch center and operations office, with four computer stations and monitors for external cameras. The rear is a command operations room, with a table, seating and an interactive, wall-mounted computer monitor. Officers can also hold briefings outside the vehicle, where an awning protects a large exterior monitor.

The center has an on-board computer server and the capability to manage voice and data communications, including satellite transmissions.

The exteriors of built-in cabinets are whiteboards, giving officers space for handwritten notes, instructions or diagrams. And, there's an incineration toilet, powered by electricity, which works without a water source or sewage system.

If electricity isn't available, a generator that runs on regular gasoline can power the Mobile Operations Center.

Grants covered the cost of the \$223,500 Mobile Operations Center. UL Lafayette's National Incident Management Systems and Advanced Technologies center landed and administered a \$153,000 grant from the U.S. Department of Education.

University Police received \$52,000 in state and parish grants. The U.S. Department of Homeland Security provided an \$18,500 grant.

The mobile unit is usually parked inside Abdalla Hall in University Research Park, where the University has an Emergency Operations Center that was established in May 2011. It is equipped with telephones and



DOUG DUGAS

UL Lafayette's mobile operations center, a customized 33-foot motor coach, can be used to respond to and monitor emergency situations.



computers; it can be used during any emergency.

There are showers and sleeping areas on site, as well as a kitchen. Key campus phone lines can be transferred seamlessly to the Emergency Operations Center.

"We could run the campus from the EOC, if necessary," said Joey Pons, director of the University's Office of Environmental Health and Safety. "Because of our geographic location, we deal with hurricanes and other weather-related events on a regular basis. But we have to be prepared for man-made events, too."

UL Lafayette has an approach to safety and emergency preparedness that universities and communities have adopted nationwide. "In the past, emergency response was

compartmentalized. We tried to anticipate a variety of possible circumstances. Now, we have an all-hazards approach to emergency planning," Pons explained.

That means identifying resources in advance and relying on people with a diverse range of skills and training.

The University has an emergency preparedness plan that is based on best practices and has been reviewed by international experts and approved by the Federal Emergency Management Agency. It also conducts regular training and drills.

"This functional plan engages all aspects of the University, including planning, operations and logistics. It enables us to keep the University operating, even if an event lasts for days at time," Pons said.

"We can't anticipate every circumstance, but we are as prepared as we possibly can be." ■

*In the event of a campus emergency, alerts are sent to students and personnel via text message and email. Students can also ask for alerts to be sent to an off-campus email address or for voice messages to be delivered to a phone number. Details about that service are at [ens.louisiana.edu](http://ens.louisiana.edu).*

*During severe weather or emergencies the University provides information via its campus hotline, (337) 482-2222.*

*Emergency updates are also posted on the University's website, [louisiana.edu](http://louisiana.edu), and on its Facebook page.*



## K-9 SNIFFS OUT POTENTIAL DANGER

At the start of the Fall 2012 football season, UL Lafayette police officers welcomed a new partner: Pepper. The 2-year-old German shepherd is an explosives-detection dog.

"Pepper provides a way to detect a threat and help prevent an emergency rather than react to one," Sgt. Mike LaSalle, Pepper's handler, told *La Louisiane*.

LaSalle engages the dog in daily training sessions. "I give her a different environment every time, sweeping buildings or parking lots, or searching baggage. The most important thing is that she thinks it's fun. For her, it's a game. She's searching for her toy." Pepper's "toy" is an 8-inch piece of plastic pipe.

Trainers adapt the dogs' hunting instincts — the way wild dogs or wolves would behave pursuing prey — to desired tasks, such as drug or explosives detection, LaSalle explained. Pepper is trained exclusively to find the scent of explosives.

"By training the dog to associate particular scents with their natural search-and-find behaviors, they produce a dog that 'goes to work' to find drugs or explosives."

An anonymous donor covered the cost of the dog and a six-week training period for LaSalle to learn to work with her, which totaled \$9,800. Pepper lives with LaSalle at his home, where he has two other dogs, a Doberman pinscher and pit bull terrier. "She doesn't really have an 'off button.' If it were up to her, she'd be working all the time," LaSalle said. Being with other dogs gives Pepper a chance to relax and socialize.

Pepper was born in Slovakia, a Central European country, and imported to the United States via The Netherlands. "Dog vendors import Belgian shepherds and German shepherds for police work. We tested several dogs of both breeds. Pepper tested highest for both temperament and work ethic, so she was our choice," LaSalle said.

U.S. K-9, an importation and training center in Kaplan, La., helped the University Police Department acquire the dog. That's where she and LaSalle conducted their initial training.

Although she's not a commissioned officer, Pepper is a valued member of the department, said LaSalle. It acquired the dog to enhance the University's emergency response capability.



DOUG DUGAS

Sgt. Mike LaSalle of the UL Lafayette Police Department puts Pepper through a training session at Cajun Field.

"The need for a dog like Pepper is really a reflection of the world we live in today," said LaSalle.

One reason the department added Pepper was because the University regularly hosts sports and entertainment events. Pepper is used at all football games, for example. "We can clear an area in advance to make sure it's secure."

He and the dog also are on call to help other agencies. They responded to a local high school after a threatening note was discovered, for example. They also assisted a local police department by conducting a sweep of a home before a tactical team was sent inside. Officials had believed explosives were within the residence.

When Pepper detects the scent of explosives, she gives a "passive alert." Instead of barking, or pawing at the ground, she sits quietly, awaiting her rewards: praise from her handler and a chance to play with her cherished toy.

If she were to give an alert during an actual search, Louisiana State Police would dispatch its Ordnance Disposal Team to handle any suspicious packages.

"We want to be proactive and we want to make ourselves the hardest target," LaSalle said.

# Collaborative Effort

Master Plan shows how University intends to manage growth

A comprehensive master plan for campus includes provisions for managing growth, development and change over the next 15 to 20 years.

It outlines plans for additional parking, bikeways and mixed-use development of university property in and near University Research Park. The plan also covers immediate needs, such as wider sidewalks and the creation of a 24-hour study facility.

UL Lafayette President Dr. Joseph Savoie said the plan “builds on an already solid foundation that has been enhanced recently by the construction and renovation of student housing on campus, the planned renovation of Fletcher Hall, the addition of the bike path/pedestrian path that connects the main campus with

University Common, and construction of additional parking towers.”

Bikeways would also be created and bike stations would be provided on the perimeter of campus.

Two of the four lanes of St. Mary Boulevard that cross through campus would be converted into bike lanes.

The development of University Research Park and university-owned frontage on Congress Street is a major component of the master plan.

Steve Oubre of Architects Southwest, the firm that drew up the master plan, said there is an opportunity to create “research villages” there. A market analysis showed the need to build more than 600 residential units for young professionals, retirees and

graduate students.

The plan calls for doubling the size of the convention center that’s next to the Cajundome and building a hotel nearby.

Oubre said results of an analysis of space in academic buildings were a bit surprising. An assessment showed that there is adequate room to accommodate growth if some academic buildings on the main campus are renovated. The issue was of particular interest because campus is landlocked.

Oubre said the overall goal is to create “a campus village,” where people live, work, shop and socialize at buildings within walking distance. He noted that the main campus is only about three blocks from downtown Lafayette.

The Master Plan was approved by UL Lafayette’s Campus Planning Committee in November and was endorsed by the University of Louisiana System Board of Supervisors in December.

In October, UL Lafayette students approved a self-assessed fee to support implementation of the University Master Plan.

Lafayette Consolidated Government has been working simultaneously on a comprehensive plan that will guide Lafayette’s growth over the next 15 to 20 years. LCG’s plan incorporates the University’s Master Plan.

“We want Lafayette and Acadiana to continue to be known for their extraordinary quality of life. This master plan is intended to be our part in helping us achieve those goals,” Oubre said. ■

For more information, go to [louisiana.edu/master-plan](http://louisiana.edu/master-plan)



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## Traditional Music Instructors Draw Grammy Spotlight



CATHERINE GUIDRY

More cowbell? Maybe. But, apparently, you can't have too much accordion.

Three accordion masters — Wayne Toups, Steve Riley and Wilson Savoy — earned a 2013 Grammy Award for their self-

titled CD, *The Band Courtbouillon*. Savoy is an instructor in the University of Louisiana at Lafayette's Traditional Music Program. So is Corey Ledet, a zydeco musician who also was nominated in the Best Regional Roots Album category.

"We are so proud of both of these guys," said Mark DeWitt, an ethnomusicologist and professor of music who directs the program. "Corey teaches his beginning accordion class with patience and a passion for Cajun and Creole music that is obvious to everybody. Wilson's talents on accordion, fiddle, guitar, and piano make him a great ensemble leader. He has been a creative and tireless advocate for Cajun music on campus and we salute his achievement."

Accomplished musicians, such as Savoy and Ledet, teach courses in the program. Michael Doucet, of the band BeauSoleil, has also offered his expertise to students. "Being able to give students these kinds of opportunities, to learn from people who are the heart

of our traditional music, is something our university is uniquely qualified to provide," DeWitt added. UL Lafayette's bachelor's degree program is one of a handful around the country.

Although Savoy, Toups and Riley have been making music for decades, they'd never recorded together before. The acoustic trio first got together for an informal jam session in 2011 at Savoy's 29th birthday celebration. The vibe was so good, they decided to capture the collaboration on an album. The resulting 14 tracks are a blend of traditional music and new compositions.

Each member of the trio is known for putting a distinctive mark on traditional Cajun music. Toups created the sound he calls "ZydeCajun," a blend of Cajun, zydeco, R&B and Southern rock.

Riley, also an accordion player, has performed for decades with his Mamou Playboys. This was his sixth Grammy nomination.

Savoy is also a veteran nominee. As a member of the Pine Leaf Boys, he picked up four consecutive nominations, from 2008 to 2011, in the now-defunct Best Zydeco or Cajun Music Album category.

For Savoy, the Grammy win is also a family affair. The album was released by Valcour Records, which focuses on Louisiana roots music. His brother Joel is one of the labels founders.

Ledet was nominated for a collaborative effort, *Nothin' But the Best*. A recorded jam session, the CD featured Corey Ledet and His Zydeco Band, along with guest accordionists Anthony Dopsie, Dwayne Dopsie and Andre Thierry.

## University Preserves 50-year-old Recording of O'Connor



DOUG DUGAS

Dr. Mary Ann Wilson

The pink box, scuffed and torn, had lain in a file drawer for years. Inside, a brittle audiotape held the soft, lilting voice of Flannery O'Connor, one of America's most revered authors.

Dr. Mary Ann Wilson, a University of Louisiana at Lafayette English professor, came across the reel-to-reel tape last spring while cleaning out a filing cabinet in her office. "As soon as I saw it, I remembered that one of my colleagues had given it to me years ago. I was busy at the time and had simply forgotten about it," she said.

O'Connor had spoken at Our Lady of Wisdom Catholic Church, on the University's campus, in November 1962, two years before her death from complications of lupus. Her topic was "The Catholic Writer in the Protestant South."

"Someone had the foresight to make a recording," Wilson said. She was unsure of the condition of the 50-year-old tape, so she enlisted the help of the University's Center for Louisiana Studies, which specializes in digitizing media.

What emerged was a 35-minute recording of O'Connor and audience members.

O'Connor addresses them in a distinctive South Georgia drawl. They respond with applause and frequent laughter.

"Although she was a serious author, she certainly did not take herself seriously," said Wilson, who frequently teaches courses about Southern women writers, including O'Connor.

In her writings, O'Connor dispensed dark humor and employed bizarre, larger-than-life characters.

"She believed that the way to the spirit was through the flesh, through the physical. She said she had to create grotesque figures, so that people living in the 20th century would sit up and take notice," Wilson said.

O'Connor published two novels, *Wise Blood* and *The Violent Bear it Away*, and two collections of short stories. Two of her stories, "A Good Man is Hard to Find" and "Good Country People," are often included in anthologies.

Wilson helped organize a symposium, held at Our Lady of Wisdom's Jeanmarc Center in November, where participants heard excerpts of the recording. A copy of the tape is available for on-site listening at Edith Garland Dupré Library.

O'Connor seemed to be "trying out material" on her audience, Wilson noted. Much of the content of her speech appears in a collection of essays, *Mystery and Manners: Occasional Prose*, which was published in 1969.

When the late John Leonard, book critic for *The New York Times*, reviewed the collection, he equated O'Connor with Mark Twain and F. Scott Fitzgerald, calling her one of literature's "finest prose stylists." The book, he said, "should be read by every writer and would-be writer and lover of writing."

## Nation's Library Adds Tapes of Basin Life to Collection



Jim Delahoussaye

A gift to the Library of Congress from a University faculty member is a valued addition to the national library.

Jim Delahoussaye, an adjunct researcher in the Department of Anthropology, is a zooarchaeologist, an expert in identifying animal bones.

He's familiar with field work and field recording in remote regions. When he was a graduate student, he

traveled extensively in North and South America, recording the sounds of frogs to identify their calls.

Since 1972, he has interviewed the families of the Atchafalaya Basin and recorded their stories. He recently shipped 96 audiotapes of those conversations to Washington, D.C., where they have been added to the archives of the Library's American Folklife Center. The Center has one of the largest ethnographic archives in the world, and preserves and presents folklife through research, training, archival preservation and public programs.

In the 1970s, Delahoussaye was a commercial fisherman in the Basin. His mentor was Joe Sauce, whose family has fished there for generations.

"Through him, I met his parents and through them, the community that they lived in. I began to make tapes of them and I'm still making tapes of the same group of people," Delahoussaye said. He has recorded more than 40 individuals.

"These families were 18th and 19th century immigrant families. When I started working within the community of Myette Point, there were four languages being spoken, in addition to English." Various families also spoke French, Spanish, German and Italian.

Around the dinner table, they shared the day-to-day details of life in the swamp. Their conversations cover topics such as fishing and boat building, cooking, medicine, weather and community gatherings.

Todd Harvey, acquisitions coordinator for the American Folklife Center, said Delahoussaye's contribution is unique and outstanding, in part because it deals with immigrant families. It also filled a gap.

The archives, which were established in 1928, include a body of recordings from the American South, but the Center had no recordings from the Atchafalaya Basin.

"The library only accepts donations of materials that are of national importance," Harvey added.

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Did you attend a Louisiana university but dropped out before completing degree requirements? Then you've got something in common with more than half a million people in the state.

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To enter the program, students must be at least 25 years old and have completed 60 hours of college credit, including general education courses.

But, students with fewer than 60 hours can earn credit online or through prior learning assessment that gauges skills gained on the job.

Students who enroll in the organizational leadership degree program can choose from nine distinctive concentrations:

- health and wellness, UL Lafayette;
- cultural and arts institutions, University of New Orleans;
- disaster relief management, Southeastern Louisiana University;
- financial services, University of Louisiana at Monroe;
- foodservice strategies and operations, Nicholls State University;
- human relations, Grambling State University;
- project team leadership, Louisiana Tech University;
- public safety administration, Northwestern State University; and
- strategic global communication, McNeese State University.

These nine universities will share faculty, staff, technology and other resources.

"The system-wide organizational leadership degree is a cost-efficient

collaborative that will benefit higher education in Louisiana and the state's workforce. UL Lafayette's concentration in health and wellness will positively affect Louisiana citizens' quality of life," said Dr. Joseph Savoie, president of UL Lafayette.

The degree consists of 30 hours of courses offered jointly by faculty at the nine universities and 30 hours of concentration and elective courses offered by each institution. The online platform is seamless and the cost is uniform across concentrations and universities.

The program is offered in five eight-week terms each year. There's a flat per-credit-hour rate of \$325. That means the program can be completed in two years at well below the cost of other online degree programs.

More than 600,000 adults in Louisiana have some college credit and no degree, according to a 2009 American Community Survey.

For more information, go to [ulsystem.edu/OL](http://ulsystem.edu/OL).





## Online Service Ranks Animation Program Among the Best

The University of Louisiana at Lafayette has one of the top 20 animation programs in the South and one of the top 100 in the nation.

That's according to Animation Career Review, an online service created in 2011 to review animation and video game design schools, businesses and technology.

ACR weighed information collected through surveys sent to about 400 universities. The Best in the South category is composed of Texas, Oklahoma, Louisiana, Arkansas, Mississippi, Alabama, Tennessee, Georgia, Florida, North Carolina, South Carolina, Virginia, Kentucky and the territory of Puerto Rico.

Rating criteria include "academic reputation, admission selectivity, depth and breadth of a program, faculty expertise, value as it relates to tuition, and geographic location," according to ACR's website.

Yeon Choi, an associate professor of visual arts in the College of the Arts, teaches UL Lafayette's animation courses. In an interview with *La Louisiane*, she explained that her students must master

hand-drawn animation before moving on to computer animation.

"They have to learn timing and spacing before they deal with complex technology. So, I help them learn one step at a time," she said.

As part of their bachelor's in fine arts curriculum, animation students are required to take courses in drawing, painting and sculpture. They also can study other media, such as ceramics, metalworking, printmaking and photography.

Graduates of UL Lafayette's program have worked at film and television animation studios, such as Pixel Magic and Blue Sky Studios, and oilfield simulation companies such as Malo Digital LLC.

Jordan Alphonso, Pixel Magic's lead artist and a UL Lafayette animation graduate, said about 75 percent of the company's animators are fellow alums.

Located in University Research Park, Pixel Magic provides digital effects for films and television and converts 2-D movies into 3-D. It has contributed to movies such as *Harry Potter and the Deathly Hallows* and *Secretariat*.



DOUG DUGAS

Associate Professor Yeon Choi and Troy Thibodeaux, a senior majoring in visual arts, review his class project for UL Lafayette's Advanced Computer Animation course.



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## Cajun to the Gills

Ragin' Cajun Bass Masters excel at collegiate sport

BY CHARLIE BIER

**T**he old adage that a bad day fishing beats a good day working doesn't apply to the UL Lafayette Ragin' Cajun Bass Masters, a 12-member team that competes on a burgeoning national college circuit.

And the heavy-lidded slouch in overalls and a straw hat, lounging beneath a tree at water's edge watching a cork bob on a slack stretch of water? That's a Norman Rockwell painting.

These guys coordinate their tournament schedules, secure sponsorships and raise money, to not only keep the team afloat, but competitive.

"You've got to spend your summer working for the ability to go fishing during the year," says Cody McCrary, 26, a junior biology major from Baton Rouge who founded the team.

For many tournaments, anglers are responsible for providing their own boats. Money for equipment, gear and tackle almost always comes out of their pockets. They are also responsible for expenses like lodging, meals and fuel.

"When we travel, we might have to go to Arkansas or West Texas," McCrary says. "Then there's gas in the boat, the hotel room. You can't just go for the day of the tournament. You'll never win. You've got to go and try to find patterns, like the other teams, that will give you enough fish to win. And that's usually a two- or three-day scouting deal."

The bottom line: college fishing might be fun but it isn't cheap. How much a five-day tournament will dent a budget "depends on how frugal you are, really," says McCrary, who is the team's president. "The bare minimum's going to be about \$1,200. And if you want to stay in a hotel, and actually eat fairly



Four members of the Ragin' Cajun Bass Masters fishing team practice at Lake Martin. On the dock, from left, Adam Joubert and Neil Arnaud. In the boat, from left, Colby Drago and Zachary Dubois.

well, you're in the \$1,500 range. And that's being pretty conservative." He pauses a moment.

"In the event of boat, engine or equipment problems, costs will go up considerably," adds McCrary.

Welcome to the world of varsity bass fishing.

According to *USA Today*, it's one of the fastest-growing club sports in the nation. It isn't, however, sanctioned by the NCAA.



Right:  
Team members Neil Arnaud, center, and Cody McCrary, right, talk to Jason Harper of FLW Outdoors about the fishing on Sam Rayburn Reservoir in 2010 during the FLW Texas Division Regional college tournament. The pair finished in 12th Place.

Far Right:  
Team member Zachary Dubois makes a catch at Toledo Bend.



COURTESY OF UL LAFAYETTE RAGIN' CAJUN BASS MASTERS

COURTESY OF KAYLA KERDEAUX

College fishing teams compete on national collegiate circuits organized by FLW Outdoors or Bassmaster, the two major players in professional bass fishing. There are also independent events coordinated by the Association of Collegiate Anglers. Some schools focus on one series only. Others, like UL Lafayette, compete in tournaments sponsored by all three.

Tournament formats vary, but in most cases, anglers are paired two per boat. Some tournaments allow multiple entries from an individual school, while others limit the number. "We try to field the team that we think gives us the best opportunity to win," McCrary says of the latter option.

UL Lafayette anglers have landed several Top 10 finishes in competition against some of the biggest schools in the country.

The winning ways started not long after the club was formed in 2007.

**'I've met people from all over the country and established friendships that, one day, could turn out to be business partnerships.'**

- Neil Arnaud

After testing the waters in a string of smaller events, McCrary and Neil Arnaud, the team's vice president, placed second in the first large-scale tournament UL Lafayette participated in, the inaugural National Guard FLW College Fishing Texas Division Tournament on Falcon Lake in 2009.

In the process, the pair bested teams from schools such as LSU and the University of Texas.

"We've shown that we can hang, regardless of who it's against," McCrary says.

For the effort, McCrary and Arnaud each claimed \$2,500 in scholarship funds, which is the standard method for rewarding top finishes at many tournaments.

The best college anglers, however, unlike athletes in other collegiate sports, can earn huge rewards.

In FLW competition, for instance, last year's national champion won \$50,000, a new boat worth \$25,000 and another \$25,000 in general scholarship funds. The national championship also brought entry into the Forrest Wood Cup, the FLW's signature professional tournament that awards a \$500,000 first-place prize.

The sport has experienced explosive growth in the last few years.

When FLW launched its college series in 2009, it was with clubs from 90 colleges and universities, said Dave Washburn, the organization's vice president of operations. That number has ballooned to more than 550 today.

"It's a great feeder system, for us and for the anglers. There are several who have moved on and are fishing the professional circuit," Washburn said.

College bass fishing allows students to gain the kind of experience and skills necessary to compete as pros, but without having to forego an education should their shot at glory fall short.

For his part, Arnaud said the networking opportunities he enjoys as a member of the team have increased the odds he might be able to earn a living in the industry.

"I've met people from all over the country and established friendships that, one day, could turn out to be business partnerships," he said.

Recreational fishing is indeed big business, according to the American Sportfishing Association. It generated more than 828,000 jobs and \$115 billion in economic output over the course of one year in a recent study.

Most anglers, like Arnaud, 35, a senior business management major from Caren-cro, compete simply to indulge their love of the sport.

Arnaud, the married father of two daughters, enjoys all types of fishing, from saltwater excursions to plucking sac-a-lait from local ponds on family trips.

Nothing compares to chasing the almighty largemouth bass, he says.

The fish's notoriously unpredictable behavior makes catching them a never-ending challenge.

But their best selling point might be an aggressive, predatory streak that can flicker on and off like a light bulb. Arnaud has watched bass "skim" across a mat of lily pads in pursuit of baitfish and he has seen them remain motionless as lure after lure is swiped in front of them.

Team members are trying to organize an invitational tournament on the Atchafalaya Basin for the summer or fall. They also hope this year to have the first of what could become an annual UL Lafayette Alumni Tournament.

Both events would bring increased visibility to college bass fishing and the region, and help raise funds for the team.

"We live in the Sportsman's Paradise. I enjoy being outdoors so much and I want that to continue for my children and my nieces and nephews. I want them to have the opportunity to compete on the University bass team," he says. ■



# Navigating Adventure

*La Louisiane's* student editor spends summers as a river guide

BY JARED PERRIO

**W**ith Gore Canyon looming in the distance, it feels like there is a cannonball inside my stomach. My crew and I paddle our raft down three miles of the muddy Colorado River. The serpentine, brown water is as still as a calm lake. What lies in the canyon ahead, though, is one of the most formidable sections of whitewater in the world — a challenge for even the most experienced paddlers.

We round a bend, enclosed by the sheer cliff walls. Downstream is the only way out. The river narrows and begins its descent.

Ahead of us, in the center of the river, a boulder the size of a living room sits perched on a ledge. Water explodes off the rock, creating an aquatic mushroom cloud and a roar like a jet engine. I try to determine the best route around it as our raft picks up speed, hurtling toward the ledge. It's like we're on a conveyor belt with no emergency stop.

A narrow chute on the far right of the river is where we need to be, so I point the boat toward it and shout instructions for my crew to paddle forward.

It only takes a few seconds to reach the edge, and though I can't see it, I'm confident there's a calm pool below. I square up the raft and yell another encouraging paddle command so we can exit the ledge with maximum speed, avoiding the dreaded nosedive that often precedes a flipped raft.

With a final, well-timed paddle stroke, our raft cleanly launches off the 9-foot drop. We splash down into the pool and for the moment, we are relatively safe.

The sudden shift from tranquility

to turbulence is one of my favorite attributes of mountain rivers, but that's not why I am a river guide.

I began guiding in Colorado for three reasons: I needed a summer job during college, I wanted to do something adventurous and I've always been infatuated with the mountains.

Ever since I was a young boy, I've enjoyed poring over maps. I can get lost in them for hours, often looking for their most dangerous, unreachable places. That fascination led me to the mountains, which were foreign to a kid from Lafayette.

Visiting them became a summer-time pilgrimage. To afford it, I take people rafting and rock climbing. The cliffs and rivers still provide the adrenaline rush I thirsted for when I was younger, and they have taught me that adventure is more than just a physical trial. It's

about gaining insight and knowledge from unexpected sources.

So it's not surprising that college is also providing me with adventure. I see this university as a community of adventurers with differing passions, perspectives and experience, all seeking to gain something new.

I was drawn to studying journalism because I wanted to seek out experts, artists and pioneers. It's a quick immersion and I've become captivated by their interests, from fuel-efficient cars to the Founding Fathers.

I've had plenty of adventures while rafting and climbing, and at UL Lafayette. Seeking a degree has been a quest, punctuated by moments of exhausting rigor and extreme elation. It's also an intellectual adventure and one that has made me a finer person than I was when I began college. ■



Jared Perrio, *La Louisiane's* student editor, guides visitors down the Arkansas River in Colorado.

WHITEWATERPHOTOGRAPHY.COM

# Award-winning Insight

Newly minted citizen reflects on U.S. Constitution

BY JARED PERRIO

Despite having been an American for only two months, University of Louisiana at Lafayette student Duane Waihi channeled the wisdom of the Founding Fathers and Supreme Court justices to win the school's first Constitution Day essay competition.

Waihi, 40, is a full-time IT consultant at American Data in Lafayette who has returned to the University to earn a health care administration certificate. The New Zealand native holds bachelor's and master's degrees from UL Lafayette.

Although he became eligible for citizenship in 2006, his busy schedule and the extensive naturalization process kept him from becoming a United States citizen until Aug. 2, 2012.

"I decided recently to go through the process mainly because I wanted to vote. Not for any particular candidate or party, but because I wanted to be a part of the democratic process," Waihi said.

He recalled the swearing-in ceremony was quick and formal. Nevertheless, the event affected him.

"I felt a little different. I felt like I belonged. It was more than just a change in immigration status."

The University's essay contest asked participants to answer this question: "Does the mandate requiring individuals to purchase health care contained in the Patient Protection and Affordable Care Act (Obamacare) fundamentally alter the balance of power between federal and state governments created by the Constitution?"

In his response, Waihi summoned his knowledge of the Internal Revenue Code, the U.S. Supreme Court's ruling on the Affordable Care Act, and the Federalist Papers, a series of pro-Constitution essays written by Alexander Hamilton, James

Madison and John Jay from 1787 to 1788.

He first addressed the constitutionality of the mandate, which the Affordable Care Act refers to as a penalty. In a 5-to-4 decision, the U.S. Supreme Court ruled that the mandate is a tax because it is paid directly to the IRS and carries no criminal charges. So, it's covered under Congress' power to tax, which is found in Article I, Section 8 of the Constitution.

Waihi argued the mandate would not alter the balance between federal and state powers, based on two discrete precedents. He noted that the mandate was not intended to enforce behavior, but to influence it, and such influence is already prevalent throughout U.S. tax codes.

He also cited the Federalist Papers, which he had read to prepare for the naturalization civics test. Federalist 31 described growing fears that federal taxes would lead to a "federal monopoly" on taxation, making states dependent on the federal government for tax revenue. Those fears, Waihi said, parallel public concern about the Affordable Care Act's health care mandate.

Citing Federalist 44, Waihi concluded that these fears are ungrounded because the Constitution ensures the balance of power remains on "the side of the people."

"The Supreme Court majority ruled



Duane Waihi, a native of New Zealand, became an American shortly before winning a campus essay competition that focused on the U.S. Constitution.

PHOTO: P.C. PIAZZA ILLUSTRATION: COURTNEY FULLER

that the mandate penalty is a tax and the federal government has been granted those powers. Since those powers came from the states themselves and the states still retain the authority to raise revenues separate from the federal government, then the mandate penalty has negligible effect, if any, on the balance of power between the state and federal governments," Waihi wrote.

A panel of three political science professors, Drs. Pearson Cross, Bryan Paul Frost and Rick Swanson, chose Waihi's essay as the winner. Cross said it stood out because it was historically informed, carefully written and tightly argued.

On Nov. 6, a little more than three months after becoming an American, Waihi voted in the U.S. presidential election.

"It was great to be a part of that process because democracy always wins," he said. ■

## Outstanding Grad Earns National Recognition



COURTESY OF DAVID EDMISTON

Lainey Landry

A University of Louisiana at Lafayette senior has earned the most prestigious national collegiate award presented by Delta Delta Delta Fraternity.

Lainey Landry, a member of the Phi Nu Chapter of Tri Delta, received the Sarah Ida Shaw Award, which recognizes a collegiate member who

best exemplifies the ideals of the organization. Shaw was a founder.

This is the first time a Tri Delta member attending UL Lafayette has received the award.

Dana Bekurs, assistant director of the Office of the First-Year Experience and an alumna member of Phi Nu Chapter, wrote a letter that nominated Landry for the award.

"Sarah Ida Shaw inspired so many Tri Deltas in her life. Lainey has inspired her chapter members to be more like her. She has helped the members want to achieve more, to do more, and to be more," Bekurs wrote.

As a member of Phi Nu Chapter, Landry held the offices of vice president/public relations, new member educator, and vice president/administration. She received the Delta Delta Delta 2010 Outstanding Freshman Award and was a member of the UL Lafayette Greek Council's Fraternity and Sorority Committee.

Landry was the UL Lafayette Alumni

Association's Outstanding Graduate for the College of Education for Spring 2013. She earned a bachelors degree in early childhood education; she had a GPA of 3.927.

Landry is a member of Phi Kappa Phi Honor Society, Order of Omega Greek Honor Society, and Blue Key Honor Society. She earned the 2011–2012 Kappa Delta Pi/Maxim D. Doucet College of Education Outstanding Senior Award.

She received the 2013 President's Leadership Award presented by UL Lafayette President Dr. Joseph Savoie. Other awards and honors include the Spring 2012 Lafayette Habitat for Humanity Outstanding Leadership and Community Service Award.

Landry has served as a College of Education Student Government Association senator, a Student Leadership Council member and a Student Orientation Staff member.

She is the daughter of Liz B. and Ivy Landry of Lafayette, La.

## Little Free Libraries Make Community Connections

Architecture and design students were challenged in September to design and build libraries big enough to hold only a dozen or so books.

In November, they began installing the tiny libraries in Acadiana neighborhoods. The idea behind them is simple: homeowners become library stewards. Neighbors can drop by to take a book or leave a book.

A little library designed by Taylor Prudhome, a sophomore majoring in interior design and minoring in architecture, was the first to find a home.

Catherine Schoeffler Comeaux, a 1995 alumna, is the library's steward. She and her husband, Stephan, and their three daughters live in Les Jardins de Mouton subdivision, a few blocks from campus. They have lived there since December 2009.

Comeaux said the library has been an icebreaker. Neighbors have stopped by to introduce themselves and ask about the library. "I've met people who pass my house every day, but we could have gone

decades not knowing each other's names," she said.

That story of community connections is a familiar one, said Todd Bol, a Wisconsin native who built the first little library in 2010 and placed it on his own front lawn. He built it to honor his late mother, a teacher and book lover.

"Neighbors started coming by to borrow books or just to chat. I got to meet people who had always lived nearby but I'd never met," Bol told *La Louisiane*. He and his business partner, Rick Brooks, formed a nonprofit organization to promote Little Free Libraries.

As a result, that scenario has unfolded in thousands of communities across the United States and overseas.



P.C. PIAZZA

Taylor Prudhome, left, an interior design major, and Catherine Schoeffler Comeaux, an alum, look through books stored in a little library that Prudhomme designed and built.

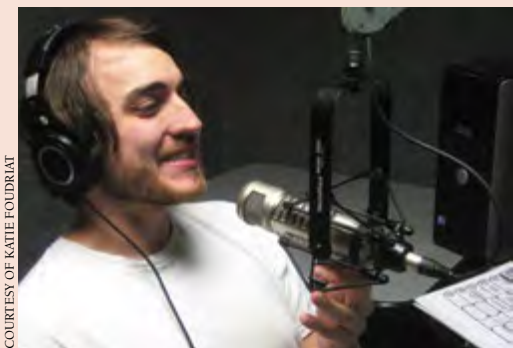
"Whether it's in India or America, the story is the same," he said.

Bol was on UL Lafayette's campus in September to judge the students' work. He said he was impressed by their efforts.

"The students showed a great deal of diversity in their work and they've addressed some design problems we've had along the way."



## Radio Reporter Cracks Top 10 in Hearst Competition



COURTESY OF KATIE FOLDRIAT

Denan Jones

The radio journalism of University of Louisiana at Lafayette student Denan Jones earned a Top 10 finish in the Hearst Journalism Awards Program, although he only set out to produce engaging reports.

His technique is simple, he said. He finds stories that matter to him and works to make them matter to his audience. "It's kind of hard to report on something that you couldn't care less about," said Jones, a 22-year-old senior from New Iberia, La., on track to graduate in December with a mass communication degree.

One of Jones' award-winning reports delved into suicide prevention in Lafayette. Another focused on a local food truck, a trendy enterprise involving mobile vehicles that are used to cook and sell food.

The reports were done for a broadcast newswriting course. They aired on

*Louisiana Focus*, a news and public affairs program broadcast over the National Public Radio affiliate KRVS 88.7 FM on campus.

The Hearst Journalism Awards Program includes writing, photojournalism, broadcast news, and multimedia competitions.

For the radio broadcast portion of the competition, Jones was honored alongside students from schools with major journalism programs, such as the University of Nebraska-Lincoln, the University of North Carolina at Chapel Hill and Arizona State University.

"I'm truly honored to represent UL Lafayette among such elite company," Jones said.



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# WILLIAM DORR



# A bronze statue of the University's first president will be installed on campus near oak trees he planted more than a century ago.

By Sarah Spell



Dr. Edwin Stephens was just 27 years old in 1900, when he took the reins of a newly created post-secondary school that would serve south Louisiana.

The former chemistry and physics teacher from New Orleans was charged with transforming 25 acres of empty sugarcane fields into Southwestern Louisiana Industrial Institute of Liberal and Technical Learning.

On New Year's Day, 1901, he helped define the look of campus by planting oak seedlings. Ten of those Century Oaks, near the intersection of Johnston Street and University Avenue, are still standing. They shade walkways near Girard Hall.

Stephens led the school for almost four decades. He directed construction of its first buildings and the expansion of its curriculum. Under his leadership, the school began granting its first bachelor's degrees. He retired in 1938 and died a few months later.

The University asked artist Patrick Miller to create the first president's likeness. The statue will be installed near UL Lafayette's signature oaks, possibly this fall.

Last year, Miller visited campus to see the site and to collect vintage photographs of Stephens to use as a guide.

"A younger version of Dr. Stephens seemed appropriate because that's most likely how he looked when he planted the Century Oaks," Miller said. He soon began working on the statue in his Ponchatoula, La., studio.

To create a bronze sculpture, Miller first makes a version in clay. When that form is complete, it's covered in urethane rubber and plaster to make a mold, which is used to create a wax figure.

A second mold is formed around the wax. It's made of a ceramic-like material that can withstand high temperatures. When molten metal is poured inside that second mold, it melts and displaces the wax. The metal cools to form the final piece of art.



◀ A portrait of Dr. Edwin Stephens, taken circa 1900, is held in the University's archive.  
A life-size image of Stephens was created in clay by sculptor Patrick Miller. ▶



COURTESY OF JULIE MILLER



In his Ponchatoula, La., studio, Patrick Miller adds details to Stephens' ascot.

The Stephens statue will be cast at the Shidoni Foundry in Tesuque, N.M., one of the top fine art foundries in the United States.


The project has involved more than producing a strong resemblance of Stephens, Miller told *La Louisiane* in a recent interview. He has also conducted research to make certain he's nailed down some historical details.

"Much of my work is of contemporary figures, so being able to do a little detective work has made this project a lot of fun," he said.

Miller learned that Stephens had his own sense of style, for example. "He wore his beard for a longer period of time than other men of his era. Beards began to go out of style after the turn of the century but it took him a while to decide to go clean-shaven."

The sculptor has relied mostly on a photo of a young Stephens, with a neatly groomed beard and moustache, who is looking confidently into a photographer's camera lens. Stephens' neckline is obscured by his beard. Because Miller was shaping a 3-D image, he sought insight from experts in period clothing to make a best guess as to how to give Stephen's ascot, a turn-of-the-century version of a man's necktie, the proper treatment.



Flours-de-lis details on the statue are inspired by embroidery on Stephens' ascot in a turn-of-the-century photograph. 

Miller created the statue in stages, beginning with Stephens' head, which is the most complex component. Using the photograph as a reference, he measured the distance between Stephens' eyes and the distance between his forehead and chin. Then he applied layers of clay to build the facial structure before adding details, such as Stephens' beard and moustache.

The key features of the statue are those that reflect aspects of Stephens' legacy: an acorn in his right hand and fleurs-de-lis on his ascot.

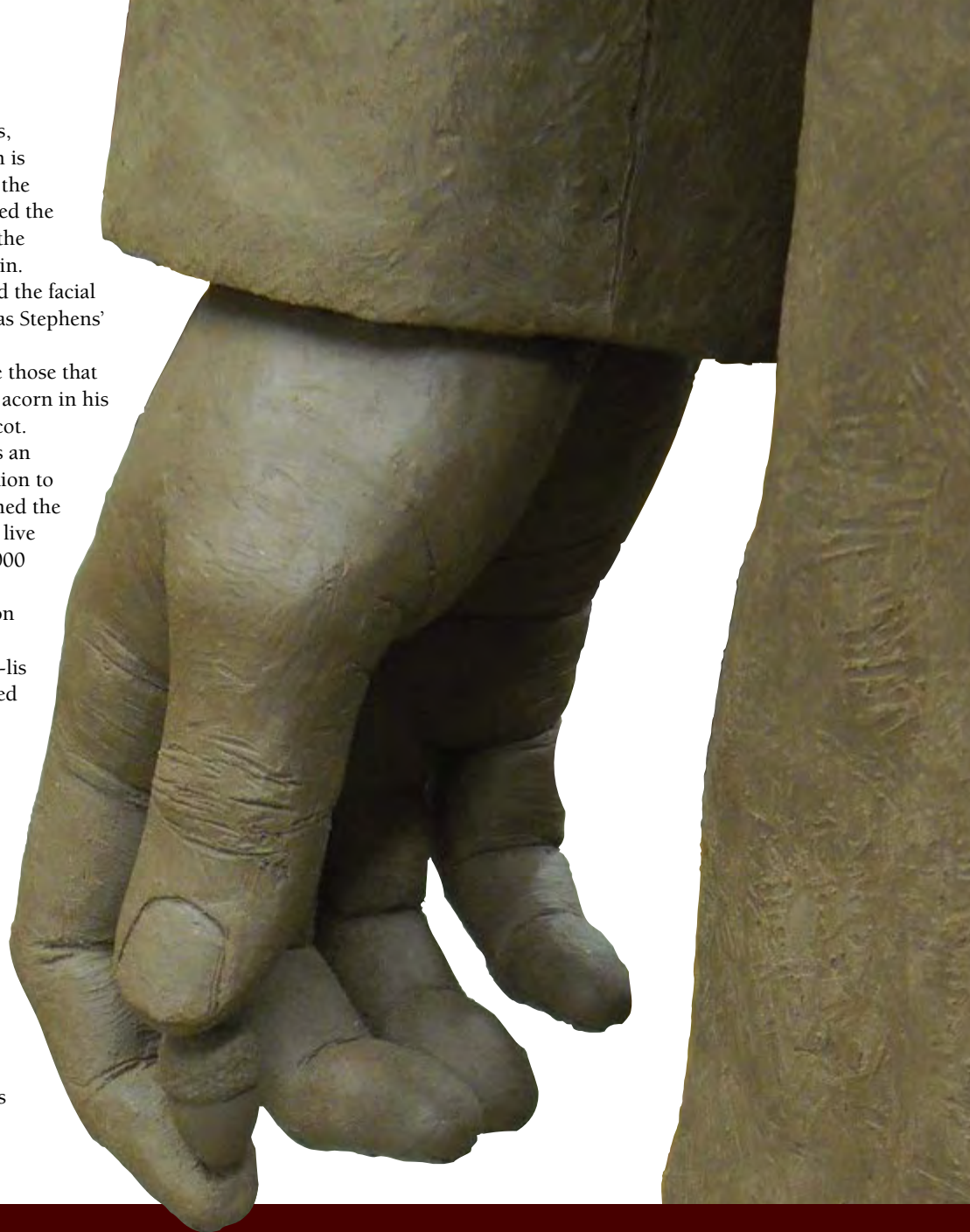
Stephens loved live oaks and was an advocate for the stately trees. In addition to planting oaks on campus, he established the Live Oak Society, a registry of mature live oaks that now includes more than 7,000 trees in 14 states.

Fleurs-de-lis were embroidered on the fabric of Stephens' ascot.

In 1926, Stephens used fleurs-de-lis to represent the school when he helped design its first seal. Then, as now, the seal features three fleurs-de-lis on a blue field, symbolizing Louisiana's historical connection to France.

The University's official fleur-de-lis was registered with the U.S. Patent Office in 1998. The fact that fleurs-de-lis were used in the seal helped convince federal officials that the University could rightfully lay claim to the design as part of its visual identity.

Stephens' oaks have come to represent the University's stability and forethought, while the fleur-de-lis has blossomed into one of its most treasured symbols.



**P**hotographs show the progression of Stephens' image as Miller adds clay to create realistic detail. Miller sculpted the skull over a foam ball and cast Stephens' eyes in resin. The final image is a photo illustration that shows how closely Miller's work resembles the vintage photograph he used as a guide.



# LIVING OUR

# *Brand*



®

**The University of Louisiana at Lafayette**  
has been building its brand, brick by brick,  
for more than a century. But over the past  
20 years, it has thoughtfully distilled its brand  
into logos and words that can be conveyed with

## ONE VOICE.







## “BRAND” IS ONE OF TODAY’S BUZZWORDS.

One reason: It can have many meanings, depending on how it’s used and who’s using it.

Matt Tarver, ’92, ’95, the University of Louisiana at Lafayette’s branding manager, says definitions of “brand” range from simple to complex.

“A brand can just be a catchphrase, or a logo or a repeatedly used color combination. But it should be so much more. A strong brand connects with people in a way that evokes an emotional reaction.

“And, although a brand can mean many things to various people, an effective brand still carries certain universal

associations. Most corporations, for example, want consumers to associate terms such as ‘quality,’ ‘safety’ and ‘value’ with their products.”

In higher education, branding is usually intended to set a university apart from its competitors. An effective brand communicates a university’s core principles.

“Our brand expresses who we are. It’s shaped by how we talk about our work, how we treat students and faculty, the impact we have and our history,” Tarver said.

Although corporations and universities may use the word a little differently, both want their brands to evoke the same emotion: loyalty.



**UL LAFAYETTE IS ONE OF ROUGHLY 2,800 FOUR-YEAR PUBLIC UNIVERSITIES IN THE UNITED STATES.** It’s one of more than 20 four-year universities in Louisiana. They are all in the business of producing well-educated graduates. A university’s survival may hinge on how well it can communicate its brand, some experts say, especially in challenging economic times. Branding can positively affect student and faculty recruitment, a University’s graduation rate, community support and external funding.



**IN LATE 2008, THE UNIVERSITY HIRED LIPMAN HEARNE,** a Chicago-based consulting firm that specializes in higher education branding, to help articulate its brand. Lipman Hearne worked with top UL Lafayette administrators, academic deans, and a 35-member Branding Project Task Force.

It conducted online surveys and face-to-face interviews, tapping into a variety of audiences, such as high school guidance counselors and teachers, prospective students, higher education leaders and the general public. It also analyzed the higher education market in Louisiana.

Lipman Hearne’s research findings provided insight needed to develop an effective brand positioning strategy.

The next phase of the firm’s work focused on expressing the essence of the University. It began with this question: What does UL Lafayette offer that is distinctive, valuable and worthy of a personal investment? The answers, along with the research findings, would form a brand platform, or foundation, for all University marketing communication.

Lipman Hearne then crafted, tested and refined specific messages that it recommended the University should use to convey its brand.

By December 2009, Lipman Hearne had crystallized the brand platform to: “We are smart, spirited and seeking solutions.”

It then drafted six key messages to support that position.

- This is our time and we’re determined to make the most of it.
- We’re eager to share what we’re learning.
- We teach the real meaning of *joie de vivre*.
- We have a gift for bringing people together.
- We conduct research for a reason.
- Our Ragin’ Cajun® spirit goes beyond athletics.

(See related story, page 30 - 31)

The Office of Communications and Marketing prepared a digital “branding toolkit” that includes an overview of branding, a graphic standards manual and UL Lafayette’s branding messages. Its staff began talking with groups of University personnel and giving them the toolkit on jump drives shaped like the University’s fleur-de-lis.

“For a University’s branding campaign to be successful, it must first be embraced on campus by administrators, faculty, staff and students. We must speak with one voice,” said Aaron Martin, ’91, ’95, director of Communications and Marketing. “Our brand has evolved gradually. We have embraced it and are living our brand.”



**ONE CHALLENGE IS THAT THE UNIVERSITY HAS HAD FOUR NAMES IN ITS ALMOST 115-YEAR HISTORY:** Southwestern Louisiana Industrial Institute, Southwestern Louisiana Institute, the University of Southwestern Louisiana and, since 1999, the University of Louisiana at Lafayette.

For almost 20 years, former University of Louisiana at Lafayette president Dr. Ray Authement and other University leaders had steadfastly championed changing USL's name. They contended that "Southwestern" gave the impression that the University was a regional, rather than statewide, institution. "Double-directional" names, such as Southwestern Louisiana, are more commonly used to identify two-year community colleges than four-year universities in the United States.

And, Authement often noted that the University's name changes were never arbitrary.

"Every name change has reflected the growth and progression of this institution. The switch to the University of Louisiana at Lafayette is no different," he said in an interview with *La Louisiane* in 1995. "Our new name, the University of Louisiana at Lafayette, will better reflect what USL has become – a nationally competitive university."

IN AN INDEPENDENT REVIEW, BLUEGILL CREATIVE OF KNOXVILLE, TENN., NOTED THAT THE UNIVERSITY'S TRADEMARKED FLEUR-DE-LIS IS SHARED BY ITS ACADEMIC AND ATHLETIC LOGOS, "SOMETHING NOT OFTEN FOUND IN HIGHER EDUCATION INSTITUTION BRANDING." BOTH LOGOS ALSO INCORPORATE "LOUISIANA."



UNIVERSITY  
OF  
LOUISIANA  
*L a f a y e t t e*



## BRANDING HAS CAPTURED HIGHER EDUCATION'S INTEREST PRIMARILY IN THE PAST 20 YEARS.

But Dr. Edwin Stephens began branding Southwestern Louisiana Industrial Institute soon after he was hired as its first president on Jan. 3, 1900. He was charged with literally establishing a postsecondary institution to serve south Louisiana.

The 27-year-old former high school chemistry and physics teacher from New Orleans was responsible for almost every aspect of SLII's development.

Although he might not have described it as branding, his decisions shaped the school's identity.

Over the years, Stephens cultivated an environment conducive to the mission of an institution of higher learning.

So, as SLII grew, its campus reflected a classic architectural style often associated with colleges and universities. A Quadrangle was formed by buildings and connected by an arcade, for example.

One of the most meaningful ways that Stephens contributed to SLII's brand was by planting oak seedlings on campus on New Year's Day in 1901. Of course, he knew that it would take decades for them to become majestic trees.

The gesture showed that he was shaping SLII's campus strategically. When grown, the oak trees became symbols of the school's strength, stability and foresight.





**STEPHENS ALSO INFLUENCED THE SCHOOL'S BRAND WHEN HE HELPED DESIGN SOUTHWESTERN LOUISIANA INSTITUTE'S SEAL.** Adopted in 1926, the crest commemorated SLI's accreditation as a four-year college and dropping "Industrial" from its name.

A traditional higher education symbol, the seal features a wreath of oak leaves and incorporates three fleurs-de-lis to symbolize Louisiana's historical ties to France.

A less obvious, but nonetheless significant, branding element was Stephens' personal attention to students' welfare. Almost 10 years after his death in 1938, *The Vermilion*, SLI's student newspaper, noted that his correspondence "is filled with letters to anxious parents informing them of the progress of Marie's cold, or John's Measles, or Henry's lack

of attention in class or Elizabeth's weakness in Arithmetic."

Stephens' successors maintained, in their own ways, the campus culture he had carefully crafted. For example, Dr. Lether Frazar, SLI's second president, supervised a construction boom during his two-year term. He maintained the traditional, timeless architectural style of campus. Dr. Joel Lafayette Fletcher Jr., the school's third leader, earned a reputation for remembering students' names and for keeping in touch with students who were serving in the armed forces during World War II.

Dr. Clyde Rougeou and Dr. Ray P. Authement continued to position the school as a place where students received personal attention, even after SLI had become the University of Southwestern Louisiana, the second-largest public, four-year university in the state.

**IN 1992, JOSEPH SAVOIE, '76, '81, WAS THE FIRST TO FILL A NEW SEAT IN AUTHEMENT'S ADMINISTRATION: VICE PRESIDENT OF ADVANCEMENT.** In higher education circles, "advancement" refers to programs and activities that are intended to help people understand and support a school's educational goals. At UL Lafayette, advancement is the umbrella for fundraising; communications and marketing; and alumni affairs.

When he became vice president of Advancement, Savoie was director of USL's Alumni Association for 10 years. Under his leadership, the Association grew from about 350 members to roughly 8,000 members; the number of alumni chapters more than doubled.

With Savoie's guidance, the Alumni Association introduced a licensing program in 1988 to manage and protect the use of USL's name and logos.

In his first year as vice president of Advancement, the University expanded the Office of News Services to include public relations. Julie Simon-Dronet, '81, was hired as the first director of Public Relations and News Services. She already had a successful career in the health care industry.

Dronet had not been working for USL long when Savoie handed her a cardboard box with some file folders in it. "Now that we have

a PR department, it makes sense for you guys to manage our logos and use of our logos," he told her.

One of Dronet's first goals was to protect Ragin' Cajuns, which national media have frequently called the best nickname in collegiate athletics.

The University began by using the initials TM with Ragin' Cajuns. By common law, the TM told the public that anyone who wanted to use the name for a commercial purpose would need the University's permission.

Dronet later contracted Dean Domingue, '80, a patent attorney who is now special counsel in the Jones Walker law firm. He was aware of the growing popularity of the nickname and urged the University to register it with the U.S. Patent and Trademark Office. Registration defines ownership, so it would assure protection of the nickname.

"Only two months after the University began to pursue registration, we learned that an out-of-state company was attempting to register 'Ragin' Cajuns' for itself," she recalled later. That challenge



Julie Simon-Dronet

## Today's Name Matters Most



By Aaron Martin  
Director  
Communications  
and Marketing

When I moved to California in 1994 to start my career, I maintained connections with my home state of Louisiana. I remained enrolled in the University of Southwestern Louisiana's Graduate School, even though I was 2,100 miles away, as I was wrapping up my master's thesis.

A couple of years earlier, my folks had moved from Kenner, La., to Monterey

County in California. When I visited them, I was surprised to hear my father say, "you guys," a term common to the West Coast. It sounded foreign to my ears, especially coming from my dad, a Louisiana native.

So, when I settled in the San Francisco Bay area, I decided to keep saying "y'all," the Southern equivalent. When I dropped the Y-bomb in conversations, someone invariably would tell me, "You don't sound like you're from the South."

With a smile, I would reply that I was educated at the University of Southwestern Louisiana. Often, the person to whom I was talking, would respond by asking: "The Ragin' Cajuns!?" My smile would grow bigger.

In 1999, USL changed its name to the University of Louisiana at Lafayette. It would have been easy for me to keep saying "USL," which was as familiar as saying

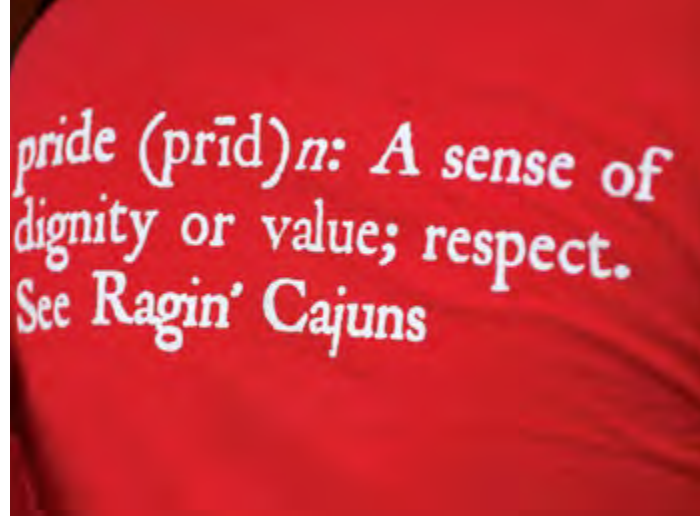
"y'all." But, the University's new name conveys that my university is a statewide university, not a university that is somehow limited to a portion of Louisiana.

Thanks to my communications background, I understood that consistent use of the new name was vital to the University's brand and recognition. So I respected my alma mater's request to be referred to as UL Lafayette.

These days, I tell people that I attended – and work for – the University of Louisiana at Lafayette. And, although my diploma refers to "Southwestern," I now sport an official graduation ring for the University of Louisiana at Lafayette. My university now isn't the same university it was in 1994. For many reasons, it's even better.

I'm proud to say I graduated from UL Lafayette. And, I still say "y'all." I always will.





slowed registration a bit. But in 1996, the University was granted federal registration for Ragin' Cajuns, which made ownership official and granted legal rights to its use.

In the meantime, Dronet gathered as many samples of printed material as she could find across campus that used the University's name or related graphics or "marks." She demonstrated that, collectively, it was a visual train wreck.

No representation was consistent. There was no distinction between academics and athletics. Vermilion, one of the official school colors, ran a gamut of shades of red. Typefaces were varied and random.

So Dronet formed a University committee to brainstorm about an official University logo. Ultimately, the group settled on a fleur-de-lis icon. She also hired Nancy Pontiff Marcotte, '83, then a freelance graphic designer, to develop an academic logo. It was the first logo in the school's history to combine an image and words.

Critics complained that the New Orleans Saints professional

football team had already claimed a fleur-de-lis for its logo. But the University's seal, with its three stylized fleurs-de-lis, had been in use for 41 years before the Saints team was created.

Once the new University logo was tweaked and approved, Marcotte designed official letterhead, envelopes and business cards that incorporated it. Authentent made its use mandatory and Public Relations and News Services produced a graphic standards manual to ensure conformity.

By requiring a uniform "look" for the most basic official documents, the University announced that it was taking control of its graphic identity and expressing pride in its heritage.

With registration of Ragin' Cajuns and creation of an academic logo checked off its to do list, the University turned its attention to developing a brand identity for Ragin' Cajuns.

The University had established a strong relationship with Collegiate Licensing Company, which works with about 200 of the nation's top universities to protect, promote and expand their brands.



## Hologram identifies licensed merchandise

Matt Tarver, UL Lafayette's branding manager.

The University requires licensed manufacturers to place an Officially Licensed Collegiate Product hologram label on UL Lafayette products. Holograms, which are 3-D images, are intended to make it more difficult to sell unauthorized or "bootleg" products.

"If an item is missing an OLCP tag, we recommend checking other merchandise in that store. If other items have OLCP hologram tags, the store probably only sells licensed merchandise," Tarver said.

"Apparel sales are the bulk of our licensing program. Manufacturers electronically submit requests to use our name and logos. I review literally thousands of proposed uses of our name and logos. Last year, I evaluated almost 3,000 proposed designs," Tarver said.

UL Lafayette earns a small percentage of the cost of licensed merchandise. That

revenue is reinvested in its licensing program.

In the branding arena, the University's logos are in their infancy. Tarver said it's imperative to protect them.

"The key to any successful branding initiative is consistency. Consistency builds awareness and repetition reinforces recognition," he said. So, the University rarely approves any alteration of its marks.

The University's licensing program was nominated this year for an award that recognizes the top collegiate program in the United States. Past winners of the International Collegiate Licensing Association's Synergy Award have included the University of Texas, LSU and Auburn University.

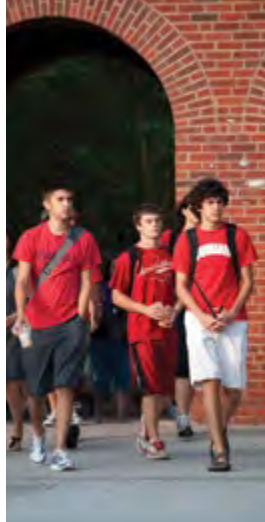


Matt Tarver

If you're shopping for Ragin' Cajuns® merchandise, be sure to look for a tag with a hologram that should be attached.

That tag is your assurance that a product has been made by a manufacturer who has permission to make items that carry the University's name and logos.

"The University's name and logos are protected through trademarks and federal registrations. So manufacturers must obtain a license to make UL Lafayette products," said



Savoie recommended that Dronet contact Sean Michael Edwards Design in New York City. That firm had created logos for the NFL, NBA, NHL and many major universities, such as the University of Florida, Penn State, the University of Georgia and the University of North Carolina at Chapel Hill.

She formed a 13-member Visual Identity Committee to work with Sean Michael Edwards. Members represented key University personnel, alumni and student-athletes.

That committee determined that Ragin' Cajun is not an animal or person. Instead, it describes a culture and feeling. "It means hot and spicy food. It means zydeco and Cajun French music. It's festivals. It's people who work hard, play hard and spend Sundays with their families," Dronet said in a 1998 interview. "When you add 'Ragin' ' in front of 'Cajun,' you get athletic teams that are hot, exciting and on the move."

Timing was key. When USL introduced its athletics mark in 1998, it was preparing to change its name to the University of

Louisiana at Lafayette. It had launched a fundraising campaign in conjunction with the University's Centennial Celebration that culminated in 2000.

"Everybody wanted the new Ragin' Cajun marks. When USL's name changed to the University of Louisiana at Lafayette in 1999, fans wanted the new marks with the new name. That really helped to grow our program and got people more excited about wearing our merchandise," Dronet said.

In 2000, the Ragin' Cajuns' athletics marks got national media exposure when the University's baseball team competed in the College World Series for the first time in school history.

The sale of baseball caps with the Ragin' Cajuns' logo is one anecdotal indication of the success of the athletics marks. In 2008, Lids was one of the largest collegiate retailers of caps in the United States. It sold 38 styles of UL Lafayette caps in markets as far away as Montana, Arizona and Colorado.

## Ragin' Cajun logos add flair

Because food has such an important place in Louisiana's Cajun and Creole cultures, it's not surprising that it would become associated with the University's brand. That blend came about with an innovative marketing tool: an edible logo.

Acadiana's Sonic restaurants created a one-of-kind entrée, the Ragin' Cajuns® burger, in conjunction with the start of the Fall 2012 football season. It wasn't just the toppings that made it different, such as fried and grilled onions. It was the University's athletics logo — right on the bun.

"It was our most successful promotion ever," said Gary Wilkerson, president of Kergan Brothers, which holds the local franchise.

Wilkerson said it was also a first in the restaurant business. "As far as I know, this is the first time anyone's used an edible logo on a hamburger bun in the United States," he told *La Louisiane*.

The edible logo made its debut in 2010 on another Acadiana palate pleaser: Deano's pizzas. The locally owned restaurant has added a specialty pizza to its menu, the Ragin' Cajun, which features pepperoni and chicken sausage topped with the logo. But the edible design can be added to any pizza.

The University is making its mark in another category, the hot dog. The Cajun Craw Dawg features a Ragin' Cajuns logo on its bun and is seasoned with a crawfish-and-cheese topping. It premiered during the 2013 baseball season at M. L. "Tigue" Moore Field. The spicy dog was created by Sodexo, which prepares and serves food on campus.

Edible logos are not the University's first foray into the food category. Ragin Red®, introduced in 2005, was the first food



product in the University's line of licensed items that bear the school's logo or name. The all-around seasoning, blended specially for UL Lafayette in St. Landry Parish, can be used on meat, in gumbo or on seafood.

Last year, the UL Lafayette Alumni Association began selling three Ragin' Cajun wines. *See related story, page 37.*





## IN JULY 2008, DR. JOSEPH SAVOIE RETURNED TO UL LAFAYETTE TO SERVE AS ITS SIXTH PRESIDENT AFTER DR. RAY AUTHEMENT RETIRED.

Twelve years had passed since then-Gov. Mike Foster had nominated him to become Louisiana's commissioner of higher education.

Weeks before he arrived on campus, Savoie appointed six Transition Advisory Teams to be led by Jerry Luke Leblanc, the University's vice president of administration. The teams evaluated key areas of the University and recommended improvements. Each reported that a clear plan for the University's growth and development should be a priority.

Savoie invited the University community to help formulate a five-year strategic plan. The plan the University adopted has eight tactical imperatives. One of them calls for "creating an institution our stakeholders will highly regard." It specifically cites branding as the way to increase loyalty to the University and enhance the University's visibility.

## First official ring features meaningful University symbols

A University committee faced a daunting task in 2012.

It was asked to create the first official graduation ring in the 113-year history of the University of Louisiana at Lafayette. The challenge: to help design a ring that would symbolically bind multiple generations of students.

The committee, which represented students, alumni, faculty, and administrators, worked with Balfour, one of the leading manufacturers of class and championship rings.

Balfour representative Denise Plessala, guided the committee from the start. The first step was to choose the color of the ring's stone, she explained.

Red seemed obvious. Although the University has had four names, its official colors, vermilion and white, have remained a constant. So, vermilion represents all alumni and today's students.

But Plessala pointed out that several Louisiana universities have rings with red stones. She showed the committee samples, which ranged from pink to maroon. None seemed to be the right shade of red.

"Could a black stone work?" she asked.

Not really. The committee wanted the stone to be a true red.

A few weeks later, Plessala offered the committee a garnet-like crystal from the central Europe region of Germany and Austria. Committee members agreed it was the perfect color.

A mosaic fleur-de-lis sits on top of the stone. It's the same fleur-de-lis design used on the championship rings of Ragin' Cajuns student-athletes since 2011.

"It represents sort of an 'academic championship,'" said Matt Tarver, UL Lafayette's branding manager.

The committee selected several other symbols that are carved into the metal band.

On one side, trees represent Cypress Lake, a campus landmark revered by generations of alumni and students. Cypress Lake is also depicted because the rings are kept there in a metal pirogue overnight, guarded by alligators and ROTC members. University President Dr. Joseph Savoie then presents the rings during a ceremony the next day.

On the other side of the ring, four bricks represent the names held by the University: Southwestern Louisiana Industrial Institute, Southwestern Louisiana Institute, the University of Southwestern Louisiana and the University of Louisiana at Lafayette.

The bricks also signify the Walk of Honor, a path on campus that's paved with bricks bearing the names of all University graduates, starting with the Class of 1903.

The last three words of the alma mater, "heart and hand," are engraved on the inside of the band.

Dr. DeWayne Bowie, vice president for Enrollment Management, spearheaded the ring project.

"The committee set out to create the ring, but in the end, we merely brought together traditions and the spirit of many who've come to love the University. In essence, the ring created itself," he said.



For more information, visit [balfour.com](http://balfour.com) or stop by University Bookstore.





## MANY EXPERTS SAY A UNIVERSITY'S WEBSITE IS ITS MOST POWERFUL BRANDING TOOL.

That's because it touches almost every aspect of the university, from student recruitment to administrative functions to delivery of course content.

By the time Savoie became UL Lafayette's president, the University's website – louisiana.edu – was more than 10 years old, in a technological arena that changes almost daily. Its age and limitations had rendered it dysfunctional and beyond repair.

A new website quickly became a top University priority.

Savoie authorized the creation of a new position in Communications and Marketing: associate director of web communications. The person hired for that job would spearhead building UL Lafayette's website from scratch and introduce a content management system that would enable University personnel to easily manage and update it.

Aimee Bullinger was named to the post in July 2011. She also oversees the creative and technical direction of all official University Web material and publications.



Aimee Bullinger

Bullinger worked closely with the University's Information Technology Department and Lipman Hearne to translate the University's brand into a dynamic website.

The website debuted on April 2, 2013. By June, about 2,000 updated web pages were up and running; more are added daily.

"This is only the beginning," Bullinger said. "We have a clear plan to take our online presence to the next level. Look for more enhancements and additional University sites to launch in upcoming

The screenshot shows the University of Louisiana at Lafayette website. At the top is a red navigation bar with the university's logo and links for Maps, A-Z, Library, ULink, Current Students, Faculty & Staff, Alumni & Donors, About Us, Admissions, Academics, Campus Life, Athletics, and Research. Below the navigation bar is a large banner titled "Collaborating Analyzing Ragin'" featuring a photo of a swampy landscape. The banner text highlights the university's expertise in coastal ecology and ecosystems, and its interdisciplinary approach in the School of Geoscience. Below the banner are several news and events sections, including "Art majors make unique textiles with the help of a steamroller," "Coach Robichaux celebrates 900th win of coaching career," and "Online learning program proving to be successful." On the right side, there are sections for "Fast Access" (See Our Colleges, Find Your Major, Graduate School, ULearn Online, Learn About Cost) and "Connect with Us" (Facebook, Twitter, YouTube, Google+, LinkedIn). At the bottom, there is a footer with contact information for the University of Louisiana at Lafayette, a newsletter sign-up form, and a list of links including "A Member of the UL System," "IT Help & Support," "Web Accessibility," "Privacy Policy," "Emergency Information," and "Donate."

**IMPLEMENTING A BRANDING INITIATIVE TAKES TIME.** Under ideal circumstances, it takes a University three to five years.

"UL Lafayette took a giant leap with the introduction of its new website. But there is more to be done on campus to help faculty, staff and students convey the University's brand," said Communications and Marketing Director Aaron Martin.

"Next, we'll concentrate on our external audiences and enlist the help of our alumni to continue to convey who we are. We have a cadre of graduates who are passionate about their university and will be valuable ambassadors."

Visit [louisiana.edu](http://louisiana.edu) to learn more about the University of Louisiana at Lafayette.



# *We are smart, spirited and seeking solutions.*

Sights, scents and sounds capture UL Lafayette's spirit: an alligator parting the surface of Cypress Lake, grills and smokers fired up for tailgating at Cajun Field, the opening notes of the Fight Song. And of course, the University's distinctive fleur-de-lis.

So, how to describe the University of Louisiana at Lafayette in just a few words? That's a tall order. After many discussions on campus, and conducting research and consumer testing, the University identified three broad, distinguishing elements: our rich culture, close community and real-world research.

In the end, it was determined that, "We are smart, spirited and seeking solutions."

## *six key messages support this statement*



### **We're committed to research for a reason.**

UL Lafayette specializes in applied research that solves real-world problems.

That's why it recently partnered with Drexel University to establish a center that can help companies gain an edge in the global marketplace by learning to interpret and analyze huge amounts of complex data. It's also why some of our faculty members are studying the effects of the 2010 Deepwater Horizon oil spill in the Gulf of Mexico. What they learn may help mitigate the impact of future spills. And, it's why researchers at UL Lafayette are developing a virtual network for sharing information nationwide during natural disasters and other large-scale emergencies.

In short, we make research relevant. With our wealth of expertise and top-notch resources, we offer everything it takes to awaken the change agent in anyone.



### **We're eager to share what we're learning.**

Our research and impact extends far beyond campus.

Students and faculty in our Community Design Workshop help cities and neighborhoods revitalize their communities. This mobile design studio has completed more than 70 community projects since its inception.

The University has partnered with Cleco, an energy company to build an alternative energy center in Crowley, La. It is bringing together experts in engineering, biology and other fields to improve existing technologies and use some of Louisiana's renewable resources to produce biofuels.

Students and faculty share knowledge and experience through tutoring and mentoring. We work tirelessly to improve our communities by applying what we're learning.





## **This is our time and we're determined to make the most of it.**

By any measure, the University of Louisiana at Lafayette is making steady progress. Our freshmen are more prepared for college-level work than ever before. More exceptional students are making UL Lafayette their first university of choice. And, we have devoted unprecedented energy and resources to student success.

The payoff so far? One of the highest graduation rates in Louisiana. Our faculty members are earning national and international recognition. And, they are drawing record amounts of external research monies.

For the 2012 fiscal year, the University's research and development expenditures totaled \$74.6 million; only one other public university in Louisiana spent more on R&D.

Four student residence halls have been built in the past three years and the expansion and renovation of the Student Union is under way. The Louisiana Ragin' Cajuns are experiencing unprecedented success. And, our alumni can be proud of the fact that the value of their degrees has increased with the University's rising stature.

Buoyed by the accomplishments of its students, faculty and alumni, UL Lafayette has pledged to take advantage of every opportunity to achieve greater prominence among public institutions of higher learning.



## **We have a gift for bringing people together.**

For centuries, south Louisiana has embraced diversity. So it's not surprising that we have a natural talent for leaping over disciplinary borders and forging new collaborations.

The Cecil J. Picard Center for Child Development and Lifelong Learning embodies this inclusive spirit. It has experts in many fields, such as education, public health, business and communicative disorders. And, it partners with community organizations ranging from school districts to Junior League to the state Department of Health and Hospitals.

Our students learn an important lesson from these initiatives: some of the best opportunities emerge from the crossroads of knowledge.



## **Our Ragin' Cajun spirit goes beyond athletics.**

We're passionate about the possibilities for a better world. But we also know good intentions aren't enough. That's why we've embraced serving others.

In the 2011-12 academic year, faculty and students performed about 200,000 service hours in the community. And it's why our Communicative Disorders Department doesn't limit its clinical practice to the school year but instead devotes summer months to helping at-risk children gain the literacy skills they need to succeed.

Our students and faculty are invigorated by problems that call upon our deepest reserves of humanity — and we're applying our best thinking to solve them.



## **We teach the real meaning of joie de vivre.**

We prepare students to do more than earn a living. The lessons we offer about life transcend any textbook.

*Joie de vivre* means living life fully, deeply. So we teach with the same passion that defines Cajun and Creole cultures. And we nurture students' ability to listen, reflect, articulate and savor because these are tools for a lifetime of thoughtful citizenship. For our students, *joie de vivre* means much more than being good company. It also means being a lively and discerning thinker.



## Competitive Edge

Improved facilities to enhance recruitment and attract more fans

**L**ouisiana Ragin' Cajuns® fans and student-athletes can look forward to better sports facilities.

The University of Louisiana at Lafayette's Athletics Department has adopted a comprehensive master plan that covers nine projects. It was developed with the help of Threesixty Architecture of Kansas City, a firm that specializes in the planning and design of sports facilities.

"Our goal is to have the facilities to allow Ragin' Cajuns athletics programs to continue to grow and compete against the nation's best," said Scott Farmer, the University's director of Athletics. The plan was announced in March.

"For the Athletics Facilities Master Plan to be a success, it will take a lot of work and support from all levels of the Ragin' Cajuns support base."

The total price tag is expected to be about \$115 million.

Improvements will be made as funding becomes available. The list of projects has been divided into three tiers, based on priority.

### Tier 1

- Soccer and track improvements
- Construction of a second indoor practice facility
- Addition of seats on the south end zone of Cajun Field

### Tier 2

- Renovation, expansion of M.L. "Tigue" Moore Field
- Other Cajun Field improvements

### Tier 3

- Construction of a sports plaza
- Renovation of Academic Center
- Earl K. Long Gym updates
- Culotta Tennis Center improvements
- Construction of a practice court for men's basketball

Farmer said he expects the work to begin this summer for Tier 1 projects.

The only NCAA sport not included in the Facilities Master Plan is softball. The Ragin' Cajuns moved into the new 2,800-seat Lamson Park at the start of the 2012 season. The facility enabled the University to host an NCAA

regional competition last year, for the first time since 2002. The Cajuns led the country in NCAA regional attendance, with a total of 14,097 fans for the three-day contest.

At the press conference held to announce the Facilities Master Plan, Farmer noted that the University's athletics budget has seen record increases over the past few years, thanks to the generosity of fans and supporters. But, he said money raised to implement the Facilities Master Plan must be in addition to contributions allocated for the Athletics Department's operating budget.

University President Dr. Joseph Savoie was on hand for the announcement. He noted that student-athletes set a school record by achieving a combined 2.96 grade point average for Fall 2012. Slightly more than 50 percent of UL Lafayette's 374 student-athletes achieved at least a 3.0 GPA for the fall term.

"We want to provide better facilities for them, for our fans and for our coaches," Savoie said. Improved

## Cajun Field



## Planned Improvements

### Tier 1

Add 5,900 seats to south end zone, so remaining expansion can occur without losing use of Cajun Field or playing a season with reduced seating

### Tier 2

- A building for Athletics administration offices
- 1,200 club seats
- 128 loge seats
- 37 box suites
- Modify upper-deck seating
- Add 9,546 seats of upper-level seating on the east sideline

facilities also are expected to help recruit top-drawer student-athletes.

Earlier this year, the University presented its Master Plan for campus growth and development over the next 15 or so years. “This Facilities Master Plan for Athletics is another example of our intention to act strategically and to position the University to be able to take advantage of opportunities in the future. This is our time and we will make the most of it.”

Lafayette Consolidated Government is also working on a comprehensive plan for the city and parish. ■

The Facilities Master Plan can be viewed at [ragincajuns.com](http://ragincajuns.com)



## M.L. "Tigue" Moore Field

- Increase capacity to about 4,500 seats, including at least 1,200 chair-back seats
- Build nine luxury suites
- Press box that includes radio booths and a television booth
- Renovate baseball offices and locker rooms, add a players' lounge and meeting rooms



Football Amenities	Athletics Training	Equipment Room
<ul style="list-style-type: none"> <li>• Office space for coaches, and administrative and support staff</li> <li>• Meeting space, including a main auditorium that seats 130-150 people that can also be converted into multiple meeting rooms</li> <li>• Video-editing suite and storage facilities that include video distribution and viewing areas for pro scouts</li> <li>• Locker rooms for football team, coaching staff and visiting teams</li> </ul>	<ul style="list-style-type: none"> <li>• Office space for athletics training staff</li> <li>• Doctor's office and exam room</li> <li>• Hydrotherapy room</li> <li>• Space dedicated to treatment and rehabilitation</li> </ul>	<ul style="list-style-type: none"> <li>• Work space</li> <li>• Offices for full-time staff</li> <li>• Expanded laundry facility</li> <li>• Equipment storage</li> </ul>
Strength and Conditioning		
<ul style="list-style-type: none"> <li>• Multiple weight rooms to allow more student-athletes to work out simultaneously</li> <li>• A common nutrition station</li> <li>• Primary facility to accommodate more student-athletes, with space for agility, plyometrics and warm-ups</li> </ul>	<ul style="list-style-type: none"> <li>• Existing basketball court attached to indoor facility to be converted to a weight room</li> <li>• Cardio mezzanine to connect practice facilities and to provide space for evaluation of injuries and rehabilitation</li> </ul>	



## Student-athletes Set Academic Record

Louisiana Ragin' Cajuns® student-athletes set a school record by achieving a combined 2.964 grade point average for Fall 2012, led by 23 student-athletes who earned a perfect 4.0 GPA.

Slightly more than 50 percent of the 374 student-athletes achieved at least a 3.0 GPA for the fall term. The previous record of 2.880 was set for the Spring 2011 semester.

The numbers were compiled by the UL Lafayette Student-Athlete Academic Center, which coordinates the academic progress of all Cajun student-athletes. The center has tracked student-athletes' academic performance since 1982.

More good news: 42 student-athletes completed their degree requirements during the Fall 2012 term and graduated in December, including softball's Megan Waterman, who was honored during Commencement as the Outstanding Graduate in the Ray P. Authement College of Sciences.

"When you consider the time and effort that they put into representing

the University at the highest level of collegiate competition, their accomplishments in the classroom are astounding," said Scott Farmer, UL Lafayette's athletics director.

Men's tennis led all sports with a 3.434 GPA for the Fall 2012 semester. Ten of its 16 student-athletes earned a 3.0 GPA. Carl Alberton and Brandon Farine each posted a 4.0 GPA.

Seven of the University's 16 sports also achieved a 3.0 team GPA or better.

Three teams set school records for their respective sports. Baseball, which posted a 2.886 GPA last spring, jumped to 3.295 during the fall to rank third among the Cajun teams. Men's golf continued its academic upswing, setting a team record with a 3.241 GPA, its third straight semester above a 3.0.

And, the football team continued to perform well in the classroom, posting a 2.763 GPA to set the team record for the third time in four semesters under the direction of head coach Mark Hudspeth.

**LOUISIANA**  
**RAGIN' CAJUNS** **4.0** **STUDENT-ATHLETES**

### BASEBALL

Ryan Leonards, Robert Staten  
and Nicolas Zaunbrecher

### SOCCER

Maggie Golz, Ashley Gussoni  
and Claire Steward

### VOLLEYBALL

Kristen Armstrong, Abby Filce  
and Mandi Gavin

### WOMEN'S BASKETBALL

Megan Whittaker

### FOOTBALL

John Broussard and Riley Saunders

### GOLF

Kelsey Angelle and Thomas Strandemo

### SOFTBALL

Shellie Landry and Megan Waterman

### WOMEN'S TENNIS

Juliette Clement and Sandra Ahlqvist

### MEN'S TENNIS

Carl Alberton and Brandon Farine

### WOMEN'S TRACK

Anna Devitt and Amber Laurent

### MEN'S TRACK

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## Thrilling Debut

Novel makes *The New York Times*' best-seller list

BY CHARLIE BIER

It's been a busy year of airports and hotels for UL Lafayette graduate Wiley Cash. He's been pounding the national book tour circuit touting his debut novel, *A Land More Kind Than Home*.

"Sometimes, I'll be away from home for a month or more," said Cash, a North Carolina native who lives in West Virginia, during a recent phone interview.

The 35-year-old writer isn't complaining, just marveling at the success of his tale about what happens after a 9-year-old secretly witnesses a tragedy during a religious healing ritual in western North Carolina.

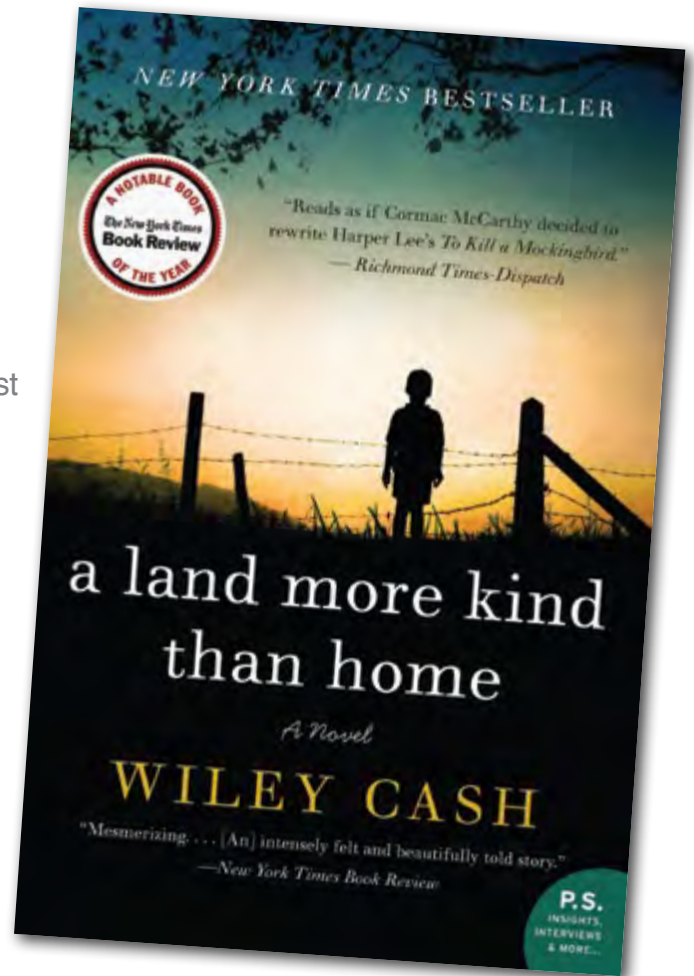
*A Land More Kind Than Home* has caught fire with readers and critics. It landed on *The New York Times*' best-seller list, scored a *Library Journal* Top Ten Book of 2012 nod and scooped up the John Creasey (New Blood) Dagger Award from the Crime Writers Association of the United Kingdom.

According to National Public Radio, the novel "is a thriller, but it's so beautifully written that you'll be torn about how fast to read it. This is great, Gothic Southern fiction filled with whiskey, guns and snake-handling."

Cash honed his knack for mixing literary style and page-turning action at UL Lafayette, where he started the book while pursuing a doctoral degree in English he earned in 2008.

"I learned how to be a writer there and I learned what it means to be a working writer there and I learned what I would write about there, so I think Lafayette's where everything kind of began for me," he said.

The primary reason Cash enrolled at the University was to study under writer-in-residence emeritus Ernest J. Gaines, best known for novels such as the *Autobiography of Miss Jane Pittman* and *A Lesson Before Dying*.



"I read a collection of his stories, *Bloodline*. I wanted to write southern stories about growing up in the South and *Bloodline* really appealed to me. I wasn't familiar with Louisiana, and through his (fiction) I was learning about Louisiana and learning about the people of Louisiana. That always struck me, that he taught me about a place I had never even visited."

UL Lafayette also appealed to Cash because it offered a quality program in a region famous for its rich cultures.

His time in Lafayette ultimately afforded him more than mentoring and a front row seat to Mardi Gras. Inspiration for *A Land More Kind Than Home* struck Cash in the form of a newspaper account that one of his English professors, Dr. Reggie Young, brought to class.

The article was about a young, autistic African-American boy who had been smothered in a religious healing service at a

### EXCERPT

I'd seen people I'd known just about my whole life pick up snakes and drink poison, hold fire up to their faces just to see if it would burn them. Holy people too. God-fearing folks that hadn't ever acted like that a day in their lives. But Chambliss convinced them it was safe to challenge the will of God. He made them think it was all right to take that dare if they believed. And just about the whole lot of them said, "Here I am, Lord. Come and take me if you get a mind to it. I'm ready if you are."

And I reckon they were ready, at least I hope so, because I saw a right good many of them get burned up and poisoned, and there wasn't a single one of them that would go see a doctor if they got sick or hurt. That's why the snake bites bothered me the most. Those copperheads and rattlers could only stand so much, especially with the music pounding like it did and all them folks dancing and hollering and falling out on the floor, kicking over chairs and laying their hands on each other.





**'Wiley Cash is a talented and disciplined young writer, and his first novel proves it.'**

- Ernest J. Gaines

storefront church in Chicago. Cash used the real-life story as the foundation of his fictional account, a multi-layered novel told through the eyes of three characters. The narrators are 9-year-old Jess; the charismatic but evil pastor, Carson Chambliss; and the church matriarch, Adelaide Lyle.

It's a book he's not sure he could have written as well had he been in his home state.

"It's like doing laundry. You can't tell what color a black sock is until you hold a blue one up beside it. When I was in Louisiana, I heard North Carolina more clearly. I saw the landscape more clearly. I heard the music more clearly. A fiddle sounds differently in bluegrass than it does in zydeco," Cash said.

Gaines, in a blurb at [wileycash.com](http://wileycash.com), said: "Wiley Cash is a talented and disciplined young writer, and his first novel proves it. I think this could be the beginning of a long, fruitful career."

Cash isn't resting on his laurels. He recently completed the manuscript for his second novel, a story about a washed up minor league baseball player who kidnaps his two daughters from a foster home.

"He tries to go on the run and be a Dad to them. But, of course, there are complications that come into play," he said. ■



COURTESY OF TIFFANY B. DAVIS

Wiley Cash

## Wines Get Warm Reception For Taste, Appeal

Sales of Ragin' Cajun® wines remain strong.

The UL Lafayette Alumni Association introduced them in early November, right in time for Thanksgiving, Christmas and New Year holidays. The wines were so popular that some retailers scrambled to keep them on their shelves.

There are three varieties: red, white and brut. The wines are produced by Weibel Family Vineyards and Winery of California, which has been making wine since 1938. The company has a 500-acre estate in northern California's Mendocino County.

Bottle labels feature the Alumni Center on St. Mary Boulevard, which resembles a French chateau.

The wines are sold at more than 30 stores in Acadiana through a distributor, RNDC of Louisiana. Each bottle sells for about \$9. The Association receives a percentage of the sales.

Ragin' Cajun wines caught the attention of one of the world's largest nonprofit educational associations.

They're spotlighted in the April 2013 issue of *Currents*, a monthly magazine published by the Council for Advancement and Support of Education. CASE serves educational institutions and advancement professionals who work on their behalf in alumni relations, communications, development, marketing and allied areas.

*Currents* spotlights trends and best practices in advancement.

"A lot of celebration takes place in this part of the country and wine is very popular. Plus, it's cool to see your school on the label," states David Edmiston, executive director of the Alumni Association, in the *Currents* article.

Weibel Family Vineyards contacted the Alumni Association in 2011 about an affinity program.

A list of stores that sell the Ragin' Cajun wines can be found at [louisianaalumni.org](http://louisianaalumni.org).



COURTESY OF KEITH J. GUIDRY

# alumni

## 1943

**DAN SERICE** retired from NASA, where he was employed as an aeronautical research scientist before becoming a manager in the Research and Development Department at its headquarters in Washington, D.C. During World War II, he was an officer in the U.S. Navy Reserves. At Southwestern Louisiana Institute, Serice earned a bachelor's degree in engineering.

## 1957

**LEON ARCENEAUX** recently published his sixth book, titled *Oh, Jerusalem, Jerusalem*. Arceneaux and his wife, Marjorie Lebleu Arceneaux, '50, reside in The Woodlands, Texas, where he is an ordained Roman Catholic deacon and volunteer chaplain at St. Luke's Hospital. Arceneaux, a retired engineer, who holds a bachelor's degree in mechanical engineering, has three children, David Arceneaux; Dr. Janet Arceneaux; and Lynette Arceneaux Nakumora.

## 1962

**ROY BOURGEOIS** published his memoir, *My Journey from Silence to Solidarity*, which recounts his call to ministry and his political activism. Bourgeois, a former Roman Catholic priest, founded the School of Americas Watch and is an advocate of ordaining female priests. He holds a bachelor's degree in geology. Bourgeois also served as an officer in the U.S. Navy, completing two years at sea, one year at a NATO station in Europe and one year of shore duty in Vietnam. He received the Purple Heart.

## 1963

**E. RAYMOND DESORMEAUX**, owner and president of the

general contracting and design-build firm E.R. DesOrmeaux Inc., was selected for the Louisiana Civil Engineering Wall of Fame by the American Society of Civil Engineers. He holds a bachelor's degree in civil engineering and is the ASCE region governor for the five-state area of Louisiana, Mississippi, Alabama, Georgia and Florida. DesOrmeaux is an adjunct professor in UL Lafayette's Department of Civil Engineering and the chair of the College of Engineering's Advisory Board. In 1977, he was honored as a distinguished alumnus of the university. He and his wife, **DIANNE BOURGEOIS DESORMEAUX**, '59, live in Lafayette.

## 1964

**DR. HAROLD AYMOND** was named professor emeritus at McNeese State University. Aymond is the former head of McNeese's department of agricultural sciences. He received a bachelor's degree in agronomy from the University of Southwestern Louisiana before serving in the U.S. Navy Reserves as an officer aboard an aircraft carrier. Following his service, Aymond earned master's and doctoral degrees in agronomy from Louisiana State University. He taught at McNeese from 1972 until his retirement in 2005.

## 1966

**SHEILA SWEENEY CHAMPAGNE** studied fine arts at USL and earned a bachelor's degree in liberal arts. In 2010, she retired as senior vice president of the Southwest Louisiana United Way, where she coordinated fundraising campaigns and community needs assessments. Champagne has two sons, Bryce and Elliot.

## 1967

**LARRY BOBBITT** is the president of OEG Offshore LLC, an oilfield supply company. He holds three degrees from USL: a bachelor's degree in finance and economics, a bachelor's degree in health and physical education and a master's degree in education. After receiving his first degree, Bobbitt served as an officer in the U.S. Air Force for four years.

Kansas City Southern Railroad's Chief Executive **MICK HAVERTY** was awarded the 2011 Railroad Innovator Award by *Progressive Railroading* magazine. Haverty was cited for establishing a railroad-trucking partnership while working for the Atchison, Topeka & Santa Fe Railway Company and for his part in creating a Kansas City Southern Railroad line linking Mexico and the United States. Haverty had previously been named the 2001 Railroader of the Year by the journal *Railway Age*. He is a former CEO of Kansas City Southern Railroad and a former president and chief operating officer of Santa Fe Railway. He holds a bachelor's degree in business administration.

## 1968

**STEPHEN WEBRE** was named the Garnie W. McGinty chair in history at Louisiana Tech University, where he serves as the department head. Webre has taught at Louisiana Tech for 31 years. He received his bachelor's degree in history from USL and a master's degree and doctorate from Tulane University.

## 1971

**DR. DANIEL HAULMAN** was recently published in a series of books about the Tuskegee Airmen, an elite group of black military

airmen in the 1940s. Haulman, who earned a bachelor's degree in social studies education, authored *Eleven Myths About the Tuskegee Airmen* and *The Tuskegee Airmen and the "Never Lost a Bomber" Myth*. He co-authored *The Tuskegee Airmen: An Illustrated History*. Haulman is the chief of the Organizational Histories Branch of the Air Force Historical Research Agency at Maxwell Air Force Base in Alabama.

**MICHAEL MANES** was awarded



an honorary doctorate of letters from the National College of Natural Medicine in Portland, Ore. Manes

previously served 13 years on the NCNM Board of Directors. A public policy advisor and advocate, Manes has been a speaker at conferences and medical schools. He holds a bachelor's degree in political science from the University of Southwestern Louisiana. He is also the author of *Gumbo: Cooking up the Organization of the Future*.

## 1898-1921

Southwestern Louisiana Industrial Institute

## 1921-1960

Southwestern Louisiana Institute

## 1960-1999

University of Southwestern Louisiana

## 1999-PRESENT

University of Louisiana at Lafayette



## 1973

**REGGIE DUPRÉ** and his wife, Maria, received the Leaders in Philanthropy Award from the Community Foundation of Acadiana. Reggie Dupré is the CEO of Dupré Logistics and has served on multiple industry boards, including Blueprint Louisiana, a public policy organization. He is also a founding member of Hope for Opelousas, a nonprofit group that helps impoverished youth. He earned a bachelor's degree in business administration from the University of Southwestern Louisiana.

## 1977

**GARRETT CHRISTNACHT** is the senior architect for Denver's FasTracks project, one of the largest public transportation expansion projects in the country. FasTracks is a \$6.1 billion program to integrate and expand Denver's public transportation system. Christnacht holds a bachelor's degree in architecture.

## 1981

**COL. SID BANKS** retired from the U.S. Air Force on Nov. 1, 2012, after serving for more than 30 years. During his career, he held a number of leadership positions, the most recent being a logistics readiness officer assigned to the Pentagon. Banks received a bachelor's degree in business administration from USL. He and his wife, Charlotte Wolf Banks, live in Alexandria, Va.

## 1983

**HOLLY HIDALGO-DEKEYZER** was named Investar Bank's regional president for Baton Rouge. She previously worked as the bank's chief lending officer and executive vice president. She holds a bachelor's degree in business administration. Hidalgo-DeKeyzer also serves the St. Aloysius Child Care Center as planning committee chair and auction committee treasurer.

## 1985

**SUSAN HAGUE** was awarded a Fulbright Scholar program grant to teach interpersonal communications at the Goa Institute of Management in western India. She is a professor of speech and mass communications at Delgado Community College in New



Orleans. Hague received her master's degree in communication from the University of Southwestern Louisiana.

She is president of the Louisiana Communication Association.

**RAY RAFIDI** is associate director of the Tower Center for Political Studies at Southern Methodist University in Dallas. He handles accounting and finance for the center and advises students in its international studies program. He earned a bachelor's degree in political science at USL and is pursuing a master's degree in dispute resolution at SMU. He and his wife, Joanne, have two children, Michael and Nicole.

## 1994

**TONY LEUZZI** recently published *Passwords Primeval*, a collection of interviews with leading American poets. He received his master's degree in literature from USL and his bachelor's degree in English from the State University of New York at Potsdam. He is an associate professor of English at Monroe Community College in Rochester, N.Y. Leuzzi has previously published three books of poems.

**LEE ROY PITRE** is president and owner of Pitre Consulting LLC, an independent firm that offers support in information technology, applications engineering and business intelligence. Pitre, a retired medical services officer, served in the U.S. Air Force and the Louisiana Army National Guard. He earned a master's degree in telecommunications. He and his wife Lilia live in Baton Rouge.

**TROY WOODS** was awarded Delta Air Lines highest employee honor: membership in the Chairman's Club. Each year, the Chairman's Club selects about 100 honorees from Delta's more than 80,000 employees. Woods, a 13-year employee of Delta Air Lines, is a flight attendant and instructor based in Atlanta. He holds a bachelor's degree in elementary education.

## 1997

**ANNE NGUYEN PERCH** is the assistant vice president of continuing medical education and public education at the University of Texas Southwestern in



Dallas. She holds an MBA and a Healthcare Administration Certificate from USL. Perch is also the president of the Texas Alliance for Continuing Medical Education. She and her husband Brian have three children, Madison, Luke and Emma.

**LYLE SAVANT** is an architect and project manager at the Louisiana Division of Administration's Office of Facility Planning and Control. He attained a bachelor's degree in architecture. He and his wife Donna live in Baton Rouge with their two children, Jade and Jake.

**STEPHANIE VANDERSLICE**, an associate professor of writing at the University of Central Arkansas, was named the 2012 Arkansas Professor of the Year. The Carnegie Foundation for the Advancement of Teaching and the Council for the Advancement and Support of Education chose Vanderslice for the award from among 300 candidates across the country.

## 2000



**DANIEL FOSTER** is Foster Marketing's vice president of account services, based in Houston. He holds a bachelor's degree in business admin-

istration from UL Lafayette and a master's degree in psychology from the University of Mary Hardin-Baylor. Foster was director of new business at Foster Marketing from 1998 to 2000 and an account executive from 2005 to 2008.

## 2001

**KRISTY NICHOLS** is Louisiana commissioner of administration. She previously served as Gov. Bobby Jindal's deputy chief of staff

and secretary of the Department of Children and Family Services. She also has been a policy advisor to Jindal on health and social services initiatives. Nichols received her master's degree in communication from UL Lafayette, where she also served as an instructor in the Department of Communication. Nichols holds a bachelor's of administration in business from the University of Tennessee.

## 2002

**ALAN AMELINCKX** is director of visitor services at the Normandy American Cemetery and Memorial in Colleville-sur-Mer, Normandy, France, which honors American soldiers who died in Europe during World War II. He holds a bachelor's degree in general studies and master's degree in history from UL Lafayette. He previously served as a medical sergeant in the U.S. Army and served in Iraq from 2005 to 2006. Amelinckx is married to Jacqueline Bricco.

## 2003

**JERRY GRAVES**, who holds a bachelor's degree in political science from UL Lafayette, recently earned a doctorate in urban studies from the University of New Orleans. He is chief administrative officer of St. Bernard Parish Government in Chalmette, La.



**KRISTI KEY** recently joined the faculty of Oklahoma Baptist University in Shawnee, Okla., as an associate professor of English.

Key received a doctorate in English from UL Lafayette. She holds a bachelor's degree in English from John Brown University and a master's degree in English from the University of Tulsa. She previously taught at several colleges and universities, including Newberry College, St. Andrew's Presbyterian College and UL Lafayette.

## 2005

**TIM LANDRY** is marketing coordinator of ArchPoint Consulting's Brand & Marketing Division in Lafayette. He was previously a copywriter for BBR Creative



## a look back



Dr. Edwin L. Stephens was hired in 1900 as the first president of Southwestern Louisiana Industrial Institute, now the University of Louisiana at Lafayette. He was responsible for developing campus and shaping the school's curriculum. Stephens died on Nov. 5, 1938, less than a year after retiring as president.

and two-time recipient of the Acadiana Advertising Foundation's Copywriter of the Year award. Landry holds a bachelor's degree in journalism from UL Lafayette.



### 2009

**CATELINE QUINN** received a Buyer's Choice Award at the JCK 2012 Platinum Innovation Awards for a ring she designed. She is a product designer for Stuller Settings in Lafayette, a jewelry manufacturer and designer. She holds a degree in industrial design. Her ring design won in the Platinum Colored Gemstone Fashion category.

### 2011

**BRANDON LEGER** is operations coordinator for quality control at Variable Bore Rams Inc. of



Leger earned a bachelor's degree in industrial technology with a minor in business.

**ALLISON PATTISON** is an assistant professor of English at Alabama State University in Montgomery, where she teaches freshman composition courses. She holds a doctorate in English from UL Lafayette, a master's degree from the University of Texas at Austin and a bachelor's degree in English from LSU. Pattison is married to Corey John Courville.

### IN MEMORIAM

**LLOYD LACOUR, '34**, died Jan. 30, 2013. The 102-year-old had been UL Lafayette's oldest living

alumnus. He began the Lacour Lumber Yard in 1947 and retired in 1975. He was a charter member of the Knights of Columbus Court 3012, and served on the board of directors of LA Motels Inc., Savings Life Inc., and the Jeff Davis Bank and Trust Co. Lacour earned a bachelor's degree in liberal arts from SLI. He is survived by a son, Jules Lacour; a daughter, Sherry Lacour Boudreaux; four grandchildren; and eight great-grandchildren. He was preceded in death by his wife, Mamie Lacour; a daughter, Charlotte Lynn Lacour; and a son, Roy Lacour.

**ELIX DECOUX, '39**, of Lafayette died Dec. 22, 2012, days short of his 99th birthday. While attending SLI, Decoux earned a bachelor's degree in accounting and played football on both offense and defense. As a member of the U.S. Army, he served in Okinawa during World War II. When he returned to Lafayette after his military service, he began working as office manager of Evangeline Motor Co.; he later became the company's dealer. Decoux is survived by two daughters, Shirley Anne Decoux and Theresa Decoux Fernandez; a sister, Lillie Mae Viator; four grandchildren; and two great-grandchildren. He was preceded in death by his wife, **JANICE MCDANIEL DECOUX, '54**; four sisters; and five brothers.

**FAY GAUTREAU BROWN, '45**, died July 12, 2012. A long-time resident of Franklin, La., she was 86. Brown held a bachelor's degree from SLI in English education. She was a former editor of the *Franklin Banner-Tribune* and published two books, *Franklin Through the Years* and *Come Into my World*. She is survived by a son, Patrick Brown of Franklin. Brown was preceded in death by her husband, Dr. Hilton J. Brown; one son, Robert Allan Brown; two sisters; and an infant brother.

**WALDEMAN TOCE, '52, '60**, died July 25, 2012. He was 87. Toce held bachelor's degrees in industrial technology and petroleum geology from Southwestern Louisiana Institute. While a student at SLI, he was a member of the golf team. Toce and his wife, Jeris, created two

companies, W.O. Toce Oil and Gas Interests and Acadiana Resources Inc. The couple also established two endowments at the University and helped create its Professional Land and Resource Management Program. Toce also helped establish the certification process for petroleum landmen in 1970. He was awarded Landman of the Year by the American Association of Professional Landmen and the Blue Cross/Blue Shield Ageless Hero Award for Louisiana. Toce was chairman of the Lafayette Airport Commission for three terms. He served in the U.S. Coast Guard during World War II. Toce is survived by two sons, Waldemar Toce Jr. and Blane Toce; two daughters, Jeri Dupuis and Celi Trepanier; a brother, Paul Toce; nine grandchildren; and seven great-grandchildren.

**EARLEAN "BOOTIE" HEBERT ARCENEAUX, '55**, died Feb. 23, 2013. She was 80. Arceneaux held a bachelor's degree in music education, with concentrations in piano and voice. She was also a member of the Red Jackets, UL Lafayette's former all-female pep squad. She is survived by her husband of 57 years, **JACK ARCENEAUX, '72**; three sons, Jack Arceneaux, Kelly Arceneaux and Greg Arceneaux; a daughter, Kim Arceneaux Croft; a brother, Jay Arceneaux; 16 grandchildren; 11 great-grandchildren; and 27 nieces and nephews. She was preceded in death by a daughter, Shelley Arceneaux Bordelon, and two sisters.

**BARBARA CICARDO, '56**, died Sept. 13, 2012. She was 76. Cicardo earned a bachelor's degree in English, Spanish and social studies from Southwestern Louisiana Institute and a doctorate in English from St. Louis University. Her career at UL Lafayette began in 1970, when she was named an assistant professor of English; she was a professor at the time of her death. Cicardo served as director of the freshman English program and chair of Interdisciplinary Studies in Humanities. From 1982–2001, she was director of Academic Planning and Faculty Development. She earned the UL Lafayette Foundation's Distinguished Professor Award in 1979



and she was a member of Phi Beta Kappa and Phi Kappa Phi academic honor societies. She is survived by a sister, Constance LaRoche; a niece; and a great-nephew.

**ALLEN GUILLORY, '59, '62**, died Oct. 4, 2012, in Mansura, La. He was a retired educator. Guillory taught in the St. Martin Parish and Avoyelles Parish school systems before teaching English at LSU-Alexandria for 19 years. He served in the U.S. Army from 1954 to 1956 in Korea. Guillory, 79, earned a bachelor's degree in English education and had a master's degree +30 in English from Southwestern Louisiana Institute and the University of Southwestern Louisiana, respectively. He is survived by his wife of 59 years, Eloise Guillory; children, Bruce Guillory, Lee Guillory, **KAREN CAMPBELL, '82**, and Gwen Bordelon; a sister, Helen Roy and five grandchildren.

**DOROTHY MAE HARRELL BROWN, '64, '75**, died Jan. 13, 2013, at the age of 86. She was a retired English professor. Brown earned a master's degree and doctorate from USL. She taught English literature, drama, and women in

literature studies at Loyola University in New Orleans, where she was honored with the 1991 Dux Academicus Award for her distinguished academic leadership. Brown was a founding member of Loyola's women's studies program and its Women's Resource Center. She also taught at the University of New Orleans, Xavier University and with programs for the Louisiana Endowment for the Humanities. A New Orleans resident for more than 50 years, she is survived by two sons, Max H. Brown and **BRUCE BROWN, '75**; a brother, Robert Harrell; and several nieces and nephews. She was preceded in death by her husband, Max I. Brown.

**EDWIN M. WILSON JR., '65**, died at the age of 71 on Oct. 12, 2012. Wilson earned a degree from USL in business administration. He started his career in sales at Brown Company before joining C.C. Lowry Company as a manufacturer's representative and later, a partner. He opened his own agency, Ed Wilson & Associates, in the 1970s. Wilson later worked for three other companies. He is survived by his wife, Irene

Wilson; two sons, Eric Wilson and Joseph Wilson; a sister, Lois Wilson; two grandsons; 10 nieces and nephews; 10 great-nieces and great-nephews; and a great-great niece.

**BARBARA MAYFIELD BROWN, '75**, died Dec. 19, 2012, in Lafayette. She was 59. A native of Jennings, La., she earned a bachelor's degree in English education and library science from USL. Brown taught for three years at Paul Breaux Middle School. She spent the next 34 years at Acadiana High School, where she taught English, directed the school's yearbook for 18 years and for the past five years was a librarian. She is survived by her husband of 37 years, **BRUCE BROWN, '75**; her parents, Earl and Ethel Mayfield Sr.; one sister, Patricia Mayfield; one brother, Earl Mayfield Jr.; one niece; one great-niece; and two great-nephews.

**JAMES ANDERSON** died Nov. 26, 2012, in Lafayette. He was 71. At the time of his death, Anderson was the Flora Levy/Board of Regents Endowed Professor of English at UL Lafayette. He was a noted scholar and teacher of Old

and Middle English and medieval studies. He taught at several universities, including Vanderbilt University, the University of Kansas, and the University of Maryland in Europe. A U.S. Army veteran, he is survived by his wife, Patricia Anderson; two daughters, **KRISTIN ANDERSON, '92**, and Tanya Hooper; one son, Erik Anderson; three grandchildren; two stepchildren; and one sister.

Ragin' Cajun freshman volleyball player **SAWYER CAMILLO, 18**, died



suddenly at her home in Argyle, Texas, Dec. 22, 2012. She was a four-year starter at Argyle High School but was unable to play during the Cajuns'

2012 season due to a back injury. Camillo was a member of Cajuns for Christ. She is survived by her parents, Donald and Lori Camillo; two brothers, Ben Camillo and Josh Camillo; a grandmother, Evalyn Naughton of Denton, Texas; and several aunts, uncles and a cousin.

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## ALUMNI INFORMATION FORM

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## MAJOR &amp; DATE OF GRADUATION

OR THE SEMESTER YOU LAST ATTENDED THE UNIVERSITY

## CURRENT JOB TITLE

## BUSINESS NAME

## BUSINESS ADDRESS

## PROFESSIONAL DUTIES

## ACCOMPLISHMENTS

## SPOUSE'S NAME

FIRST MIDDLE LAST MAIDEN NAME

## SPOUSE'S USL OR UL LAFAYETTE GRADUATION DATE

AND MAJOR, IF A FORMER UL LAFAYETTE STUDENT

## CHILDREN

(IF ANY ARE UL LAFAYETTE STUDENTS OR USL GRADUATES, PLEASE INDICATE)

## CURRENT DATE

Please mail this form to , Box 41009, Lafayette, LA 70504-1009  
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## CHANTAL LE CLÈRE DOWTY,



a long-time supporter of UL Lafayette, died Sept. 1, 2012. A native of France, she traveled to Louisiana in 1970, where she helped the

late U.S. Rep. James Domengeaux establish the Center for the Development of French in Louisiana. She was later named director of the French House on the University's campus. She organized numerous events that helped strengthen Lafayette's and Louisiana's relationships with France. In 1984, she assisted with the organization of La Fête de Lafayette, the celebration of the City of Lafayette's centennial anniversary. In 2001, Dowty was presented the Croix de Chevalier of France's Legion of Honor, that country's highest award of civic merit. She was a member of the board of directors of the CODOFIL Foundation and a supporter and benefactor of the year-long 2007 celebration in Lafayette that honored the Marquis de La Fayette. She and her late husband, Forrest K. Dowty, created several endowments for the University and established funding for construction of the UL Lafayette Foundation Building, which bears their names.

**THOMAS MAHER**, a former UL Lafayette agricultural engineering professor, died July 18, 2012, at age 86. He was a U.S. Navy veteran of World War II. Maher taught at UL Lafayette from 1953 to 1980 and was one of the first three faculty members to be honored with the UL Lafayette Foundation's Distinguished Professor Award. Maher also was a renowned gardener who sold plants and vegetables from his greenhouse and at the Acadiana Farmer's Market. He is survived by his wife, Ruth Maher; two sons, **DR. MICHAEL MAHER, '72**, head of UL Lafayette's Department of Communication, and Patrick Maher; four daughters, Kellie Brame, Kathy Feldmaier, Shannon Maher and Shawn Williams; 15 grandchildren; and three great-grandchildren.

**MARY MCPHAUL**, former dean of Student Life at UL Lafayette, died Jan. 8, 2013. "Dean McPhaul,"

as many knew her, is one of only four people to receive UL Lafayette's Honorary Alumni Award, which acknowledges extraordinary loyalty and service. She held a bachelor's degree from Samford University in Birmingham, Ala., and a master's degree in counseling and guidance from the University of Alabama. McPhaul was named associate dean of women at SLI in 1957. She became dean of women, then coordinator and administrator of the Department of Student Personnel. In 1980, McPhaul was named dean of Student Life, a post she held until retiring in 1991. As dean, she oversaw many programs and centers, such as Counseling and Testing, Student Health Services and the Child Development Center. The Rose Garden on campus is dedicated to her.

**JOHN MITCHELL**, former head of UL Lafayette's Agriculture Department, died Nov. 29, 2012, at 91. Prior to teaching at the University, Mitchell was a supervisor in the Louisiana State Department of Education. He was a former president of the Louisiana State Teacher's Association and was presented the Distinguished Service Award by the National Future Farmers of America Association. Mitchell was a World War II veteran who served in the South Pacific. He received the Bronze Star, Combat Infantryman Badge and several other medals. Mitchell is survived by his wife of 46 years, Louise McLawchlin Mitchell of Lafayette; twin daughters, Jana Mitchell Leroux and Joan Mitchell Lee; five grandchildren; a brother, Roy D. Mitchell; and several nieces and nephews.

## ADA LONGFELLOW KELLIEN TRENCHARD



died March 11, 2013. She was 94. Trenchard attended the University of Washington,

Tulane University and USL, where she majored in English and French. During World War II, Trenchard was an American Red Cross staff member and volunteer for Hospital and Blood Donor Services. In 1964, she was appointed as the first secretary for the newly established office of Alumni Affairs during USL President Joel Fletcher's



administration. She retired after nearly 20 years of service. She is survived by her sons, Michael Trenchard and **CHARLES TRENCHARD, 81, '89**; six grandchildren; and one great-grandchild. She was preceded in death by her husband of 60 years, Walter Trenchard.



**RAY VEILLON** died Nov. 25, 2012. He was 65. Veillon was director of information management at the UL Lafayette Foundation at the time of his death. He was also a United States Tennis Association official. Veillon is survived by his wife, Wanda Veillon of Youngsville, La.; four daughters,

Christina Veillon, **RACHEL MANUEL, '99, '02**, Tiffany Ashford and Christina Thibodeaux; two sons, Whitney Veillon and David Thibodeaux; seven sisters; three brothers; 12 grandchildren; and one great-granddaughter.

**KERRY DAVID CARSON, 66**, died March 28, 2013, in Lafayette. He was a professor of management at UL Lafayette for over 20 years and was a nationally recognized expert in compensation structures. An Indiana native, he held a bachelor's degree from Purdue University, a master's of social work from Indiana University and a doctorate from Louisiana State University. The UL Lafayette Foundation honored him with its Distinguished Professor Award; he also received several teaching and advising awards. Carson served in the U.S. Navy. He



is survived by his wife, Dr. Paula Phillips Carson of Lafayette, who is UL Lafayette's assistant vice president for Institutional Planning and Effectiveness; three children, Alexandra Carson, David Carson and Amy Bleidorn; his mother, Loretta Carson of Lafayette, Ind.; and two sisters, Sherry Caldwell and Sandra Jackson.

**DR. GERALD WAGUESPACK, '77**, died on April 9, 2013. He was 63. At the time of his death, Waguespack was assistant director for UL Lafayette's Pride of Acadiana Marching Band and conductor of the University's Concert Band.

He held a bachelor's degree in music education from Nicholls State University, a master's degree in music education from the University of Southwestern Louisiana and a doctorate in music education from the University of Southern Mississippi. Waguespack directed bands at Vinton Middle School, Vinton High School and Rayne High School. He was director of bands at Acadiana High School for 28 years; its marching band performed in the Rose Bowl, Orange Bowl and Macy's Thanksgiving Day parades. Waguespack received the John Philip Sousa Foundation Sudler Legion of Honor. He played percussion in the Lafayette Concert Band. He is survived by his wife, Aimee Hebert Waguespack; his mother, Elaine Naquin Waguespack; and a niece, Jennifer Hebert.

## ALUMNI PROFILE: TRACY BROUSSARD, '94

### Cajun Backs Blake Shelton

Country music superstar Blake Shelton relies on Tracy Broussard, '94, to supply the band's driving beat. Broussard tours with Shelton, who has won the Country Music Association's Male Vocalist of the Year Award three years running and was named Entertainer of the Year in 2012.

Broussard, an Acadiana native, moved to Nashville in 1996 after earning a bachelor's degree in public relations. He used the knowledge he'd gained in his college courses to promote himself and network for gigs.

"When you are working in Nashville, you are competing with the best musicians. Period. So, yes, you have to have the talent and skill to compete at that level. But you also have to be able to set yourself apart," he told *La Louisiane*.

Broussard played in area clubs and worked as a restaurant host for three years before he got a break. In 1999, he began playing with Shane Minor. Soon after, the band became the opening act for Shania Twain as she toured. Other jobs followed.

In 2003, Shelton's bandleader, Rob Byus, asked Broussard to join the group. "Rob had seen me play several times with Jamie O'Neal and Cyndi Thompson



Tracy Broussard

and felt that if the opportunity came up, they wanted me in the band. ... Rob offered me the gig and I started that week — no audition, no rehearsal!"

Shelton was impressed by Broussard's talent and repertoire.

"I remember watching Tracy play with Jamie O'Neal and loved his energy and the way he 'drove the band.' ... It also doesn't hurt that he knows a ton of

old country songs!" Shelton said in an email to *La Louisiane*.

In addition to touring, Broussard teaches drum clinics, which he calls "Druminars." When Shelton and the band go on their U.S. "Ten Times Crazier" tour this summer, Broussard will offer Druminars in various cities to coincide with performance dates. He held the first Druminar in Lafayette in November.

## Taking Note of Excellence

Faculty members chosen by their peers receive annual honors

The accolades come once a year, when the University of Louisiana at Lafayette Foundation rewards four outstanding faculty members. The honorees are chosen by their peers, based on the recommendations of a faculty committee.

This spring, Dr. Keng Deng, professor of mathematics, and Lynda Frese, professor of visual arts, received the Distinguished Professor Award. Dr. Janis Guilbeau, assistant professor of nursing, and Dr. Robert Willey, associate professor of music, earned the Dr. Ray P. Authement Excellence in Teaching Award.

The awards are presented by the UL Lafayette Foundation at a banquet each spring. Honorees receive a \$5,000 stipend.

The Distinguished Professor Award has been given since 1965. The Excellence in Teaching Award was established in 1992. It was renamed in 2008 to honor former UL Lafayette President Dr. Ray P. Authement.

Julie Bolton Falgout, executive director of the Foundation, praised this year's honorees for high professional standards in teaching, scholarship and research.

"The honorees have exemplary teaching skills and a passion for helping to mold young students with innovative teaching ideas and techniques. They also have values that enable them to serve as ambassadors for the University," Falgout said.

Judith Meriwether, who hosts *Après Midi*, a weekday radio program on KRVS 88.7 FM, interviewed each of them for her show. "We had such a good time, we've decided to make this an annual series," she said.

Meriwether's conversations with Deng, Frese, Guilbeau and Willey are available as podcasts on the station's website, [krvs.org](http://krvs.org).

A video that features the four recipients is posted on the Foundation's website, [ullafayettfoundation.org](http://ullafayettfoundation.org).



P.C. PIAZZA

### DR. KENG DENG

In an interview with *La Louisiane*, Dr. Keng Deng said he enjoys the challenge of finding new ways to solve complex, real-world problems.

A professor of mathematics, he teaches a wide range of courses, from introductory to graduate-level. A former graduate coordinator, he has been a major professor to nine doctoral candidates and is directing three more.

Deng has published more than 70 research papers in professional journals and has received National Science Foundation grants exceeding \$450,000.

He collaborated with mathematics faculty and scientists at the National Wetlands Research Center to track changes in green frog populations. They studied frogs in four ponds at the NWRC in University Research Park and collected data to estimate growth, reproduction and mortality rates.

"We developed a new method that did a better job of understanding long-term behavior," Deng explained. Graduate students assisted with the data analysis and model simulation.

"We need more mathematical approaches and techniques to tackle these kinds of problems and to develop models with wide applications in areas such as biology, physics and medicine," he said.



## LYNDA FRESE

In a letter recommending Lynda Frese for the Distinguished Professor award, Dr. Gordon Brooks, dean of the College of the Arts, credited her “for pushing herself and her students toward contemporary methods.”

Frese teaches all levels of digital and analog photography. Her artwork combines photography with mixed media. A series of collages that included paint made from egg yolks was featured in the book, *Pacha Mama: earth realm*, which Frese published in 2011.

“Digital photography has changed the entire medium, but at the same time, I think people struggle with the idea that it’s so mechanical and cold. I wanted to find a way to make the photographs look like they were handmade,” she told *La Louisiane*.

Much of her recent work addresses environmental issues.

“I go to a lot of really pristine wilderness areas, and they are so inspiring and mysterious, these places. Then you see them getting clear-cut or polluted. I’m not a political activist, but I can speak out as an artist about things that I think are really critical right now.”



PC. PIAZZA

## DR. JANIS GUILBEAU



PC. PIAZZA

An assistant professor of nursing, Dr. Janis Guilbeau has worked as a caregiver — as a family nurse practitioner at UL Lafayette’s Student Health Services — and as a faculty member in the College of Nursing and Allied Health Professions.

“It’s important to mentor both students and new faculty to help them succeed,” she told *La Louisiane*.

As coordinator of the Family Nurse Practitioner Graduate Program, she’s responsible for coordinating standards and policies, as well as monitoring and evaluating students in clinical settings.

She also teaches classes and coordinates distance learning, which enables students to pursue nursing degrees through online study. “A key aspect of online education is to ensure that the value of an online degree is upheld with rigor and integrity,” she said.

“It’s attractive because students can access the coursework on their own time, anywhere.”

As part of the curriculum, Guilbeau created a web-conference program called “Experts in the Room.”

“Guests from across the nation share expert opinions with our students. We have powerful tools that allow us to teach like never before.”

## DR. ROBERT WILLEY

A professor of music, Dr. Robert Willey directs the Music Media Program, where students learn audio and video recording, as well as other skills, such as networking and promotion.

He’s also a jazz composer, a player piano aficionado and an advocate for hearing conservation.

Willey helped create a new bachelor’s degree in music with a concentration in music business. And he’s helped obtain almost \$500,000 in grants for studio equipment.

Networking and people skills are critical, Willey told *La Louisiane*. He encourages students to work with Acadiana area bands, producing and promoting recordings.

“I don’t care how popular or experimental the music is. Leaving those aspects up to the student encourages them to be creative — and hopefully enthusiastic, as well.

“Students have to develop their own niche and start getting involved early. It takes about 10,000 hours to become expert at something, whether it’s doctoring or skydiving. So, students have to put in a significant amount of time and effort,” he said.

“Music should be something that you’re just so driven to do that you couldn’t imagine doing anything else.” ■



PC. PIAZZA

# Lasting Generosity

Guilbeau family honors University with major gift

A University of Louisiana at Lafayette graduate, the late James “Jamie” Guilbeau Jr., is supporting the Department of History and Geography with a planned gift. He and his mother, the late Thelma Cummings Guilbeau, left \$6 million from their estates to be invested and managed by the UL Lafayette Foundation.

Jamie Guilbeau’s persona belied his passion, said Dr. Robert Carriker, head of the department. He taught Guilbeau when he was pursuing a master’s degree in public history.

“Jamie was a banker. He would come to class wearing a suit, a hat and a bowtie,” Carriker told *La Louisiane*.

“Initially, I was a little concerned about how he would make the transition from his daily life as a banker to being in a classroom with younger students. But there was never so much as a hint of frustration or impatience. He loved history, he loved being part of the class and other students really appreciated him, too.”

Guilbeau earned a bachelor’s degree in history in 1976 from UL Lafayette. He had returned to his alma mater to continue his studies. As a graduate student, he maintained a 4.0 GPA.

He was chairman of the board and president of the Bank of Sunset and Trust Co., an independent, family-owned bank based in Sunset, La. He died in the fall of 2005, at age 50, before he completed his degree. The following spring, he was posthumously awarded a diploma. His mother died in October of 2006, at the age of 83.

Carriker and his students often travel to learn about history in a hands-on way. These activities include day or weekend trips, as well as longer journeys, including History on the Move, a summer program with destinations in regions of the United States. “I always encouraged Jamie to travel but he always declined. He felt he had to honor his obligations to manage his business and to care for his mother,” Carriker said.



Jamie Guilbeau

ILLUSTRATION: COURTNEY FULLER

Even though Guilbeau didn’t have those experiences, his family legacy will allow other students to expand their educations. The James H. Guilbeau Jr. and Thelma Cummings Guilbeau Endowment in History will fund several initiatives:

- financial support for undergraduate students engaged in travel/study programs;
- internships for graduate students;
- faculty development, including research projects and conference attendance;
- grants, available to faculty in all disciplines whose research is related to history and culture; and
- an annual public lecture.

Another initiative is Museum on the Move. The department has purchased an Airstream trailer that will be redesigned to house travelling history exhibits.

“Those of us in the department who knew Jamie were not at all surprised by this act of generosity, though the amount of the gift was unexpected,” said Carriker.

“The resources he and his mother have provided will enable the department to be more competitive in attracting quality students and give faculty better opportunities for research and professional development.” ■

## PLANNED GIVING

With a gift in your will or a revocable living trust, called a bequest, you can give a percentage of your estate or a certain amount of cash, securities or property to the University. There are two key benefits to setting up a gift through a will or trust.

- You can be flexible in your commitment. Most people don’t know what the exact size of their estates will be, so making a gift to the University by using a percentage amount can be a more appropriate way to divide your assets. It enables you to benefit UL Lafayette and loved ones in relative proportion.

- You have the ability to update or revoke your gift at any time. And, because you retain your assets, you don’t need to worry that your own needs, and those of your family, won’t be met. This lets you balance your generosity with any concerns about living expenses, future medical costs and loved ones.

For more information about planned giving, contact the University of Louisiana at Lafayette’s Office of Development at (337) 482-0922 or visit its website: [louisianagifts.org](http://louisianagifts.org).

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Renovation and expansion of the Student Union, which was built in 1971, is under way. The columns and roofline of the Union porch will become part of a plaza adjacent to Cypress Lake. The \$36 million project is slated for completion in December 2014.





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Grant Wood, American Gothic, 1930, Oil on Beaver Board, 78 x 65.3 cm (30 3/4 x 25 3/4 in.), Friends of American Art Collection, 1930.934, The Art Institute of Chicago. Photography © The Art Institute of Chicago. Illustration: Courtney Fuller





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