



Preparation • Performance • Progress

**Division of Business
Xavier University of Louisiana**

Xavier University to host Hack To Health Hackathon

HACK to HEALTH
A Liftoff Health Hackathon

Hack-a-thon (Noun.)
an innovation marathon

designed to
discuss & explore health issues & come up
with REAL solutions!

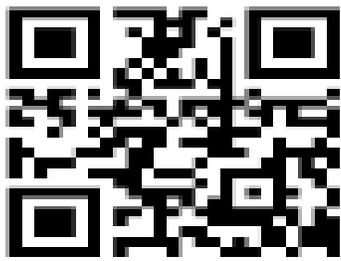
Areas of Focus:
Access to Healthcare, Chronic Disease, and Behavioral Health

Xavier University of Louisiana
MARCH 25-26, 2017
Convocation Annex
Room 215
Washington Ave and Fern Street
New Orleans, LA

For more information and registration visit:
<http://liftoffhealth.com/xula/>
or e-mail:
mquinn@xula.edu

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The Division of Business is excited to announce it will partner with LiftOff Health to host “Hack to Health,” a healthcare hackathon, on March 25 and March 26, 2017. Hack to Health is an innovation marathon where students, developers, healthcare professionals, entrepreneurs and more come together and work with mentors to learn, build, and share their creations designed to address a health related problem over the course of a few days. “New Orleans has experienced an increase in activity in the health care arena and Xavier University is renowned for its academic programs in this industry, so it is a natural fit for Xavier to host an event such as this,” said Dr. C. Reynold Verret, President of Xavier University.

In addition to the upcoming Hack to Health, Division of Business students teamed with student from Computer Science to compete in two hackathons during the fall 2016 semester. Xavier teams competed in the National Black MBA Association’s (NBMBAA) hackathon for undergraduate students during the NBMBAA national conference, and took second place at the Bayou Classic BizTech Challenge. The BizTech Challenge was to develop a working prototype of a technology solution that improves small business recovery efforts following natural disasters. “Participation in these types of competitions gives students a real interdisciplinary view into the challenges of creating business and technology solutions to societal issues” said Dr. Joe Ricks, Chair of the Division of Business.

Xavier DoB Students Enhance their Learning at Competitions



(l) Gia Jennings, Darriel Springfiled, Randy Caldwell and Taj Dright with faculty advisor Syed Ahmed at the Energy Case Study Competition.



(l) Dr. Joe Ricks, Division Chair, Gabriel Jones, Adam Albrecht, Evan Reynolds, Mark Quinn, Entrepreneurship Chair and faculty advisor, (seated) Victoria Reid, Blaique Pulliam at the 3M Sales for Social Impact presentation.

A number of Division of Business students supplemented their classroom learning by participating in case competitions and Sales for Social Impact (SSI). A team from the Division of Business won 2nd place in the third annual Energy Case Study Competition at Louisiana State University. Students were asked to present a consultation on a potential acquisition of a competitor, they 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. The participants were Gia Jennings, Darriel Springfield, Randy Caldwell and Taj Dright.

Victoria Reid, Daniel Petterway, Braxton Murray, and Laurence Walker represented the Division of Business in the 2nd Annual National Black MBA Association Undergraduate Case Competition this October in New Orleans. Additionally sales and marketing majors Mallory Butler, Davin Black, Gabriel Jones, Kaylen Temple, and Alexander Grant participated in the National Team Selling Competition at the Kelley School of Business at Indiana University. Students role plays simulated a series of business meetings between a manufacturer and category captain with their vendor. Professionals buyers and sales leaders from Altria and 3M wrote the case and played the buyers.

Another team of Xavier business students, Evan Reynolds, Gabriel Jones, Blaique Pulliam, Victoria Reid and Art student, and Entrepreneur minor, Adam Albrecht traveled to the global headquarters of 3M in early December 2016 to present the results of a market feasibility study for a shared use kitchen incubator. This trip was the culmination of our SSI course completed on behalf of Sankofa Community Development Corporation which is considering the possibility of developing a kitchen incubator in the Lower 9th Ward. A shared use kitchen incubator is a specialized business incubator that assists emerging food entrepreneurs by providing access to an affordable commercial kitchen, business training, and technical assistance. "These competitions and programs that engage our students with business professionals provide students an incredible opportunity to showcase their talents and network with hundreds of global corporations." Amanda Helm Marketing Professor and Coach for the National Team Selling Competition.

Division of Business annual golf scholarship fundraiser

The Division of Business hosted its second annual golf tournament supporting the Norman C. Francis Endowed Scholarship for business students. On September 30, 2016 participants enjoyed a beautiful day of golf as the team from Fluor Federal won the tournament played at the historic Joseph M. Bartholomew, Sr. Golf Course in New Orleans. Tournament teams featured alumni, faculty and students in addition to a few community golf enthusiasts.

While the tournament was a time of fun with great golf, food, and beverages, the purpose was serious and significant as students are requiring considerably more financial assistance to complete their education. The golf tournament is one of the vehicles the Division of Business uses to help meet the financial needs of its students. The Division looks forward to hosting a bigger and better tournament next year. Division Chair Joe Ricks noted, "As we look ahead to our fall 2017 tournament we can only hope this event continues to grow as it supports our number one priority, our students. We would like to thank all of our sponsors and golfers whose continued financial support has the scholarship endowment approaching half of its five year funding goal in a little over two years.



Business Alumni, Gregory Hamilton, teeing off during the annual golf tournament.



Dr. James Bartkus, Division Associate Chair (r), poses with team from TEKsystems.



The 2016 winning team pose for a team photo.

Xavier Enactus Receives \$1,500 Grant from Robert Wood Johnson Foundation

The Division of Business of Xavier University of Louisiana announced that its Xavier Enactus Team has received a \$1,500 grant from the Robert Wood Johnson Foundation via Enactus United States in support of Agrowtopia and the Healthy Eats Program. Agrowtopia supplies organic produce and herbs to businesses and Healthy Eats, funded by the Aetna Foundation, educates residents of New Orleans' food deserts on the importance of healthy eating habits through nutrition and gardening workshops. By providing hands on demonstrations and information on how to make healthy food choices on a budget, actual instruction on how to prepare more healthful meals in the home, and to begin home-based gardens the program gives local resident the tools and education to be better equipped to live and lead healthier lives.

Agrowtopia is an urban farm that was started by Xavier University students with a mission of providing fresh affordable produce to residents of New Orleans and the Xavier community. Agrowtopia sells different herbs and vegetables at low rates so residents of food deserts can afford them. "I like the mission of Agrowtopia, providing more affordable healthy food to local residents and this grant will enable us to make an impact in the health and lives of New Orleans residents," said Taj Dright, a Sophomore Business Management student at Xavier and the Project Manager of the grant.

Xavier Enactus is affiliated with Enactus, an international non-profit organization that brings together student, academic and business leaders who are committed to using the power of entrepreneurial action to improve the quality of life and standard of living for people in need.

Division of Business Annual Blazer Ceremony



Students pose in front of the DoB ice sculpture .



Students pose with their families after they officially received their blazer at the 2016



Students pose with Xavier's President, Dr. C. Reynolds Verret.



Students show off their new official look.



Students recite code of conduct after officially receiving their Division of Business Blazer.

For more information on the programs offered by the Division of Business, please email us at business@xula.edu or call us at 504-520-7505.

Or visit us in building 40 (Xavier South) room 325.

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

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



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