



Preparation • Performance • Progress

Division of Business Xavier University of Louisiana

HACK to HEALTH



Inventors at the pitch competition presenting their idea and business case to the judges

The Division of Business hosted students from Xavier, Tulane, and Southeastern Louisiana University in its inaugural Hack to Health Hackathon. A hackathon is an innovation marathon; it's set over the course of a couple of days and assembles innovators, creators and entrepreneurs to create solutions for specified problems. Our two day event, Hack to Health focused on three health related topics: Access to Healthcare, Chronic Diseases, and Behavioral Health. On day one, industry professionals engaged in discussions with the audience leading to practical outcomes. Speakers included Ann Yates, US Marketing Manager-Securement, 3M Critical & Chronic Care Solutions Division, Marcus L. Ware, MD, PhD, Medical Director, Neurosurgical Oncology at Ochsner Medical Center, and Xavier's own Brian L. Turner, PhD, Licensed Clinical Psychologist and Assistant Professor Department of Psychology. After the speakers framed the current issues in each of the topics, participants organized themselves in to teams and created solutions. "Events like this are critical for students to learn how to apply the concepts they learn in the classroom, and to do that with the timely and important topics Hack to Health is covering is in line with our mission of developing tomorrows socially responsible business leaders." said Dr. Joe Ricks, Chair, Xavier Division of Business.

The solutions were presented in a pitch competition on day two. \$4,500 in cash prizes were awarded. It is critical that we continue to provide platforms and incentives to find ways it improve overall health and the quality of healthcare.

The U.S. Centers for Disease Control and Prevention (CDC) estimates that eliminating three risk factors – poor diet, inactivity, and smoking – would prevent: 80% of heart disease and stroke; 80% of type 2 diabetes; and, 40% of cancer.

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The judges and competitors pose for a group photo in the pitch competition



Participants respond to questions from the audience during the pitch competition

Xavier Students, Cumulus Radio, and LSBDC presents Radio Advertising for Small Business



From left, Erik Waters (LSBDC), Kelwynn Napoleon (Cumulus Radio), and Xavier Personal Selling students Nathifa Polonio, Alex Grant, Lauren Smith, Halliburton Sparks and Morgan Yates present the “Introduction to Radio Advertising for Small Business” LSBDC educational panel

Students in the Xavier University of Louisiana Division of Business Personal Selling class, along with Kelwynn Napoleon, Sales Manager for Cumulus Radio in New Orleans, and Erik Waters, consultant for the Louisiana Small Business Development Center (LSBDC) teamed up to present a panel discussion seminar for small businesses “Introduction to Radio Advertising for Small Business”. The panel was part of the regular educational programming of the LSBDC, and was a unique collaboration among the students, corporate leaders and the LSBDC.

To prepare, the students studied radio advertising and media sales careers with Mr. Napoleon and Cumulus Sales Associate Dorian Francis. As part of their training students learned about the industry, the value proposition of radio advertising, and they participated in various role plays with Mr. Napoleon and Mr. Francis playing the role of customers. Cumulus is the number 2 radio network in the USA and owns four radio stations in the New Orleans metro market, including Old School 106.7 (R&B), Power 102.9 (hip hop), Nash 92.3 (country), and 106.1 The Underground (alternative).

Xavier University of Louisiana is a partner of the Louisiana Small Business Development Center, and more collaborations of this type are anticipated now that the LSBDC is housed in the Division of Business. “Collaborations like this with our industry partners brings a great deal of value to our students, our programs, and the business community; we are excited about the opportunity to build on this program and develop more.” said Dr. Amanda Helm, Assistant Professor of Sales and Marketing.



International Trade Consultant Tina Langlois, leads a discussion with the IVLP participants

The Division of Business Host A Delegation from Near East and North Africa

On Thursday March 16, 2017 the Division of Business and the Louisiana Small Business Development Center Louisiana had the opportunity to host eleven international visitors from the Near East and North Africa. “The meeting was an awesome opportunity to learn about business programs and operations from this part of the world” said Dr. Joe Ricks, Chair, Xavier Division of Business.



Dr. Joe M. Ricks Jr., Chair of the Division of Business, standing fourth from the left and Tina Langlois, International Trade Consultant with the LSBDC, seating in the middle, with visitors from Near East and North Africa.

The visitors were in Louisiana for a few days as part of the United States Department of State’s International Visitors Leadership Program (IVLP). The IVLP is a professional exchange program that brings current and emerging international leaders to the US to experience the richness and diversity of American political, economic, social and cultural life. The exchange is built around a specific topic and this time, the topic was International Trade. The visitors hailed from Algeria, Bahrain, Egypt, Iraq, Kurdistan, Morocco, Tunisia, Palestine, and Saudi Arabia. If you’d like more information regarding IVLP, please contact Tina Langlois, International Trade Consultant, Louisiana, Greater New Orleans and Bayou Region at Tlanglois@lsbdc.org

Congratulations to our 2017 Honors in Business graduates

Accounting majors Sha' Nel Bruins, Ariele French, Erica Greenwood, Mosea Miles, Amanda Ware, and Teneaka White; Business Management major Karan Salwan; Sales and Marketing major Gabriel Jones; Accounting minor Hakeem Frank; Business Administration minor Bria Dixon and Torhiana Haydel; Sales and Marketing minor Lauren Smith.

HACK to Health cont'd

According to Ann Yates from 3M, "almost 1/2 of adults today live with chronic disease, it is critical we improve the quality of care and the overall health care experience by focusing more on prevention, education, improved outcomes and reducing the total cost to treat." The judges of the pitch competition were Amy Hite, PhD, Chair of the XULA Sociology Department, Haritiana Langlois, MPH, MBA, (and she also holds a medical degree from Universite Catholique de Louvain in Belgium), Business Consultant of the Louisiana Small Business Development Center based here at XULA, and our own Richard Peters, PhD, Associate Professor of Management in the Division of Business. "The health care hackathon was great to bring together students and professionals who are innovative and entrepreneurial and have them collaborate to create solutions, and we look forward to doing this again" says Mark Quinn, The Conrad N. Hilton Endowed Chair in Entrepreneurship at XULA. Participants expressed their gratitude for the event and how much they enjoyed the event. The consensus expressed they'd be looking forward to participating again in the future. A special thank you to our sponsors: 3M, LSBDC, Starbucks, Tal's Hummus, Costco, and Xavier Enactus.

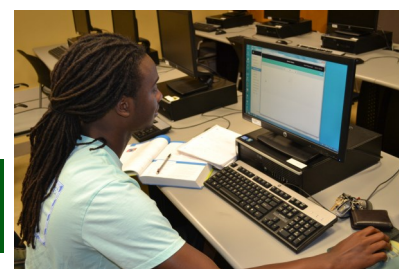
Division offers Series 7 Prep Course

The Division of Business partnered with Securities Training Corporation (STC) and course sponsor AXA Advisors to offer students a class designed to help prepare for a career as a financial advisor in the securities industry. Students were exposed to industry leading Series 7 examination preparation materials developed by STC, introduced to industry professionals including current financial advisors with AXA Advisors and other local firms, and they gained the experience of taking Series 7 practice exams.

The Series 7 exam assesses the competency of a registered representative to perform his or her job as a general securities representative. In order to pass the Series 7 exam, the candidate must demonstrate a wide-range of knowledge from the legal requirements associated with seeking business for the firm, evaluating clients' financial status and needs, providing customers with information on investments and making suitable recommendations for clients. The exam is necessary for a career involving sales of most financial service industry products as well as many careers in support roles at financial advisory firms.



Finance Professor Dr. James Bartkus and Tim Mackie, Executive Vice President and Branch Manager of AXA Advisors South Central Branch with the students in the Series 7 course



Daniel Petterway, Junior, Finance major, taking the final prep course for the series 7 Spring 17 class

Enactus Shows Interdisciplinary Approach

Six students from multiple disciplines competed in the 2017 Enactus USA Regional Competition in Dallas, TX on April 10, 2017. The students presented projects on which they worked this year and the impacts that they had on New Orleans. The presentations were judged by corporate executives from some of the world's largest corporations.

The Enactus USA Regional Competition brings together teams from various universities and corporate recruiters for the teams to report on their projects. Corporations attend to recruit students who are involved in Enactus because they know that these students possess project management skills that employers seek, regardless of the major or area of expertise. Aaliyah Young, a Sophomore Accounting major, Olivia Vega, a Sophomore Art major, Rachel Reddix, a Sophomore Management major, and Kayla Freeman, a Sophomore Physics and Engineering major delivered the presentation. They were assisted by Biology/Pre-Med majors Sydney Kirven, a Junior and Deja Gantt, a Freshman.

The projects included Agrowtopia, Xavier's urban farm and Healthy Eats, a program that educates people about eating healthy on a budget.



Enactus Students Executing the Healthy Eats Program, one of the signature programs for the Xavier Enactus team

Dr. Ricks President of the HBCU Business Deans Roundtable

For the past year Dr. Joe Ricks, Chair, Xavier Division of Business has served as President Elect and Program Chair of the National HBCU Business Deans Roundtable planning the logistics and agenda for the 2017 summit. The summit, themed Innovation and Entrepreneurship in HBCU Business Schools will be held on June 1-3, 2017 at the Allen Entrepreneurial Institute in Lithonia, GA. At the end of the summit Dr. Ricks will start his term as president implementing the Roundtable's mission of addressing challenges faced by HBCU business programs and providing the tools for student success.



Students, faculty, staff and guests are seated as dinner is served during the 2017 Annual Division Awards Banquet



Dr. Joe Ricks, Chair and Seniors, Amanda Ware and Erica Greenwood, both Accounting majors accept their awards for highest GPA of any graduating senior. Both maintained a 4.0 GPA



Graduating seniors pose for a photo following the Awards Banquet. To see highlight from the banquet <https://www.youtube.com/watch?v=zyeyFVLweQo>



Brothers and business students, Malik and Mosea Miles poses with their invited guest during the pre reception



Crystal Moore 07' addresses the attendees giving sound advice to those in attendance on entering the workforce.



Dr. Richard Peters, (l), Margaret Fugetta, Mike Scott, Regions Bank & BAC chair, Geoffrey Marshall, BAC past chair, and Dr. Anil Kukreja, Dean of CAS at the Award Banquet reception

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

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

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

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



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