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## Division of Business Xavier University of Louisiana

### Division of Business Inaugural Golf Tournament



Members of the divisions' faculty and staff along with Past Business Advisory Council Chair Geoffrey Marshall (r) pose for a group photo on the grounds of City Park golf course.

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This Fall the Division of Business held its Inaugural Golf Tournament to benefit the Norman C. Francis Scholarship fund for business students. It was a great day for golf at the North Course at City Park and a silent auction to raise money in order to build the endowed scholarship fund established by the Division's Business Advisory Council (BAC) in honor of Dr. Francis.

During the Spring the BAC, division faculty and staff and an alum raised \$25,000 to endow a scholarship and presented Dr. Francis a check at the Division of Business' Annual Awards Banquet. The inaugural Scholarship Golf Tournament raised an additional \$12,000 for the endowment. According to Dr. Joe Ricks, Chair Division of Business, "It is important that we continue to work to develop a secure source of scholarship dollars to help our students. We need to significantly grow the endowment in order for the interest to make a considerable impact." Supporters played a round of golf and bided on Art by MacArthur Genius Award winner, and Xavier Alum and faculty member, the late John Scott, as well as autographed merchandise from the New Orleans Pelicans.

The Division is already looking forward to next years' tournament. "Not only did we raise some money but we also had a lot of fun and further grew our comradery within the division", according to Dr. Shael Wolfson, Co-Chair of the tournament.



Dr. Deborah Marshall, Xavier University, tees off during the division's inaugural golf tournament



Silent auction items are displayed on the grounds of the City Park golf course. Among them is the profound "John Scott" "pass it on" and an Anthony Davis signed Jersey.



Learnard Dickerson, DACO, tees off during the division's inaugural golf tournament

## Business Week Fall 2015



Rasaan Hollis, finance major, Mike Eckert, investor, and Mark Quinn, faculty, pose for a picture after the follow up seminar that gave the audience an opportunity to have a one on one conversations.



Panelists offer an interdisciplinary view on the topics of H2O Management.



Audience members listen attentively as information on H2O Management process is conveyed



Dr. Syed Ahmed, faculty advisor poses with the team Rasaan Hollis, Gia Jennings, Tayla Jones, and Darriel Springfield.

The Fall 2015 Business Week took an in-depth look at Water Management. H<sub>2</sub>O Management: \$18 Billion was the theme and the Division held two seminars that offered an overview of environmental related activities in this region, focusing on water management. The discussions provided the audience with a general introduction to this burgeoning industry such that they may position themselves to benefit from the opportunities that will arise from an investment in Louisiana of \$18 billion in the coming 5 to 7 years. Students from several disciplines, faculty, and the general public attended each of the seminars where employment and business opportunities were highlighted.

During the first seminar entitled "Overview of H<sub>2</sub>O Management and Opportunities", a panel of speakers representing a variety of perspectives provided an interdisciplinary view on the topic. The panelists included Charles Sutcliffe, Director of Policy and Programs at Louisiana Governor's Office: Coastal Activities; Nihal Shrinath, Data Manager and Research Associate, The Data Center; Brandon Rapp, Economic Development Fellow, Greater New Orleans, Inc.; and Andrea Chen, Executive Director, Propeller. The panel represented a broad array of stakeholders that are engaged in the water management space. To illustrate the point of the interdisciplinary nature of water management, the speakers' backgrounds included social sciences, liberal arts and physical science.

"I really didn't realize how much was involved in water management and the opportunities in the industry sound pretty exciting" according to Launa Metz Sr. Management Major.

"H<sub>2</sub>O Management and Capital" was the follow up seminar featuring a conversation with Mike Eckert regarding angel investing. Mr. Eckert is a successful entrepreneur and experienced investor. His resume' includes more than 35 years of experience in the Media Industry including 14 years as CEO of the Weather Channel. Mike provided insight in to how to prepare for and to approach an angel investor, and the benefits of working with angel investors in addition to obtaining capital for a growing business. The audience benefitted from one-on-one conversations with the speakers at the conclusion of each seminar.

"If we are going to be in a position to be a part of the solutions to water management issues it is critical that we understand how to access capital. This seminar was a good first step." Mark Quinn, Conrad Hilton Chair in Entrepreneurship.

## Energy Case Study Competition

A team from the Division of Business won 3rd place and a \$500.00 cash prize in the second annual Energy Case Study Competition sponsored by Tulane. The case study was provided by Chaffe & Associates Investment Bankers, where students were asked to present a consultation on a potential acquisition of a competitor. Students proposed a value to offer using a discounted cash flow analysis, advised on how to carry out a hostile takeover if necessary, and provided a contingency plan with other alternative courses of action if purchasing the competitor would be impossible. "This was an awesome experience, the case was challenging and yet a lot of fun." Rasaan Hollis Sr. Finance Major. The participants were Rasaan Hollis, Sr. Finance major from Columbus, Ohio; Gia Jennings, Jr. Management major from Laguna Beach, California; Tayla Jones So. Accounting major from New Orleans, Louisiana; and Darriel Springfield So. Management major from Chicago, Illinois.



## National Black MBA Association Undergraduate Case Competition

Four students from the Division of Business participated in the inaugural National Black MBA Association Undergraduate Case Competition in Orlando, Florida. Students were tasked with proposing alternative business models and markets for Uber, the on-demand car service which has come under intense regulatory scrutiny from local authorities as they aggressively compete with the current taxi and livery services.

Keajuana Crimes, Jr. Finance major from Atlanta, Georgia, Paige Johnson, Sr. Sales & Marketing major from Houston, Texas; Kennedy St. Charles, Sr. Management major from New Orleans, Louisiana; and Rassan Hollis, Sr. Finance major from Columbus, Ohio represented the Division and competed against some of the highly regarded Business Schools in the US. Their ideas, including Uber Truck and Uber Fan garnered high praise from the judges and the attention of the Uber representatives. Additionally, students were able to network with some of the leading global corporations at the job fair held in conjunction with the competition.



Rassan Hollis, Keajuana Crimes, Paige Johnson, and Kennedy St. Charles, pose for a group picture at the NBMBAA case competition in Orlando, FL



Students in full action during the presentation at the NBMBAA case competition

## Sales For Social Impact

Since 2011, highly motivated students with a consciousness of business and contributing to society have applied their academic skills to improve the lives of others in the Sales for Social Impact course. SSI is offered by the Division of Business annually to students throughout the university. It focuses on incorporating a sales and marketing plan to meet the needs of those under-served that reside near or at the base of the socioeconomic pyramid, exemplifying the mission of the Division of Business "preparing tomorrow's socially responsible business leaders."

The most recent project is Café Maria, a fair trade coffee from Haiti. It will be an addition to the product line of Agrowtopia, an urban farm, located on Xavier's campus, that was developed in the SSI course in 2013. Participating students this year were Brandi Nelson, a Junior from Atlanta who is majoring in Sales & Marketing; Davin Black, a Junior from Mobile, AL who is majoring in Sales & Marketing; Taylour Barnum, a Senior Finance major from Philadelphia; Keajuana Crymes, a Junior Finance major from Atlanta, and Ma'Lore Ledet, a senior from California who is majoring in Public Health with a minor in Entrepreneurship.

After the presentation to 3M business leaders in ST. Paul MN, Keajuana Crymes commented "I learned so much because this is the first time that I actually created financial projections based on our vision." Ma'Lore Ledet stated that "this project gave me hands on experience in creating a venture. The speakers who addressed the class including Xavier's President Dr. Verret were very informative and added a real life component to classwork." The course is funded by a grant from the 3M's Foundation.



Mark Quinn, faculty advisor, Ma'Lore Ledet, Taylour Barnum, Keajuana Crymes, Brandi Nelson, Davin Black, and Dr. Joe Ricks, division chair pose for group photo



Sales for Social Impact team present for 3M business leaders during the group presentation



Alumni and current students listen as updates about the division are given during the Alumni reception for homecoming



Students receive their division blazers at the 2015 blazer ceremony



Students recite the division's code of conduct during the Fall 2015 divisional meeting



American Marketing Association poses with guest speaker Mr. Will Womble, District Sales Manager for multinational biopharmaceutical firm AmGen



Geoffrey Marshall (l), Learnard Dickerson, (C), and Shael Wolfson (R) pose with the winner of the Hole-in-One (C) at the inaugural golf tournament



Parents take a minute to pose with their student during the Fall 2015 Blazer Ceremony.

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

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

**To view Division activities visit our YouTube channel at: <https://www.youtube.com/channel/UCJcpMXNeURw6-qeXE83ndg>**

<http://www.xula.edu/business>



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