

La
SUMMER 2014

LOUISIANE

THE MAGAZINE OF THE UNIVERSITY OF LOUISIANA AT LAFAYETTE

STRENGTH IN NUMBERS

WHY RAGIN' CAJUNS DESERVE RESPECT



I was in elementary school in the mid-1960s when my mother decided our family should get a snazzy new car. Just its name, the Mustang, evoked a sense of something fast and a little wild.

I suspect that my dad went along with her radical choice because, at least, the Mustang was a Ford.

The new vehicle was so popular that my parents had to place an order and then wait weeks for it to arrive. I was too young to grasp that the Mustang was the manifestation of a social shift that was occurring in America. A new generation was starting to flex its muscle and nothing would ever be the same.

While we waited for our new car, I pored over the glossy pages of an advertisement for the Mustang. My mom had chosen a white one, which I've since learned had an exotic name: Wimbledon White. Finally, the car arrived and it was a beauty, even to me.

Who knew that, 50 years later, I would work at the same university as Jerry Malinowski, one of the men who designed the Mustang? His stunning concepts for Ford cars in the early 1960s are featured in this issue.

The older I get, the more I appreciate how life takes such unpredictable twists and turns. And sometimes, there's a story-within-a-story that leaves us shaking our heads.

Take UL Lafayette grad student Cris Matochi, for instance. He was cast in a UL Lafayette public service announcement last year that aired on ESPN. He had one line: "The future." On the strength of how he delivered those two words, he landed over a dozen television commercials. But the cool backstory is how he got from Brazil to the University.

Here's another example: The Rev. Patrick Broussard, '07, was a deacon wrapping up four years of study in Rome when he learned he would have the chance to celebrate Easter Vigil Mass with Pope Francis in April. He got that opportunity when his name was pulled from a hat that contained the names of eligible candidates. Sheer luck? Maybe. But I believe some divine influence may have been involved.

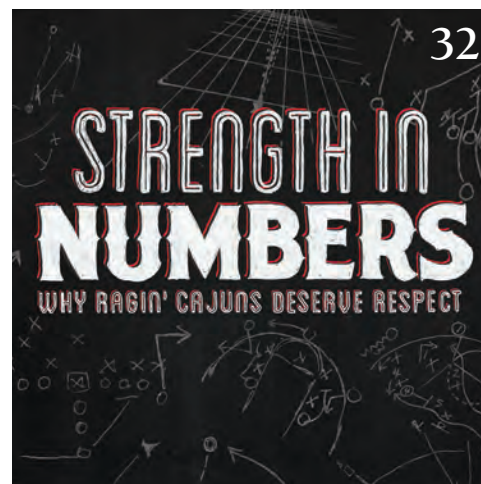
Brian Doyle, editor of the University of Portland's magazine, spoke to a gathering of editors of other university magazines a few years ago.

We are the luckiest people in the world, he said, because we are "storytellers, story collectors, story sensors, storycatchers."

How true. A university campus is always teeming with good stories. This issue of *La Louisiane* is proof.

We hope you enjoy it.

– Kathleen Thames



FEATURES

22 Timeless Design

Professor gets revved up about his role in creating the Ford Mustang.

28 We Are All Homeless

Alum takes insightful approach to raise awareness.

32 Strength in Numbers

Ragin' Cajun athletics program scores national attention.

DEPARTMENTS

RESEARCH

2 Second Chance

ON CAMPUS

6 Seasoned Leaders

10 New Director

12 Geauxing Green

14 CGI and Enquero to Move to Lafayette

STUDENTS

18 Girl Power

20 Behind the Scenes

SPORTS

39 Geaux Cajuns

40 ALUMNI ASSOCIATION

46 FOUNDATION

ON THE COVER: Design and illustration by Courtney Fuller

INSIDE BACK COVER: 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. ILLUSTRATION: Courtney Fuller

La LOUISIANE

Dr. Joseph Savoie
President

University of Louisiana at Lafayette

Aaron Martin
Director

Communications and Marketing

Volume 24, Number 1. \$5 an issue.

La Louisiane is published by the Office of Communications and Marketing in the Division of University Advancement (337) 482-6397
LaLouisiane@louisiana.edu

© 2014 University of Louisiana at Lafayette

University of Louisiana at Lafayette is a member of the University of Louisiana System.

Kathleen Thames
Editor

Sarah Spell
Assistant Editor

Courtney Fuller
Art Director, Illustrator

Charlie Bier; Aimee Bullinger
Contributing Writers

Doug Dugas, Brad Kemp, Robin May, Doug LaFleur,
Amy Windsor
Photographers

La Louisiane is published twice a year by UL Lafayette's students through the **STUDENT GOVERNMENT ASSOCIATION**, by alumni through the **UL LAFAYETTE ALUMNI ASSOCIATION**, by donors through the **UL LAFAYETTE FOUNDATION**, and by **COMMUNITY SUPPORTERS** through advertising and other support.



louisiana.edu/lalouisiane



Second Chance

Plants' return to space yields clues about how they sense gravity

Dr. Karl Hasenstein hopes some of the answers to the scientific riddle of why plants grow up, while their roots grow down, rest in the palm of his hand.

He's holding an amber-colored "plug" about the size and shape of a pencil eraser. Encapsulated inside the plug, which is composed primarily of resin, is a tiny root tip of the *Brassica rapa*, or field mustard plant. The sliver of root, which resembles the stinger of a honey bee, is one of 80 such roots of a biology experiment that took place aboard the International Space Station earlier this year.

Seeds of the fast-growing mustard plant were germinated inside a small, semi-autonomous device that's smaller than a shoebox. While in space, they were exposed to small amounts of water and infrared light needed to grow. They were also exposed to powerful magnetic fields.

The objective? To examine the effects of directional forces on plant growth in a weightless environment. "The work is important not just for plants but for everything, to understand what effects gravity has on individual cells," Hasenstein, a biology professor, explained in a recent interview.

The research is intended to shed light on an issue that's been debated for centuries. Scientists are unsure exactly how plants sense gravity. There are several prevailing theories.

One centers on starch grains inside plants, called amyloplasts. The tiny grains, which settle in the direction of gravity, are thought to provide growth cues. "They carry the signal," Hasenstein said. The experiment attempted to displace the particles, which are sensitive to magnetic gradients.

"We want to determine the distribution of these starch grains that are responsible – we claim – for sensing gravity," Hasenstein explained. "We try to understand it, because if we do, it could have applications for agriculture. We could reduce the damage of a storm blowing down sugarcane, for example."

The project was sent to the ISS in April aboard an unmanned Dragon capsule on a Falcon rocket, as part of a resupply mission.

The following month, the experiment returned to Earth and splashed down off the California coast. Hasenstein and several graduate students retrieved the device containing the seeds from the Kennedy Space Center in Florida, where it had been transported by plane and truck.

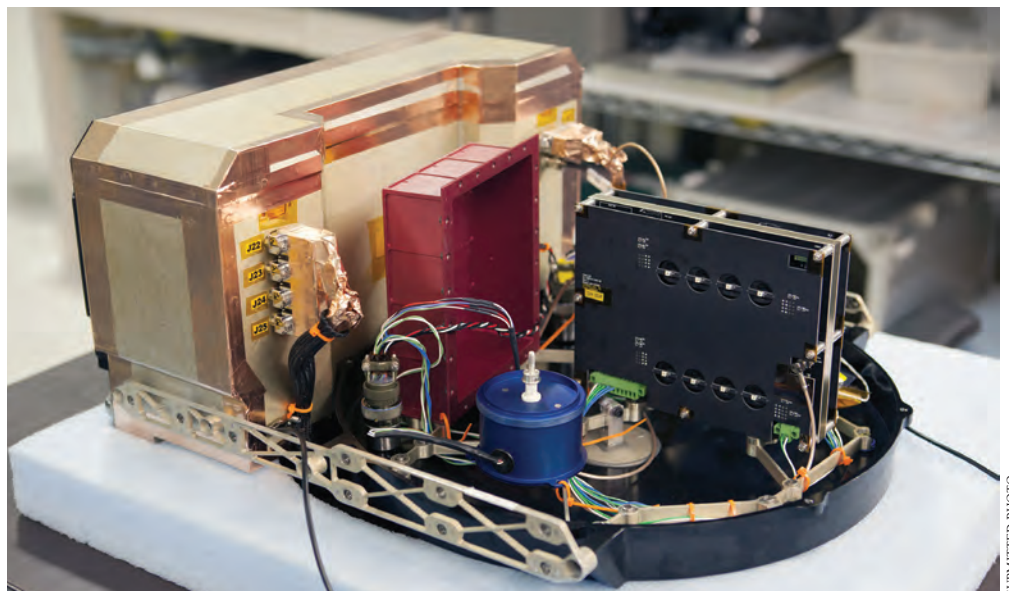
The researchers spent six long days carefully processing samples at the space center. In a series of steps, they extracted RNA and processed roots for microscopy before taking them back to the University.

"We got excellent germination on our roots," Hasenstein said, with a wide smile.

He had waited for more than 10 years for the chance to conduct his tests in space. In 2003, he had a similar experiment



Dr. Karl Hasenstein



The device that was sent into space contained tiny seeds from a mustard plant.

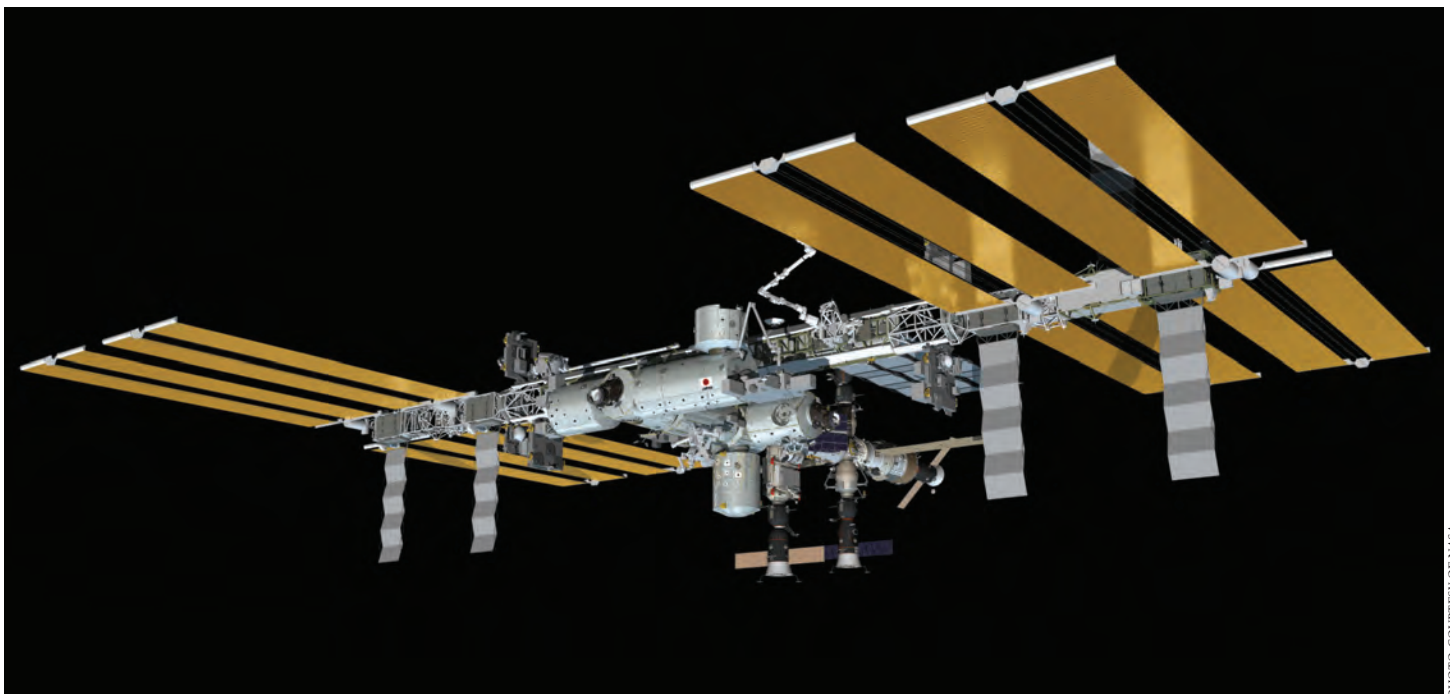


PHOTO COURTESY OF NASA

A Falcon rocket that was taking supplies to the International Space Station also carried the UL Lafayette biology experiment.

aboard the doomed Space Shuttle Columbia. The shuttle broke apart as it reentered the Earth's atmosphere, due to a piece of foam that broke off its exterior and struck the left wing.

Hasenstein lost much more than his experiment that day. Through his work, he had become friends with the seven crew members who perished. He had taught them how to conduct his experiment.

About six weeks after the Space Shuttle Columbia exploded above Texas, two small pieces of his experiment were recovered. But they provided no scientific data.

The scientist spent intervening years carrying on with his research, teaching, delving into other projects and trying to convince NASA officials of the benefits of relaunching the project, which has been funded with two NASA grants that total \$800,000.

Once the project was given the go-ahead, Hasenstein spent about three years helping to redesign the experiment's hardware so that it could operate with minimal human interaction.

One issue encountered during the launch and return of his experiment was a small leak inside the device that contained the seeds. Hasenstein said he is extremely grateful that it "did not affect our biology. It was a big relief to have this project come to fruition. This is a project that takes a lot of time, patience and money."

Altogether, counting research, teaching and his involvement with the two NASA launches, Hasenstein has spent a quarter of a century immersed in the study of gravitropism, the scientific term for how plants react to gravity.

Now, he is overseeing exhaustive genetic testing and analysis of the samples.

"We will be able to make our determinations and, hopefully, open the door for more questions," he said.

He plans to publish the results of the experiment once the

research, which he anticipates will take between six and eight months, is complete. "I expect this to be complete by December, which would make a very nice Christmas present for me."

If pressure on the cell membrane is what triggers the gravity response, the magnetic gradients should not have induced curvature. If the displacement of the starch grains is the gravity-sensing trigger, the plant root should have curved away from the magnetic gradient.

"If we know it's not sensitive to the displacement, then we don't have to go that way. We can look at something else. And that something else has to do with the cytoskeleton," the professor explained. The cytoskeleton contains a network of cellular components called microtubules and actin filaments, which mesh to form a structural network inside cells.

"This internal architecture is sensitive to movement and actually enables cells to transport things. We want to explore differences of the cytoskeleton as a result of space conditions."

Doctoral student Andrea Edge has spent more than three years conducting a variety of research related to the project. In mid-July, she was conducting an intensive study of microtubules and actin filaments within root samples that were germinated aboard the ISS.

Edge is trying to determine if the organization of microtubules and actin filaments is different in roots grown in space, compared to those grown on Earth. "The research has important implications, because actin is thought to play a role in gravitropism," she explained.

The work is complex, tedious, intensive and important. It's also more than a little fun, she said. "It's very exciting. It's such a cool thing to get to work on a project that's been in space. Not many people get that opportunity."

'It's such a cool thing to get to work on a project that's been in space. Not many people get that opportunity.'

Andrea Edge, doctoral student

Some schools in Deep South keep paddles handy

Research shows where corporal punishment remains

These days, corporal punishment in public schools occurs mostly in rural and small-town districts in five Southern states: Texas, Arkansas, Mississippi, Alabama and Georgia.

That's the research finding of three University of Louisiana at Lafayette graduate students and two faculty members. It appears in "Teachers College Record," a peer-reviewed journal published by Teachers College at Columbia University. Teachers College is the oldest and largest graduate school of education in the United States.

"Corporal Punishment in Southern Schools: Good News, Bad News, and News That's Pretty Ugly," is the work of Jessie Broussard, Twyla Williams and Mary Broussard, while they were graduate students. All earned doctorates in May. Dr. Richard Fossey and Dr. Robert Slater, both professors of education, were co-authors.

The good news is that paddling students has sharply declined in recent years, with 31 states abolishing the practice, they report. Many other states allow corporal punishment in principle but don't practice it. "In addition, three Southern states that still allow corporal punishment – Florida, North Carolina and South Carolina – have reduced the number of paddings dramatically," the report states. And, all major cities in the South no longer allow corporal punishment.

The bad news? Data related to corporal punishment is inconsistent and may not reflect all incidents. The ugly news: "According to data collected by state agencies or children's rights organizations, corporal punishment is actually going up in some school districts – particularly in school districts in rural Georgia and Mississippi," the report states.



SOURCE: "CORPORAL PUNISHMENT IN SOUTHERN SCHOOLS: GOOD NEWS, BAD NEWS AND NEWS THAT'S PRETTY UGLY"

ILLUSTRATION COURTESY FULLER

Chimpanzees help test Ebola vaccine for wild apes

A vaccine trial on chimpanzees conducted at the New Iberia Research Center could help protect endangered wild apes from the Ebola virus and other deadly infectious diseases.

Researchers tested a virus-like particle vaccine, which contains a small amount of viral proteins but can't replicate. The trial is believed to be the first time that a vaccine intended for apes – rather than humans – has been tested on captive chimpanzees. Results were published in an issue of the *Proceedings of the National Academy of Sciences* journal earlier this summer.

Subsequent media coverage from many national and international media outlets underscored the significance of the groundbreaking trial. "At first glance, the study looked like a lot of other medical research, in which drugs that are meant for humans are first tested on other animals. But this was different. These scientists were working with chimps to help chimps," a *National Geographic* online article noted.

Vaccines haven't been used to fight outbreaks of diseases in chimpanzees and gorillas because of concerns about the vaccines' safety. Conservationists, however, are becoming increasingly receptive to their potential due to high mortality rates, said Dr. Joe Simmons, NIRC director.

The virus, which causes an aggressive hemorrhagic fever, has decimated world populations of chimpanzees and gorillas. The disease is also deadly for people. It's transmitted through human contact and through consumption of animals that have contracted Ebola.



ISTOCK PHOTO

West Africa experienced its largest Ebola outbreak this summer.

An outbreak of the Zaire strain of Ebola in West Africa – the largest ever – had caused at least 780 documented cases and more than 481 deaths, as of mid-July. Chimpanzees at the NIRC were tested for the same strain. Researchers determined that apes given the virus-like particles and an adjuvant, a substance that enhances immune system response, developed enough resistance to survive the Zaire strain.

"We demonstrated that they had antibodies that would be protective," Simmons said.

Bioengineering Project

Artificial heart lab gets started on campus

The College of Engineering is expanding its mechanical engineering research to include medical devices, starting with an artificial heart laboratory.

Dr. Charles Taylor, an assistant professor of mechanical engineering who joined the faculty last year, has created an artificial heart lab on campus. While earning a doctoral degree at Virginia Commonwealth University, he studied under Dr. Gerald Miller, one of the first biomedical engineers in the United States.

During the Spring 2014 semester, Taylor taught a pilot course focused on bioengineering that covered the principles of creating artificial organs. His approach borrows from design principles and manufacturing processes used in the aeronautics and automotive industries.

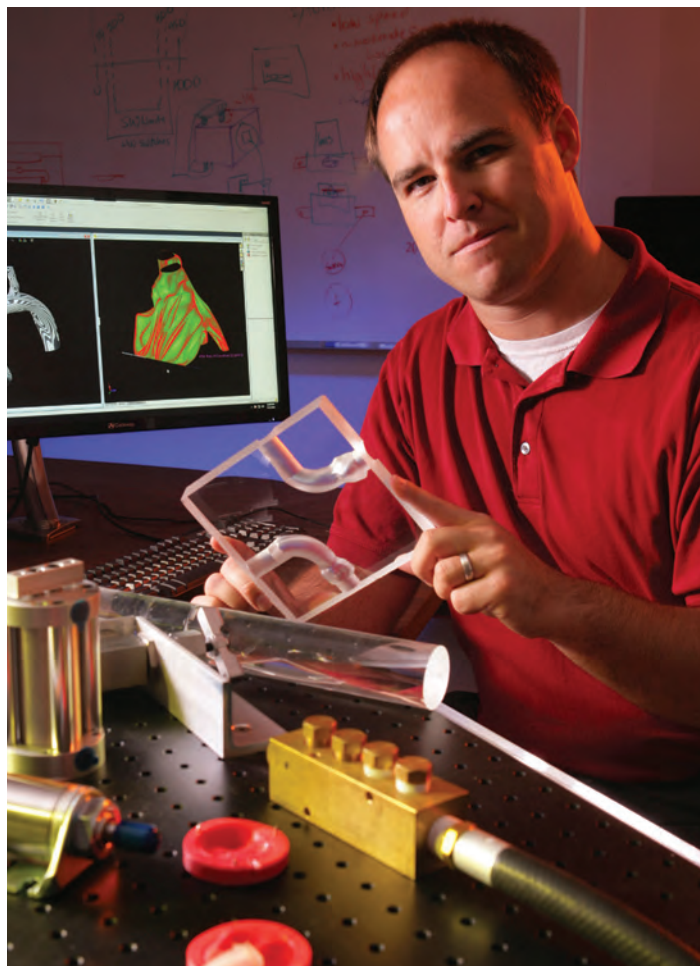
He's developing tools to assist in the testing of current medical devices and the design and testing of the next generation of medical devices, with a focus on prosthetic heart valves and ventricular assist devices.

"The idea is that computational models and bench-top systems can be designed together, much in the way that Boeing or Lockheed Martin co-develops its flight control systems with its hardware. We're adapting that kind of design process into the medical device realm," he said.

Taylor's lab in Rougeau Hall is equipped with computers to create computational models. He hopes to soon add the capability for students to build and test systems.

"The medical impact keeps me involved. I talk with design groups that are developing the devices and to clinicians who are implanting these devices. I also hear from patients who have these devices who say, 'Look, there's got to be something better than this.'"

"That element — knowing that I'm making an impact — is important to me. I'm not going to be on the cover of *Time* magazine as the newest heart pump designer, but I'm helping to provide a support architecture to move this research forward."



DOUG DUGAS

Dr. Charles Taylor holds an acrylic model of a human aorta that will be used for flow studies aimed at evaluating prosthetic heart valves. He taught a pilot class in bioengineering this past spring.

Scientist uses nanotechnology to improve medical devices

A UL Lafayette researcher has developed a new type of silicone that could someday be used to make stronger and more germ-resistant medical devices.

Dr. Devesh Misra, director of the University's Institute for Materials Research and Innovation, devised the material using nanotechnology, which is the manipulation of atoms and molecules.

Silicone is widely used in items such as catheters and syringes, and in implants, such as pacemakers. It's flexible and stretchable, which makes it ideal for joint replacement, but it lacks strength, Misra explained.

"It wears down over time, especially with repeated motion," he said. He has focused his research on the possible use of the new material for finger-joint reconstruction.

The material he has created is a hybrid of silicone and nanocrystalline titania, a form of titanium dioxide. Nanomaterials are extremely small, about 10,000 times thinner than a human hair.

Not only is the new material stronger than silicone, it may also prevent infection, because bacteria cannot easily grow on it.

Using an electron microscope, Misra compared the growth of *Staphylococcus aureus* bacteria on traditional silicone to bacterial growth on the hybrid material. "Adding titania to the silicone dramatically reduced the viability of the bacteria, which were about 93 percent less likely to

adhere to the hybrid material than to stand-alone silicone," he said.

Misra is a materials science and engineering professor; he holds the Stuller Endowed Chair in Metallurgy.

Since 2004, he has carried out research projects that have received about \$6 million in funding, including four projects funded by the National Science Foundation. He holds five U.S. patents related to materials research.

Not only is the new material stronger than silicone, it may also prevent infection, because bacteria cannot easily grow on it.

on campus

Seasoned Leaders

Provost and vice presidents offer broad experience

PHOTOGRAPHY BY ROBIN MAY

University President Dr. Joseph Savoie has named some key senior administrators. A new provost and vice president for Academic Affairs was appointed earlier this year, along with two veteran leaders who were named vice president for Research and vice president for Student Affairs.

Dr. Jim Henderson is now the University's senior academic administrator and senior vice president.

Dr. Ramesh Kolluru is vice president for Research, while Patricia Cottonham is vice president for Student Affairs. Both served as interim vice presidents for over a year.

"These are key administrators who I'm confident will keep the University growing and moving forward. They will help it achieve its goals of increasing enrollment and graduation

rates, providing students with a great college experience and strengthening the University's reputation as a competitive research university," Savoie said.

Nationwide searches were conducted for all three positions. University search committees reviewed applications, interviewed top applicants and made recommendations to Savoie. The board of supervisors of the University of Louisiana System unanimously approved his appointments.

The three vice presidents join two other members of Savoie's cabinet: Jerry Luke LeBlanc, vice president for Administration and Finance, and Dr. DeWayne Bowie, vice president for Enrollment Management. Liz Landry is interim vice president for University Advancement.

DR. JIM HENDERSON

Prior to joining the UL Lafayette community, Dr. Jim Henderson had been dean of the College of Natural and Social Sciences at California State University, Los Angeles, since 2008.

"He's a proven leader who has held academic administration positions, including department head, dean and vice chancellor. We are grateful to have a visionary leader and scholar with a deep commitment to teaching, innovation, and strengthening relationships on campus and in our community," said Savoie.

"Plus, he's a really nice guy," he added.

Henderson is responsible for the general direction of UL Lafayette's instruction, research and outreach activities. He coordinates Academic Affairs, Student Affairs, Research, and Enrollment Management. One of his duties is recruiting faculty members.

Born in Bunkie, La., he grew up in rural New Mexico, where he completed high school. His father worked for Amerada Hess, an oil company.

In 1975, Henderson's dad was considering retirement. "The company

said, 'We'll move you anywhere you like, if you'll stay on for a while.' My parents chose Lafayette," he said. So, Henderson was familiar with Lafayette and Acadiana long before applying for the University's provost position.

Henderson said he is impressed with the University's connections to the community and local cultures, its diverse student population, and the breadth of academic programs it offers.

Two areas of special interest are academic diversity and interdisciplinary study. At California State University, Los Angeles, he was dean of a college that included far-ranging programs, including mathematics, physics, chemistry and astronomy, as well as history, ethnic studies, political science and sociology.

He was vice chancellor for Student Success and Enrollment Management at the University of Colorado at Colorado Springs from 2003 to 2007 and taught there from 2007 to 2008. He was also dean of the Summer Session at Colorado College from 2001 to 2003 and twice served as chair of the Department of Mathematics in the 1990s.



DR. RAMESH KOLLURU

Dr. Ramesh Kolluru has experience at almost every level at UL Lafayette: graduate student, research scientist, associate professor, director of three centers, and interim vice president.

“Dr. Kolluru has excelled in all of his roles,” said Savoie. “He has experience working with leaders in the state and national research arena and has developed valuable alliances with businesses and other universities.

“Bottom line: he’s a strategic thinker and a persuasive advocate for the University.”

Kolluru has led:

- the Center for Business and Information Technologies, which won the Governor’s Lantern Award for its impact on economic development;
- the National Incident Management Systems and Advance Technologies Institute, whose public-private partnership models are considered best practices by FEMA and the U.S. Chamber of Commerce; and
- the Center for Visual and Decision Informatics, which was created through a partnership with Drexel University and is

Louisiana’s first National Science Foundation Center and the nation’s only NSF Center of its kind.

Through collaborations with University faculty and staff, Kolluru has generated over \$42 million in external research and development funding.

While interim vice president of Research, Kolluru worked with Louisiana Economic Development, the Louisiana Board of Regents and UL Lafayette leaders to develop a master plan for research. It focuses on five disciplines aligned with the University’s strengths and the state’s economic development and higher education goals:

- life sciences, health care and wellness;
- computing, digital media and software;
- energy and sustainability;
- coastal ecology and water management; and
- advanced materials and manufacturing.

Kolluru is also working with Savoie and the vice president for Administration and Finance to make the University’s research enterprise self-sufficient by 2016.



PATRICIA COTTONHAM

UL Lafayette has been a part of Patricia Frilot Cottonham’s life for almost 40 years.

She joined the University staff in the 1980s, concentrating on areas with direct student impact. In 2009, she became interim dean of students; three years later, she was also named interim vice president of Student Affairs.

“Pat Cottonham has earned a reputation for her concern for students. Commitment to students’ academic success and providing a meaningful college experience are hallmarks of our University, thanks to leaders like her,” said Savoie.

She worked as a speech therapist for five years after graduating with a bachelor’s degree from UL Lafayette in speech pathology and audiology. In 1984, she joined the University as a financial aid counselor. “It was in that position that I realized that I truly enjoyed working with students,” she said.

When Cottonham was promoted to director of the Financial Aid Office, she implemented a Counselor on Duty program that enabled counselors to respond quickly to callers about their financial aid accounts.

In 1998, she became associate dean of students and director of Greek Life. She revamped and enhanced the University’s parent orientation program and helped attract national speakers to campus to talk to students about issues such as alcohol awareness and acquaintance rape.

“I worked to ensure that the Dean of Students Office was seen as a place of support and service for students and faculty,” she said.

After Cottonham was named interim dean of students, she supervised several departments and assumed the duties of a Title IX investigator. As interim vice president for Student Affairs, she supervised over a dozen departments, including Housing, Counseling and Testing, and Career Services.

Cottonham has had a leadership role in the recent addition and renovation of residence halls and the expansion and renovation of the Student Union.

She holds a master’s degree in rehabilitation counseling education and expects to earn a doctorate in higher education leadership in December 2015.



Summer Commencement makes a comeback

The University of Louisiana at Lafayette revived summer Commencement this year.

About 160 graduates received diplomas during the University's 147th Commencement on Aug. 8.

It was the first summer Commencement held since 1949.

Dr. DeWayne Bowie, vice president for Enrollment Services, said the University plans to continue to hold Commencement at the conclusion of summer semesters.

"Reintroduction of the ceremony gives graduating seniors and graduate students a chance to take part in the traditional exercise right away, rather than having to wait until the end of the fall semester," he said. "It gives them a chance to savor and celebrate their accomplishment before turning the page to a new chapter of their lives."

According to the July 15, 1938, issue of *The Vermilion*, the University's student newspaper, the summer tradition started for the benefit of future teachers. About 70 of the roughly 90 graduating seniors were receiving bachelor's degrees in education and would begin teaching careers at the beginning of the fall.

"In establishing this precedent, Southwestern Louisiana Institute honors the many teachers who come yearly to work toward degrees. In being allowed to receive their degrees immediately upon completion of their work, teachers will be saved



The first summer Commencement was held in 1938.

the inconvenience of having to be absent from their work in order to participate in next June's exercises," *The Vermilion* states.

In 1938, graduation was held in Cypress Grove, which was then dry land. The area wasn't flooded until World War II, when there were fears of enemy bomb raids due to the school's designation as a training site for Army and Marine officers. A reservoir of water could be used to extinguish any fires caused by falling bombs. Now, Cypress Grove is Cypress Lake.

This year, Commencement was held in the Convention Center adjacent to the Cajundome.

About 1,500 students graduate from UL Lafayette each spring and fall. More than 110,000 men and women have graduated from the University since 1903.

Center for Louisiana Studies needs funds for homework

A center that promotes and preserves the state's culture is raising money to move into a new home — one that's actually quite old.

The Roy House, at the corner of Johnston Street and University Avenue, was the family home of J. Arthur Roy when it was built in 1901. He was a member of the University's board of trustees. It now belongs to UL Lafayette and is listed on the National Register of Historic Places.

The Center's goal is to raise \$500,000 for repairs and renovation. The building needs structural improvements, updated insulation and plumbing, and new heating and air conditioning.

"Relocating to the Roy House will provide greater visibility for the Center and improved access for the public," said Dr. Michael Martin, a history professor and the Center's director.

The Center has three divisions: UL Press; Research and Archives; and Programming and Special Projects. "Together, these divisions help preserve and promote Louisiana's history and cultures," Martin said. The Center is on the third floor of Edith Garland Dupré Library.

The new location will include a storefront for UL Press; public access to digitized archival materials, such as folk music recordings and interviews; and indoor and outdoor spaces for programming.



The Roy House is on the National Register of Historic Places.

"At the new location, we see the possibility of hosting small seminars or classes, such as graduate classes. And because music is a central part of our collections, we could have the flexibility of incorporating live music performances, as well," Martin said.

To contribute to the Roy House Fund, contact the University of Louisiana at Lafayette Foundation at (337) 482-0700 or visit ullafayettefoundation.org.

Online nursing program continues healthy growth spurt

An online program that helps registered nurses earn bachelor's degrees in nursing is poised to double in size this year. University of Louisiana at Lafayette administrators predict that 1,000 students could be enrolled in the RN to BSN program by the end of December.

That's an impressive number for a program that only began accepting students in March 2012, said Dr. Gail Poirrier, dean of the College of Nursing and Allied Health Professions.

"The online program provides accessibility for many students while working in healthcare practice areas. It certainly addresses statewide, as well as national, demands for increasing the number of BSN-prepared nurses," she said.

In 2010, the Institute of Medicine, the health arm of the National Academy of Sciences, issued a report that calls for 80 percent of the nursing workforce to hold at least a bachelor's degree by 2020.

Additional coursework prepares a registered nurse for a broader scope of practice and provides a better understanding of issues that affect patients and health-care delivery, such as economics and culture, according to the American Association of Colleges of Nursing. Research shows that nurses who receive bachelor's-level preparation have better patient outcomes than nurses who hold associate degrees.

National surveys have shown that a registered nurse with a bachelor's degree can earn about 10 percent more than a nurse who

holds an associate degree. Recent research has also indicated that better-educated nurses have higher levels of job satisfaction.

The rapid growth of the RN to BSN program has necessitated the University's hiring additional faculty members and academic advisors, Poirrier told members of the Board of Supervisors of the University of Louisiana at Lafayette System in June. By the end of May, over 519 students had enrolled in UL Lafayette's RN to BSN program.

The dean's observations were made in conjunction with a request to raise the program's tuition from \$8,500 to \$9,500. In June, the board approved that increase, effective Jan. 12, 2015.

Diploma- or associate degree-prepared nurses who work at UL Lafayette's 43 preferred partner organizations may be eligible to receive a tuition discount of up to \$1,000 off the program package price. Those partners include hospitals, organizations and health care systems across Louisiana. Students who graduated from community college partners also may be eligible for a tuition discount.

Some registered nurses are able to complete the University's RN to BSN program in as few as 11 months.

As of June 30, over 120 RNs have earned bachelors of science in nursing degrees through the RN to BSN online program.

For more information, go to <http://degree.louisiana.edu>

Ad strikes gold with judges in international competition

A student recruitment ad, "Find Your Ragin' Spirit," earned a prestigious international award and praise from a three-judge panel.

It features chalk drawings representing UL Lafayette and student life, along with encouraging phrases, such as "dream big" and "branch out."

The ad received a gold award from the Council for Advancement and Support of Education. CASE is the world's largest nonprofit educational association, with nearly 75,000 advancement professionals from 4,000 institutions in over 80 countries.

"'Ragin' Spirit' is a catchphrase that might be expected to evoke images of football heroics. But instead, what is captured here is the ragin' of imagination and possibility. Every single doodle on that chalkboard outlines some special aspect of the university's mission, offerings, and student outcomes," the CASE judges reported.

The ad first appeared in "Louisiana Next," a guide to colleges and universities distributed to all juniors and seniors in the state.

The judges noted that the drawings and motivational quotes "would allow a wide variety of students with different interests to find something that personally resonates with their dreams and goals."

In April, the entire "Find Your Ragin' Spirit" recruitment campaign won a gold award from CASE District IV, which includes institutions from Arkansas, Louisiana, New Mexico, Oklahoma and Texas. The ad that won international recognition was part of that campaign.

The Office of Communications and Marketing worked with the Admissions office on the recruitment campaign. Courtney Fuller, '98, graphic design specialist for the University, created the recruitment ad.

A stop-motion video compresses Fuller chalking the background for the ad from about 11 hours to a minute and half. <http://www.youtube.com/watch?v=8LxdjKMclPI>.



New Director

Greenwald plans to boost membership, encourage more collaborations

A nationwide search revealed “a perfect fit” to lead the Paul and Lulu Hilliard University Art Museum.

That’s the assessment of Dr. Jim Henderson, provost of the University of Louisiana at Lafayette. LouAnne Greenwald is “a wonderful combination of a successful artist, a successful fundraiser in support of the arts, and an experienced administrator in the arts field,” he said.

She became the museum’s director on July 1. She is the first female to serve in that role.

Greenwald was previously the principal partner at LouAnne Greenwald and Associates in Washington, D.C. The firm provides fundraising consultation services, including campaign planning, major gift fundraising and grant writing for small to midsize nonprofit organizations.

Greenwald has 11 years of experience in management and programming for museums and schools. She helped raise \$7.4 million to support the new West Hollywood Library in Los Angeles County and designed campaign plans for the Washington, D.C., SEED Foundation to create public boarding schools for underserved 6th to 12th graders.

Greenwald has worked for the Museum of Contemporary Art, Los Angeles; the Natural History Museum of Los Angeles County; and the MAK Center for Art & Architecture at the Schindler House, Los Angeles, a satellite of the MAK Museum in Vienna.

She is also a sculptor, painter, and photographer.

As director, she will oversee a range of exhibits, programs and tours.

University Art Museum houses a collection of 18th- through 21st-century European, Asian and American art. In addition to the permanent collection, the museum’s 11,000 square feet of gallery space also features changing exhibitions of regional, national and international art.

In a recent interview with *La Louisiane*,

Greenwald said she will work with the museum staff and board to reach several goals. She hopes to expand the museum’s audience and membership, foster collaborations across campus and Acadiana, and enhance the museum’s online presence, for example.

“Research universities such as UL Lafayette offer a distinct opportunity to draw upon diverse academic disciplines and expertise to generate new perspectives that inspire art, education and creativity,” she said.



SUBMITTED PHOTO

LouAnne Greenwald



DOUG LAFLER

The Paul and Lulu Hilliard University Art Museum on St. Mary Boulevard opened in 2004. A special exhibit marked its 10th anniversary.

Park Place

Former campus property transformed into community green space

Almost 100 acres in the heart of Lafayette, once part of the University campus, are on their way to becoming a world-class park.

The tract, which fronts Johnston Street between Doucet and South College Roads, is already a gathering spot. Every Saturday morning, local farmers and artisans set up tents beneath a canopy of oaks. There's usually a Cajun jam happening, too. The Artisans' Market draws about 4,000 visitors each week.

Lafayette Consolidated Government purchased the property from the University of Louisiana at Lafayette in 2012. A nonprofit organization, Lafayette Central Park Inc., was created to plan, design, build and operate the park.

LCG council members unanimously approved a master plan for its development in June.

"The focus of the park will be to preserve the feeling of being out in nature," said Elizabeth "EB" Brooks, director of planning and design for Lafayette Central Park Inc. A University alumna, she earned a bachelor's degree in renewable resources in 2006. She also holds a master's degree in urban planning from the University of Texas at Austin.

Design Workshop, the Austin firm that developed the plan, sought public input. More than 7,400 citizens responded, telling designers what they wanted — and did not want — for the new park. Organizers held more than 30 public meetings and also conducted an online survey.

"People made it very clear that they didn't want the park to be overdeveloped," said Brooks in a recent interview. "They want Lafayette to have an accessible, public green space that everyone can enjoy."

The development plan calls for the creation of a passive park with gardens, hiking trails, picnic areas and green spaces, but no fields for organized sports.

Brooks said the scope and pace of construction will depend upon fundraising. The nonprofit organization may launch a public campaign as early as this fall. The total cost of the project is estimated at about \$50 million. However, additional money will be needed for operations and maintenance.

The first phase of construction will likely include a 2.5-kilometer, hard-surface track for pedestrians and bicyclists, and a pavilion for the Artisans' Market.

Plans are also in place to build a paddock for police horses on site, as well as an educational center for equestrian officers. They frequently use their police horses for demonstrations to elementary and middle school students. Housing the horses on site would make public outreach easier and more effective.

Those plans are also a nod to the property's common name in Acadiana: the Horse Farm. The University had owned the property since 1920, where it operated a model dairy farm. In the 1970s, cattle were relocated on University property in nearby St. Martin Parish and the land became a horse training site.

"We haven't determined just what the park will be called," Brooks explained. "From the beginning, we've wanted it to be the community's park. So, as far as a name goes, everything is still on the table."

For more information, go to lafayettcentralpark.org.



RENDERINGS COURTESY OF LAFAYETTE CENTRAL PARK INC.

Geauxing Green

Rooted in Acadiana culture, sustainability expands on campus

The Louisiana Ragin' Cajuns football team isn't the only group that will be competing at Cajun Field this fall.

Tailgating fans can participate in the Game Day Recycling Challenge, a friendly, nationwide competition to reduce waste at football games. The contest is just one way the University of Louisiana at Lafayette is encouraging people to pay attention to the environment and the part they play in it.

"The University started the program last fall, but we're going to be more active in trying to get folks to reduce waste and remove items that are going into dumpsters, and ultimately landfills, that could be recycled," said Gretchen Vanicor in a recent interview. In January, she became the University's first director of the Office of Sustainability.

Although the University has been gradually formalizing its sustainability efforts on campus over the past few years, the concept of conserving an ecological balance by avoiding the depletion of natural resources is hardly new.

"In other parts of the country, being 'green' and 'sustainable' have become kind of the cool thing to do, but in south Louisiana, those aren't just trendy terms," Vanicor said.

"What we call 'sustainable practices' are ideas that we grew up with: 'Turn the lights off. Don't use more water than you need to. Don't waste.' So, this principle of respecting our environment has been in our culture all along.

"It's not just something we talk about in a 'green' sort of way. It's about loving where you live."

Vanicor holds bachelor's and master's degrees in architecture from UL Lafayette. She was a member of a team of students and faculty members who designed and built the Louisiana BeauSoleil Solar Home. The sustainable structure won two awards in the U.S. Department of Energy's 2009 Solar Decathlon, an international contest to design and build an energy-efficient, solar-powered house.

The BeauSoleil Home had some high-tech features. But it also incorporated an architectural heritage developed by the Acadians, who were exiled from Nova Scotia by the British in the 1700s and settled in south Louisiana.

The displaced Acadians found ways to adapt to the region's brutal heat and humidity, for example. They positioned their homes to take advantage of prevailing winds and the path of the sun. High ceilings enabled heat to rise and cooler air to settle; cisterns collected rainwater.

In 2010, the Student Government Association began a recycling effort on campus. The Office of Sustainability now manages that program.

Collection bags for paper, plastic, cardboard and aluminum are available in all administrative buildings and faculty offices. There are also receptacles for recyclable materials across campus.

Vanicor said the next major goal is to integrate the program into all residence halls and classrooms by Fall 2014.

In February, the University became a member of the Association for the Advancement of Sustainability in Higher Education, one of the largest organizations in higher education sustainability. This non-

profit group developed the Sustainability Tracking, Assessment and Rating System™ for schools to measure their sustainability performance.

"We're preparing to do a STARS assessment in 2015. It uses self-reported data and will include benchmarks so we can compare ourselves to other institutions of our size," Vanicor said. The assessment will cover areas such as energy and water usage, waste reduction and recycling.

The University has already taken steps to conserve energy and control water use. "We've weatherized buildings to reduce energy loads and installed motion-detection lights in offices. We're also engaged in storm-water management and water-usage reduction," Vanicor said.

The Student Union, which is being expanded and renovated, will

meet international green building certification standards of Leadership in Energy and Environmental Design set by the U.S. Green Building Council.

The Office of Sustainability organizes events, such as Fête de la Terre, the University's annual Earth Day celebration. And, it's a resource in the community. Vanicor helped Lafayette Consolidated Government plan an event, "Better Block Bertrand," for example. On May 31, a section of Bertrand Drive in Lafayette was reduced from four to two lanes to increase pedestrian and bicycle access. The one-day event, which included live music and food trucks, demonstrated sustainability in urban design.

"We can serve as a good role model for other communities and institutions through our sustainable and responsible practices," Vanicor said.

The Office of Sustainability plans to introduce students to research taking place on campus related to sustainability. Other goals are to establish a minor in sustainability and to integrate sustainability into the core curriculum.



STEPHANIE ROY



Fête de la Terre

UL Lafayette's Earth Day Celebration

Walking Club members get moving, with experts' help

Soon after the Dietetics Department launched a walking club for University students and employees, the 15 new members logged a collective 154 miles in one month.

"We walked to downtown Houston," quipped Dr. Rachel Fournet, an assistant professor of dietetics. "When we get to Hawaii, we'll have a luau."

Fournet, a registered dietician, was motivated to start the club last spring, after seeing a report that pegged Louisiana as having the highest obesity rates in the nation.

For members, it's about more than simply lacing up a pair of walking shoes for 30 minutes, two or three times each week. The club promotes healthier lifestyles through walking, proper diet and nutritional counseling, or, "a cycle of improved health, one little step at a time," as Fournet refers to it.

"Once you start walking, you're going to feel better," she explained. "The body's oxygenated. You're building glycogen stores in muscle, and you're going to want to eat better."

Members can walk anywhere they choose, but several predetermined routes on campus have been measured for convenience. One lap around the Quad, for instance, is half a mile.

Total distances walked are reported weekly to the Dietetics Department in Hamilton Hall or the Kinesiology Department in Bourgeois Hall. Members also email photos showing the mileage displays on their pedometers, GPS devices or treadmills. Walkers are encouraged, but not required, to exercise in pairs or groups, for moral support and accountability. "Alone, you're going to find excuses," Fournet said.

To join the free club, members sign a consent form, and in some cases, are required to get medical approval. New members



ILLUSTRATION COURTNEY FULLER

are given a health assessment by UL Lafayette dietetics students, and receive a nutritional screening to ascertain caloric intake and nutritional habits. Students also calculate the body mass index of members, gauging height, weight and body fat percentages.

Progress reports are provided every three months. "We all have something we could improve. It's not really about being a certain weight, it's nutritional soundness. Do you have antioxidants? Are you preventing cancer? Heart disease? We are proactive," Fournet said.

University now tobacco-free

The University of Louisiana at Lafayette launched a "Breathe Easy" campaign in conjunction with the adoption of a policy that bans tobacco from its campuses.

The stricter policy went into effect Aug. 1, in accordance with a new state law that mandates that public universities become smoke-free.

"Previously, smoking was permitted outdoors at least 25 feet away from building entrances. Our new tobacco-free policy goes further. Besides removing secondhand smoke from our campuses, we want to support those who are trying to quit tobacco altogether," said Joey Pons, associate director of Public Safety at UL Lafayette.

The "Breathe Easy" campaign features a UL Lafayette website that offers tips for giving up the use of tobacco products. The website also provides links to campus, state and national resources that students, faculty members and staff can use to help kick the tobacco habit.

A University tobacco-free working group proposed many components of the latest policy, including the use of e-cigarettes, after weighing comments from students, faculty members and staff and reviewing other universities' policies.

UL Lafayette's new policy allows e-cigarettes in most outdoor areas, but not indoors.



CONNOR BROUSSARD

The University Council then reviewed the committee's recommendations and approved the policy. It is composed of top-level University administrators.

Although the policy is intended to establish a tobacco-free campus, there are a few exceptions.

- Smoking is permitted in personal vehicles parked in University lots or on public streets on campus, but not parked within University parking garages.

- Use of tobacco is permitted at tailgating spaces outside athletic facilities during NCAA sports events.

Pons said the University will review the policy's implementation and initial effectiveness by the spring 2015 semester. Changes in official health advisories can result in revisions to the policy at any time.

As of April, over 1,300 U.S. universities are smoke-free, according to the American Nonsmokers' Rights Foundation. Of those, 925 are tobacco-free and 167 prohibit the use of e-cigarettes on campus.

For more information, visit breatheeasy.louisiana.edu.

CGI and Enquero to move to Lafayette

Technology centers in University Research Park will create about 750 jobs

Two information technology companies, Montreal-based CGI, and Enquero, which has its headquarters in Milpitas, Calif., recently announced they will become tenants in University Research Park.

CGI will build a \$13.1 million, 50,000-square-foot facility on Cajundome Boulevard. Construction is expected to begin this year and be complete by the end of 2015.

Enquero will open its doors right across the street, at the Louisiana Immersive Technologies Enterprise. Its employees could be moving into LITE as early as late August.

CGI and Enquero will each create technology centers to develop new products and approaches in computing.

They will bring high-tech jobs to Acadiana: about 400 at CGI and an expected 350 at Enquero.

Dr. Ramesh Kolluru, UL Lafayette's vice president for Research, said the University's graduates in computer science and informatics will be well prepared to compete for those jobs. In computer science, students learn about the theoretical framework of computing and software design. The informatics curriculum is more pragmatic; students learn how to apply software and other tools.

"The University's graduates are critical thinkers. They're problem solvers, which is exactly what this rapidly changing industry is looking for.

"Through collaboration with our industry partners, we are making our curricula more attuned to industry needs and providing students opportunities for hands-on training, including internships, to make them highly competitive job seekers when they graduate," said Kolluru.

"We are listening to industry. We're not sitting in an ivory tower, thinking that we have all the answers. We're asking our industry partners, 'What are your needs and priorities? We're also asking, 'What are the tools and technologies you use? What approach are you taking in software development?'"

The University will use that feedback to develop courses that are tailored to companies like CGI and Enquero, he continued.

"We'll create customized degree programs to give our students a competitive edge."

Some students will become interns. They'll help CGI and Enquero develop new digital products, such as computer software and applications, and visualization tools.

"The University — students and faculty — will also help the industry unlock the power of big data," said Kolluru. "That's what the industry is interested in — how to manage and use massive amounts of real-time data. That's what's driving our collaborative research."

Kolluru said the University will develop and demonstrate digital innovations to public- and private-sector customers it wants to attract, including state and national agencies such as Homeland Security, Health and Human Services and the Environmental Protection Agency.

CGI's clients include government organizations, hospitals and healthcare facilities. The company provides technology

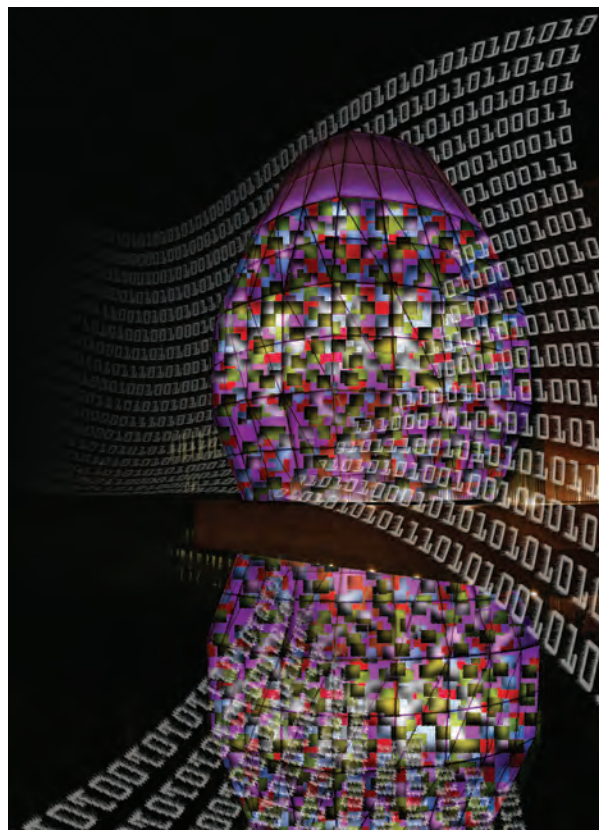


ILLUSTRATION COURTESY FULLER

Louisiana Immersive Technologies Enterprise

services, such as software design and systems management, to other industries such as manufacturing and distributing, telecommunications and utilities, and the oil and gas industry. It has 68,000 employees around the world.

Tim Turitto, vice president of CGI, said its partnership with UL Lafayette will increase cooperation between industry and higher education. "University researchers will help us find new solutions to technology problems that can be applied globally."

Hemant Asher, a founder of Enquero, said its Agile Delivery Center in University Research Park will help the company respond quickly to its clients' needs.

Enquero, which has 18 employees, has commercial clients in high-tech, manufacturing, retail and financial services industries. "Agility is the key. To be competitive, we must meet our clients' needs quickly and effectively. And to do that, we have to have the right kind of talent. (Our partnership with) UL Lafayette will help us meet those demands."

CGI and Enquero chose Lafayette, in part, because of its technology infrastructure. Every home and business in the city has access to a fiber-optic system that provides a high-speed internet connection.

Kolluru said Acadiana's rich culture was also a draw.

"These companies want to put down roots," he said, "and there's no better place in the world to do that."

National Geographic

New website features Cypress Lake



An alligator and an egret head in opposite directions in Cypress Lake, a managed wetland on UL Lafayette's campus.

Many travelers who want to find the best out-of-the-way spots will simply ask people who live in the area to tell them about their favorite places.

The National Geographic Society has made that inquiry as easy as looking on a website. It recently unveiled the U.S. Gulf Coast States Geotourism MapGuide. It's composed of information about notable sites that have been nominated by residents. It also features stories of the region as told by people who live there.

The University of Louisiana at Lafayette's Cypress Lake is one of the treasures it offers up to people who want to see Mother Nature up close in an unexpected setting. That's because Cypress Lake isn't technically a lake; it's a managed wetland. And it's tucked away on campus, adjacent to the University's Student Union.

The USA Gulf States Geotourism Program covers Alabama, Florida, Louisiana and Mississippi.

"As a result of the Deepwater Horizon oil spill in early 2010, and to support efforts to rekindle visitation to the region, this project will help to capture the warm and welcoming persona of the gulf coast through an informative National Geographic Society co-branded print map, online interactive map and app that present the sites and stories of the region in the words of its residents," according to the U.S. Gulf Coast States Geotourism website.

A spokesman for the project said about 900 people have provided more than 1,600 sites, attractions and businesses that are most respected and recommended by local residents for the U.S. Gulf Coast States Geotourism project.

For more information, go to usgulfcoaststatesgeotourism.com/about.php.



Curious about campus trees? There's an app for that

Arborgraphia, a new app developed by UL Lafayette faculty and students, helps visitors identify trees on campus.

Dr. Douglas Williams, a professor of instructional technology, dreamed up the app. He's also director of the University's Center for Innovative Learning and Assessment Technologies, which creates educational mobile apps and computer games. "My

family enjoyed the outdoors, so I grew up with an appreciation for nature, including trees. I started brainstorming, thinking of a way to share the treasure of our trees on campus and also provide a learning tool," he said. Williams used information in one block of campus — bounded by Johnston Street, East University Avenue, Hebrard Boulevard and East St. Mary Street — to establish the app.

That block has more than 260 trees representing 33 species. Among them are the Centennial Oaks, which were planted by the University's first president in 1901, and camellias that line part of the Walk of Honor, a pathway of bricks engraved with graduates' names.

Photographs and illustrations of trees, and their bark, fruits and flowers, help users identify species. There's an interactive map, an index of tree species and guided walking tours. A history tab reveals more information, such as how American Indians used a particular species, or how a certain tree is related to the University's history.

An additional feature, "My Journal," uses GPS coordinates for individual trees, so the app will "know" when the user is within a certain radius of a given tree.

Arborgraphia is suitable for all ages, although younger users will need some help navigating it, Williams said.

It was a collaborative effort that began in 2011. Three students created its illustrations: Ahren Brown, who graduated in 2012; Brittney Giroir, a junior; and Amy Heinz, a senior. Tiffany Gilbert, a freshman majoring in informatics, determined each tree's GPS coordinate and uploaded data, including images and illustrations. Dr. Yuxin Ma and Louise Prejean, Center staff members, contributed to the overall design, content and testing of the app.

Most of the data came from UL Lafayette's Community Design Workshop, a senior-level studio for architecture students that's focused on urban planning. Its students are conducting a campus-wide tree inventory.

To learn more, visit arborgraphia.com or facebook.com/arborgraphia.



Humanities get by with a lot of help from its Friends

For the past 25 years, the humanities at UL Lafayette have had the academic equivalent of guardian angels. Friends of the Humanities is celebrating a quarter century of service this year.

Its members attend University events, such as art exhibit openings, lectures and socials. They take classes, including some designed especially for them.

They also raise money for courses and programming. Since its inception, the group has contributed about \$500,000 to the humanities.

The nonprofit organization was created by a group of enthusiastic women who took arts and humanities courses just for the pleasure of learning: Suzan Allen, Elsie Bernard, Willa Dean Chesson, Betty Fleming, Betty Hensley, Jane Purcell, Harriet Shea and Patricia Stiel. Two founding members, Helen Bailey and Yvonne LaHood, are deceased.

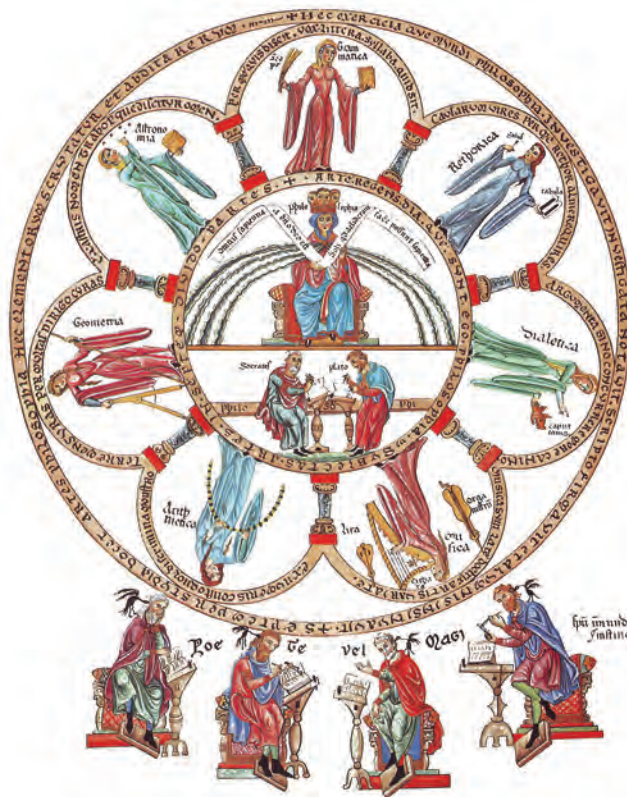
The group has grown to 237 members and has set a goal of reaching 250 members by the end of the year.

Faculty members guided the development of the group during the economic bust of the 1980s, recalled Dr. Vaughan Baker, former head of the University's Department of History.

"They had repeatedly taken courses, so we had worked with the University to get them parking privileges and to generally encourage them to keep taking courses," she recalled in a recent interview.

"Mathé Allain, who was in the Modern Language Department, had also been teaching in the interdisciplinary program for a long time. We were talking one day about the lack of resources. Mathé said, 'We need to have a Friends group like the library does. And we ought to call it the Friends of the Humanities.'"

Baker invited the women to meet at a Lafayette restaurant. "I asked them to raise money for classroom resources so that we could provide the kinds of



worked with a Harvard professor to organize the event.

"It was extraordinary," said Baker. "We were invited to have lunch at the American Academy in Rome and the people from the Academy were coming up to us and asking, 'How do you all do it? How do you raise the money? How did you manage to get this done?' The Friends realized that, academically, this was as important as it gets. What they were doing was really world-class."

Baker said the Friends' support is crucial. "Interdisciplinary courses were then, and are even more so now, a way to get some really significant humanities exposure, to music and art and literature, in curricula that are getting tighter and tighter."

Dr. Lisa Graley, a professor of English, is coordinator of the Interdisciplinary Program.

"To my knowledge, there isn't any group like the Friends of the Humanities, people who go directly to university professors and say, 'What do you need next semester to teach the classes you're teaching? Do you need videos, guest speakers, projectors, easels?' Then they go on to buy these things for you," she said.

Graley said the Friends' contribution of funds to the College of Liberal Arts for faculty travel has been especially valuable in recent years. Travel is a budget item that has been reduced due to drastic state funding cuts. "The Friends have stepped up and said, 'No, it's important that our faculty present their work and be exposed to recent scholarly theories and discoveries. We'll help fund that.'"

She noted that the Friends have made contributions as lifelong students, too. "They are such a gift to teachers. For one thing, they always do their reading! But, beyond that, they share what they've learned with teachers and undergrads.

"When they're in my classes, I become a student and learn from them."

materials they had been wanting in the classes they were taking.

"I told them, 'We're not asking you to raise thousands of dollars. We're just asking you to raise hundreds of dollars. And I know you can do that.'"

The group began to raise money by holding social events, such as its annual Christmas Tea, and organizing trips.

Baker soon turned an unused office in Griffin Hall into a resource room stocked with VHS tapes, slides, recordings, books and other materials purchased by the Friends. The late Dr. Barbara Cicardo then wrote a successful grant to establish the Humanities Resource Center.

In 1997, the group gave \$60,000, matched with \$40,000 in state funds, to establish an endowed professorship. Dr. Darrell Bourque, now professor of English emeritus and former state poet laureate, was the first recipient. Another major gift was used to help create the Ernest J. Gaines Center on campus.

In 2000, the Friends supported an international, interdisciplinary conference in Rome to commemorate the 200th anniversary of Puccini's opera, "Tosca." Dr. Susan Nicassio, a UL Lafayette history professor,

PHILOSOPHIA ET SEPTEM ARTES LIBERALES AS ILLUSTRATED IN HORTUS DELICARUM

Campus thoroughfare makes way for bicyclists

Cyclists are now traveling along dedicated lanes on St. Mary Boulevard.

New bike lanes occupy the outer two lanes of the boulevard, in each direction, between Taft and St. Landry streets. Motorists continue to use the two inside lanes. One exception is near the Johnston Street intersection, where the lanes for bicyclists and motorists merge as the roadway narrows.

The bike lanes are in place to increase cyclist safety, and manage traffic flow, said Joey Pons, UL Lafayette's associate director of Public Safety and risk manager.

Motorists and bicyclists are required to adhere to all traffic laws and "rules of the road," he added.

"Two important considerations are that bicyclists must ride in the same direction as traffic, and both motorists and cyclists are prohibited from crossing the solid white lines," Pons said.

Other important considerations:

- Bicyclists, like motorists, are required to stop at all traffic lights.
- Motorists are required to yield to bicyclists, including in turning lanes.
- Motorists and cyclists are prohibited from splitting lanes or passing each other at intersections.
- Bicycles and vehicles turning right at the intersections of Rex Street, Hebrard Boulevard, Girard Park Circle and McKinley Street share a combined turn lane.
- Cyclists have two options when making left turns. One is to merge into the vehicle traffic lane ahead of an intersection, then turn. The other is to use crosswalks. Cyclists who use the second option must dismount and walk their bicycles across the intersection.

Pons said both bicyclists and motorists should be aware of differences in the layout of the bike lanes along two distinct sections of St. Mary Boulevard.

One section, between Taft and Johnston streets, features a 3-foot buffer zone that separates vehicle and bicycle traffic. The other section, between Johnston and St. Landry streets, does not have a buffer zone, due to the width of the roadway.

Pedestrians should remain vigilant to the presence of both cyclists and motorists along St. Mary, and use designated crossing areas when walking across the roadway.

"We encourage our student pedestrians to use the crosswalks on campus, and not to 'jaywalk,'" he said. "Likewise, we want to encourage motorists traveling on campus to be mindful of students, both walking and on bicycles."

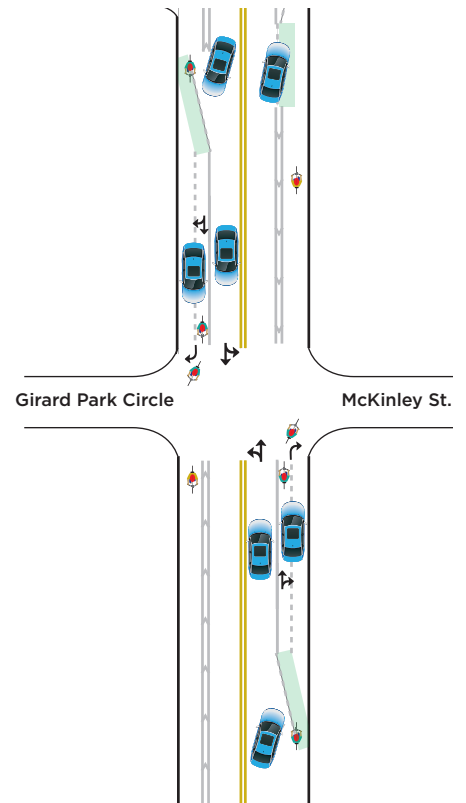
The bike lanes are among bicycle and pedestrian improvements included in the

University's Master Plan, which will guide campus growth, development and change over the next 15-20 years.

In 2012, students voted to approve a self-assessed student fee to support implementation of the Master Plan.

The bike lane project is a joint effort between UL Lafayette and Lafayette Consolidated Government. The University provided \$70,000; LCG designed and installed the bike lanes.

For more information about traffic laws, rules and safety tips, visit bike.louisiana.edu.



Students chip in for transportation improvements

Students approved a transit fee increase that will fund improvements to campus bus services and amenities.

In April, they voted in favor of a referendum that raised the transit fee from \$25 to \$50 for the fall and spring semesters, and from \$12.50 to \$25 for summer semesters. Students voted online; the final tally was 939 to 854.

The Student Government Association had developed the referendum in response to student requests for upgrades.

The extra revenue will be used by the Office of Transportation Services and could fund several initiatives, including adding leased buses to the fleet of buses and shuttles owned by the University. Eventually, leased buses could replace those owned by the University. Other planned uses include bus stop upgrades, additional bus service and parking facilities maintenance.

The Office of Transportation Services, which receives no funding from the University or State of Louisiana, has three sources of revenue: parking permits, tickets, and the self-assessed student fee.

The Office of Transportation Services was formerly known as the Office of Parking and Transit. It changed its name last year.

In late July, construction crews were nearing completion of a 1,100-space parking tower on East Lewis Street between Fletcher and Olivier halls. It will provide about 700 spaces requiring permits, and another 400 for hourly parking.

The Student Government Association had developed the referendum in response to student requests for upgrades.

The project, which is expected to be finished by November, is part of the University's Master Plan. The plan, which will guide campus growth and development for the next several years, includes provisions for campus structures, roads, spaces, signage and perimeter developments.

The parking tower is being financed through the private, non-profit Ragin' Cajun Facilities Inc. It is being funded through several sources, including the sale of bonds, self-assessed student fees and auxiliary revenue.

students

Girl Power

Ragin' Cajuns team places second in national competition

BY CHARLIE BIER
PHOTOGRAPHY BY DOUG DUGAS



Dana Wallace gets a lift from Alexis Jackson.

Music blaring from giant, wall-mounted speakers can't drown out the clang of iron, or the enthusiastic cries of senior Alexis Jackson, a member of the Ragin' Cajuns Women's Powerlifting team.

Jackson, who is 5'4" tall and competes in the 158-lb. weight class, is working out in Bourgeois Hall on campus. "To me, it's just about competing to the best of your ability. I come in, I work hard, I compete and I win," she said.

A senior dental hygiene major, Jackson has been pumped up about powerlifting since freshman orientation, when she saw a poster that posed a question: Do you want to be a national champion? "I've always wanted to be the best of the best and I've always loved lifting weights. I love being in a competitive environment," she said.

Jackson said getting her best friend since sixth grade, Dana Wallace, to try out for the team was a tougher sell. "I had to convince her to do it," Jackson said of Wallace.

So began the careers of two of the best powerlifters to ever hoist a barbell for the team, which placed second at the Collegiate National Championships in April in Orlando, Fla.

Jackson can bench press 286 pounds, an American weight class record for the lift. Wallace, all 4'8" and 94 pounds of her, is also an American weight class record holder, for her ability to squat 286 pounds. To put this in perspective, it's the equivalent of a 200-pound woman loading 600 pounds onto a barbell, resting it across her shoulders, squatting until her thighs are parallel to the floor, and standing back

up. In other words, Wallace, despite her diminutive size, is strong. *Really* strong.

"People have a misconception about powerlifting," Wallace said. "They think you're supposed to be big and bulky. I'm not. I'm toned, and people can tell I do some kind of work out, but when I tell them I powerlift, it's like, 'Oh. OK. What's that?'"

Powerlifting is composed of three lifts: the squat, the bench press and the deadlift. In competition, athletes get three attempts at each of the lifts. The highest weights recorded for each one are totaled, and the lifter with the most points wins.

A blend of athletic ability, work ethic and genetic predisposition determines the best powerlifters. Brawn, for example, isn't typically as important as stature. Unlike many other sports, short lifters are often the best lifters.

Consider the bench press, for example. The lift involves lying on a customized bench and bringing a set amount of weight to the chest, then back up again. The entire motion is sort of like a reverse push up. Shorter arms equal a shorter distance the weight must be moved.

"Just as a basketball coach might be thrilled at the prospect of a 7-foot tall athlete, the opposite's true in powerlifting. If you're short, it really makes you a good squatter and bencher, but it hurts your dead lift," said Travis Werner, head coach of the Ragin' Cajuns men's and women's powerlifting teams.

"Most people have at least one lift that they are weaker in. A good dead lifter typically struggles on the bench. Those two really counteract each other. Long arms make a good dead lifter."

In the dead lift, a barbell with a set amount of weight is hoisted from the ground to hip level, then back down.



Alexis Jackson can bench press 286 pounds, an American weight class record.

Technique is extremely important for any type of lift, he added. A squatter should adopt a wide stance, for instance, if she has extremely strong hips, or a narrower stance if her thigh muscles are stronger.

Werner said former high school athletes, such as Jackson and Wallace, who both played basketball and softball at University High in Baton Rouge, often can progress quickly in powerlifting, even if they have little experience.

“Almost all of our lifters were athletes of some sort. They can’t continue their careers, for whatever reason, and a lot of them fall back on powerlifting,” he said.

Wallace, who also ran track in high school, thought her athletic career was over by the time she arrived at the University in 2010. “My skill level wasn’t up to par,” she said, “but it did feel kind of weird to not be involved in any kind of sports when I got to college.”

Now Wallace, who earned a bachelor’s degree in psychology in the spring and will attend graduate school at Loyola University in New Orleans, works as a judge for competitions sponsored by USA Powerlifting. The organization sanctions the club sport, and also coordinates the Collegiate National Championships. The Ragin’ Cajuns women’s team has developed a strong presence there in a short time.

The UL Lafayette team was formed in 2000, according to Werner. “We’ve had some extremely talented women lifters in the past, but we never fielded a full team until 2007,” he said. By 2012, it had won a national championship. The following year, the squad finished fourth in the nation.

The team’s achievements are all the more impressive since universities and colleges of all sizes compete against each other at the championships.

“If you have a school that has 1,000 students,” Werner explained, “you’re head-to-head with schools that have 40,000 students.”

He credits assistant coach Abby Goss as the driving force behind the success of the women’s team. Goss, while competing as an undergraduate in 2007, was the only member of the women’s team, and began actively recruiting fellow students to join.

“She came in and she said she was going to make things happen and she did,” Werner said. “By the time she was a senior, there was a whole team that had grown around her.”

Goss, who earned a degree in exercise science and is now a fitness trainer, said her teammates referred to her as “the team mom, because that’s just the way I am.”

Her passion for the team, and the sport of powerlifting, remains strong. “It’s really exciting to see girls who aren’t afraid to lift weights,” she said.



Behind the Scenes

Two little words in Ragin' Cajuns video give student his big break

Cris Matochi plans to earn a living as a performer. He just isn't sure whether it will be on stage, in front of a camera, or at a chalkboard.

A graduate assistant instructor at UL Lafayette, he's completing a master's degree in communication. He's also a budding actor whose career got rolling after he appeared in a public service announcement filmed by the University's Office of Communications and Marketing. The 30-second spot, "Our Ragin' Cajun Spirit Goes Beyond Athletics," aired on ESPN last football season.

The commercial features a smiling, charismatic Matochi, 27, folding his arms and uttering only two words: "The future." His screen presence and smooth delivery, nevertheless, enabled him to parlay the experience into a slew of acting gigs. "The national PSA for ESPN was the one that triggered everything. It was the first one I ever did," he said.

Matochi hired an agent who helped him land a part in a Blue Cross Blue Shield health insurance commercial, the first of more than a dozen TV ads. He has since appeared in ads for clients ranging from Buick to Ranch Outlet to Unitech Training Academy.

He also snagged a bit part on the small screen – as a teacher – in "Ravenswood," an ABC Family channel TV series. A spin-off of the channel's popular "Pretty Little Liars," the series was short-lived. It debuted in October 2013 and was cancelled after only 10 shows. He appeared in two episodes.

An extrovert and something of a showman, Matochi said the acting bug bit hard while he was earning a bachelor's degree in broadcasting, with a minor in theater, at UL Lafayette.

Along the way, he landed major parts in several University theater productions. Director Nathan Gabriel, who worked with Matochi on four University productions, handpicked the good-natured actor for a role in "Reasons to be Pretty" in 2012. A former assistant professor of directing and acting in the Department of Performing Arts, Gabriel said Matochi possesses intuitive ability and a remarkable stage presence. "He has such natural charisma. He brings a ton of raw talent to the table, but he's a great student of acting, too."

A native of Brazil, Matochi came to the United States when he was 18, at the encouragement of Heather Mazeitis-Fontenot, head coach of the UL Lafayette volleyball team. The pair had met several years earlier in Brazil, when he was competing on a boy's volleyball team and helping to coach a girl's team. Mazeitis-Fontenot, who was coaching at another college, was on a recruiting trip. She was impressed with Matochi. "He was so young, like 15 or 16, super-energetic, and had such a great personality," she said.

Their friendship grew over subsequent

visits. Matochi eventually confided his desire to get an education in the United States. "He barely knew any English. He was just like, 'Me. America. Go,'" Mazeitis-Fontenot said with a laugh. The volleyball coach met with his family, and was able to get him a job at an Oklahoma community college as a volleyball coach and recruiter. Later, she offered him a spot as an assistant volleyball coach at UL Lafayette.

Matochi spent four and a half years under her wing, before stepping down to focus on acting, academics and teaching. He's on track to earn a master's degree in Spring 2015.

He auditioned in New York this summer. He also landed a small part in the movie "Pitch Perfect 2," when it was shot in Baton Rouge. Still, he realizes the odds of supporting himself solely with film and TV work are long. If his beloved acting "hobby" remains only that, he looks forward to teaching either communications or theater classes at a university.

The classroom, after all, provides a daily stage.

"Being a teacher is pretty much acting. If you don't convey your message properly, the students aren't going to pay attention. I try to keep my students entertained."



JACKSON BEALS, MAGAZINE STREET HEADSHOTS



Cris Matochi is shown in the UL Lafayette PSA that was broadcast on ESPN.

Rave Guardian App lets others help keep you safe

Anyone with a University email address and smartphone can download a safety app that creates a virtual safety net of friends, family and University Police.

The Student Government Association began offering the customized version of the Rave Guardian Campus Safety App earlier this year.

Here's how it works:

A user downloads the web-based app onto his or her smartphone and creates a profile that includes pertinent personal information, such as his name, address, any medical conditions and ID photo. He can also create a list of "guardians" who would be notified under certain circumstances. The guardian must also have the app on his smartphone. A generic version is free and can be used with any email address.

"Say you're going out on a date with a guy for the first time. You want to let someone know who you are going out with, where you are going, and what time you expect to be back," said University Police Capt. Charles Gisclair.

"You would use the app to record that information. Suppose you plan to be home by midnight. If you don't deactivate the timer by 12 o'clock, the app will automatically notify the designated guardian.



"The first thing the guardian would do would be to call you to see if you're okay. If you can't be reached, the app enables the guardian to immediately notify University

Police that you're not back home yet. That notification can be sent regardless of whether you designated University Police as a guardian."

The University Police dispatcher on campus receives the notification. "Because this is web-based software, we can also receive the notification in our patrol units, where we have wi-fi access," Gisclair continued.

"The only time University Police would have access to the user's personal profile would be when the notification is activated. It gives us the user's info. And, as long as the user's smartphone GPS is operating, the app will ping that phone and show us where it's located."

Officers can then investigate the situation to determine if the user is in trouble. There's a feature that minimizes the number of notifications that might be sent because the user simply forgets to deactivate the timer when he reaches his intended destination.

Use of the app isn't limited to campus. It works across the United States but not in other countries.

The Rave Guardian app can be downloaded from the Apple Store. During registration, the user is able to indicate whether he is affiliated with a university.

Social media offer ways to keep in touch with UL Lafayette

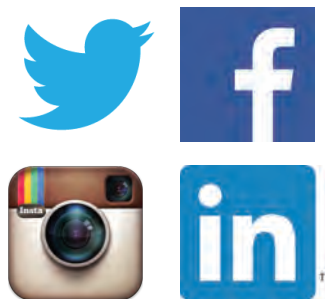
UL Lafayette has a gift for bringing people together. Just take a look at its growing presence in social media.

Facebook and other social media accounts, such as Twitter, LinkedIn and Instagram, make it easy for students and prospective students, faculty and staff, alumni, sports fans and supporters to connect with each other and the University.

Three years ago, the University's Facebook account had just 4,000 followers. Since UL Lafayette began encouraging more interactions between the University and Facebook users, the number of followers has increased to more than 80,000.

Through the coordinated use of hashtags, audiences can communicate with a common word or phrase that relates to a topic. Incoming freshmen, for example, are sharing their experiences as they prepare for college life. They're using the hashtag #Cajunsof2018 to do that.

Interest in conversations generated by designated hashtags is growing. So the University has begun using hashtag aggregators during some events, such as Commencement. Aggregators pull together mentions of selected hashtags onto a single Web page, which makes it easy for anyone to follow.



"Our #RaginGrads14 hashtag campaign for spring Commencement was such a success that the hashtag trended nationally on Twitter during the ceremonies. That's a difficult feat for any university to accomplish," noted Amy Windsor, the University's social media strategist.

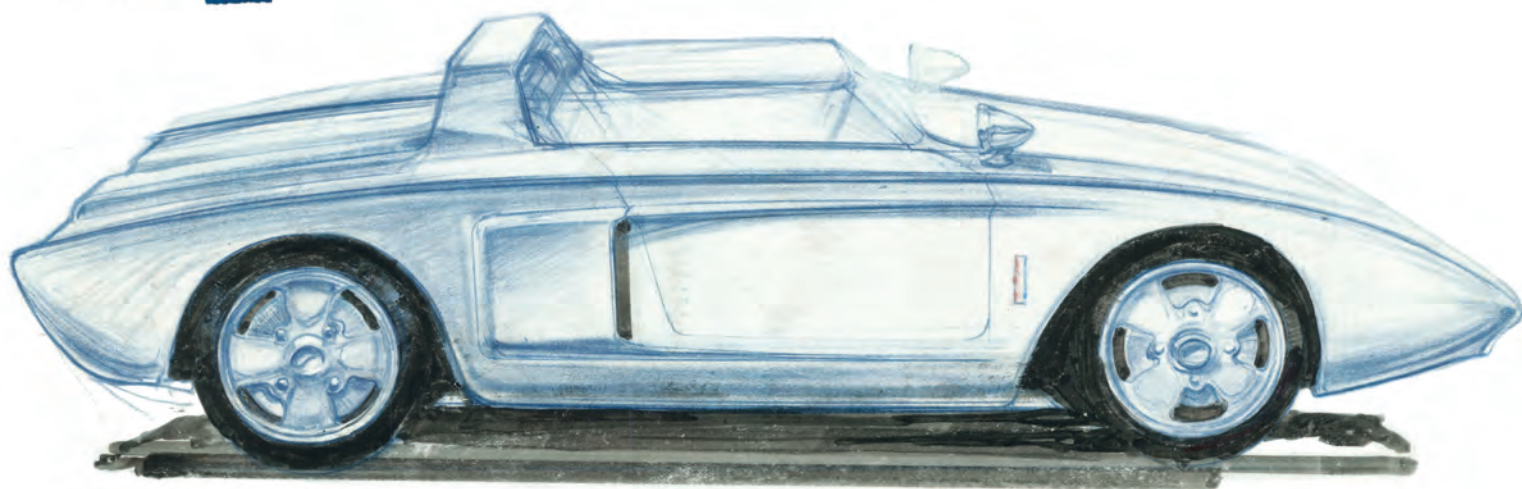
The University also uses social media to broaden the reach of some of its other communication efforts. News stories and announcements are examples of traditional communication tools that take on new life through social media sharing and interactions. UL Lafayette also uses social media to send emergency notifications required by the federal Clery Act.

For a list of official UL Lafayette social media accounts and hashtags, visit Louisiana.edu/socialmedia.

Then have some fun keeping up with the latest topics.

As author Tom Wolfe once observed about the early 1960s, the American automobile was

*freedom, style, sex,
power, motion, color.*



McMurry

Timeless Design

By Sarah Spell

Professor recalls heady days of Ford Mustang's birth – 50 years ago



At first, the Mustang wasn't supposed to be a passenger car. Instead, its designers were dreaming up a racecar.

Jerry Malinowski was one of those dreamers. In 1961, he graduated at the top of his class from the Cleveland Institute of Art and joined the team at Ford Motor Co.'s Design Styling Center in Dearborn, Mich., a suburb of Detroit.

"Detroit was a 'happening,'" Malinowski told *La Louisiane*, using a term that was hip in the '60s.

Soul music was spinning out of the Motor City, where Ford made cars and Motown made stars like Smokey Robinson, Marvin Gaye, Stevie Wonder and The Supremes.

While the singers crooned and shimmied, business managers at Ford began to panic over the company's declining sales.

In 1958, they had pinned their hopes of overtaking Buick and Oldsmobile with the Edsel, a car that was such a fiasco that its very name became synonymous with "epic fail." The Edsel cost the company an estimated \$250 million — the equivalent of

more than \$2 billion today. By '61, Ford was pushing the Falcon, an affordable family car. It was a no-frills, no-thrills ride. But the sedan was too sedate. Sales were taking a dive.

America would soon be caught up in the zeitgeist of the '60s. The space race was under way. The United States' military presence in Vietnam was starting to grow. On the domestic front, the dashing young president, John F. Kennedy, symbolized a new generation. Change was in the wind and Bob Dylan was singing about it.



Jerry Malinowski

Ford's designers, including the 22-year-old Malinowski, were about to help the company change gears.

While the suits fretted about sales, the company's owner, Henry Ford II — the grandson of its founder — lusted after Italian sports cars.

"He was obsessed with them," Malinowski recalled in a recent interview. "He had a Maserati and a Ferrari in his stable. And when he came by the Styling Center, he was often driving one of them."

Multiple layers of managers all got the message and passed it on to the designers. "They kept saying, 'Make it more Italian.' That's because when it came to design, Henry had the final say."

The Design Styling Center where Malinowski worked was both a crucible of creativity and a grueling workplace.

"There was an attitude. It was a fast life. You worked 12-hour days and left at 9 o'clock at night. You worked eight hours on Saturdays and did even more work in your free time. As for a personal life, you didn't have much of one. It was a crazy business."

Think real-life *Mad Men*.

"There was definitely a hierarchy in management — and plenty of chiefs. If you were a high chief, you had a sterling silver water pitcher on your desk. If you were a really high chief, you had a crystal water pitcher."

Malinowski and his fellow designers didn't have water pitchers — or desks. They worked at drafting tables, churning out drawings and illustrations.

"It was the guys in the trenches who designed the cars," he observed.

They pinned their designs to the wall and waited for the brass to approve or reject them. Those that got a green light were passed on to a team of modelers, who created full-scale versions in clay.

"Henry Ford, along with Gene Bordinat, vice president of Ford design, and his entourage of chiefs and little chiefs, would come to the studio to review the drawings and clay

models. They wanted 'newness' — and it had to sell."

Malinowski's first assignment was in the Thunderbird Preproduction Studio.

"In a preproduction studio, designers are still trying out ideas," he explained. Once a car was destined for the assembly line, its designers were more influenced by the dictates of physics and the practicality of the manufacturing process.

It takes about two to three years for a vehicle to evolve from the design phase, or ideation, to production. So, in 1961, Malinowski was helping redesign the car that would become the 1964 T-Bird.

"The problem was that the car had become too weighed down, in terms of design," he said.

When it was introduced in 1955, the Thunderbird was a two-seater. In '58, it became a four-passenger car. By 1960, the T-Bird resembled a tank. "Sitting in the back seat of that car made you feel claustrophobic."

Malinowski told his boss, studio chief Joe Oros, "I'm going to go back to the 1955 model."

The lines of the Thunderbird and its profile, which featured a long hood and short trunk, suggested movement and velocity. Malinowski imitated those lines

and explored new possibilities.

"I loved to experiment. I didn't want my drawings to look like everybody else's," he said.

He completed some of his early images using gouache, an opaque watercolor paint. "I liked the freedom of it and the effect that came from using a brush. Part of the experience of using different media is that sometimes something wonderful — and completely accidental — happens. The way the water moves the pigment across the paper may reveal the beginning of a form, which gives you something to work with, something to explore, and it can take you in an unexpected direction.

"That doesn't happen on a computer. Even a pencil, just a regular pencil, can reveal something surprising."

Malinowski's "ideations" for the 1964 Thunderbird included a new feature: scooped-out side panels. Even though the cars had air conditioning, he wanted to capture the feeling of streaming down the highway in an open cockpit, or at least driving with the windows down. In designer-speak, those scoops were a celebration of the open road.

"The original intent was to celebrate ventilation to the claustrophobic rear," he said. "I wanted to give the impression of air flowing into the back seat."

To sell decision makers on the idea, he drew a series of illustrations, including a version with stainless steel side scoops.

'Good design sells.'
Jerry Malinowski



Above, and on opposite page, some of Malinowski's concept drawings for the 1964 Thunderbird.



Malunowski



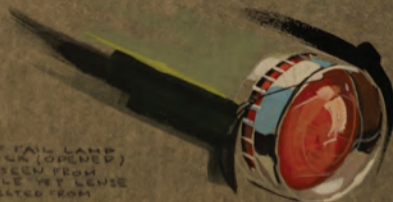
Malunowski 61
64 FID

SECTION CHANGE
THROUGHOUT



Malunowski
11/61

PORTION OF TAIL LAMP
BUMPER STICK (OPENED)
LIGHT COULD BE SEEN FROM
DIRECT REAR VIEW BUT LENSE
COULD BE COVERED FROM
OBSTRUCTION.



“Many times, I would exaggerate parts of my drawings and illustrations to draw attention to certain areas,” he recalled. “Lighting and highlighting details you wanted them to focus on played a big part in getting your ideas chosen, then put into clay and into production.”

Although higher-ups didn’t entirely buy into Malinowski’s

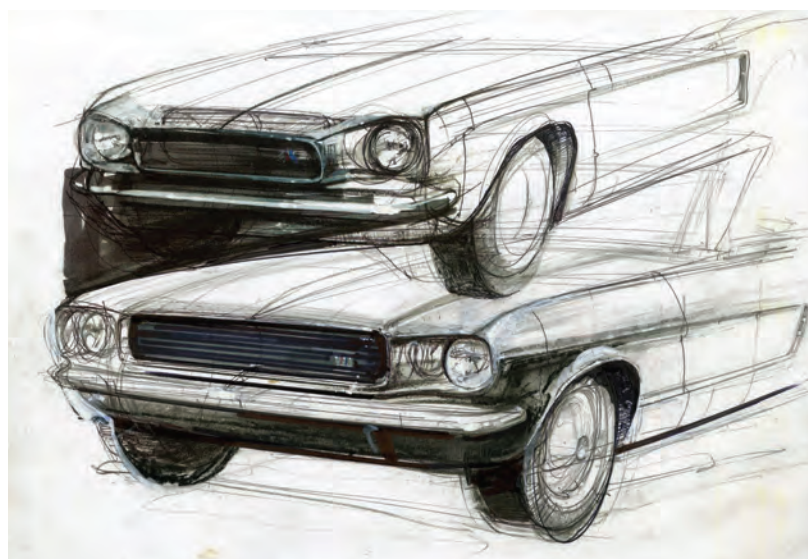
ideas, some of his suggestions were applied to the 1964 Thunderbird model. It didn’t have side scoops, but compared to the 1960 T-Bird, it looked like a car that flowed with the wind, instead of one that was continually pulled down by gravity.

In late January 1962, after only seven months in the preproduction studio, Malinowski was transferred to the Advanced Design studio, where he would work on Henry Ford II’s pet project: a racecar. Ford was determined to debut the car in the U.S. Grand Prix in October.

“We had to have a car designed, built and ready to show to the public, so time was not on our side. But that made it even more exciting.” The short turnaround gave the designers more freedom than usual, he explained. “Because decisions had to be made quickly, the details of the car didn’t get bogged down in management committees.

“Initially, there was no body design. There were no engineering constraints. It didn’t even have a name, but we knew it was going to have a horse on it.”

That’s because Henry Ford II wanted to shake a fist at Enzo



The DNA of the Ford Mustang, above, originated in the Thunderbird, below.

Ferrari, the owner of the Italian car company, Scuderia Ferrari.

Ferrari’s logo, a black horse prancing on a field of yellow, originated with Francesco Baracca, Italy’s most decorated World War I fighter pilot. Baracca, who served in the cavalry division, had a similar horse painted on his plane. “The story goes that Baracca’s mother asked Ferrari to use the *cavallino rampante* on his racecars to honor her son after he was

killed in battle,” said Malinowski.

In the studio, the young designer applied concepts he had been developing for the Thunderbird.

“In most cases, we would start a concept drawing as a side view. And I was still working out the relationship of the front end to the side scoop.” The design quickly evolved into a mid-engine car. Instead of putting the engine in front, under the hood, the designers positioned it behind the driver. Having the weight of the engine closer to the center of the car could give it an advantage on the track, especially in turns.

The side scoops Malinowski had suggested to “celebrate ventilation” now became functional. They would draw in air to cool the racecar’s engine.

In one of his drawings for the project, Malinowski experimented with racing stripes.

Most often, racing stripes run along the centerline of a car, parallel to the ground, to create the illusion of forward motion. Malinowski mixed things up. He used vertical stripes “in red, white and blue to emphasize that it was an American car.”

After Ford management dubbed it the “Mustang,” studio



chief Bob Maguire asked Malinowski and another designer, Phil Clark, to come up with an emblem for the racecar. “We had a lot of fun with it,” Malinowski recalled.

Eventually, one of Clark’s horses and Malinowski’s stripes were combined to create the enduring Mustang logo.

A custom fabrication company built the car in 100 days, just in time for the Grand Prix. Ford hired Dan Gurney, the nation’s top racecar driver, to show off its new machine, the Mustang I, on the track in Watkins Glen, N.Y.

The sleek racecar turned heads and generated publicity. Bolstered by public reaction, company executives placed their bets on a passenger car that captured the wild Mustang spirit.

Another team of designers helped the sports car evolve into a concept car called the Mustang II, which led to commercial production of the Mustang.

With a fresh design, the company transformed the fuddy-duddy Falcon, the affordable car that was losing money. “Henry wanted a car with Ferrari flair and a Falcon price tag and that’s what we achieved,” said Malinowski.

Ford Motor Co. designed and built a car that weighed less than 2,500 pounds and cost less than \$2,500. The weight limit helped control the cost of materials and, ultimately, the sticker price. The production model of the Mustang also used the Falcon platform, all its mechanical parts, and in some cases, interior parts as well. “Today, that approach is called sustainable design.”

On April 17, 1964, at the New York World’s Fair, Ford introduced something new: “Henry’s” affordable car with European styling. The Mustang was a sports car *and* a family car with a base price of just \$2,368.

Buyers could select a hardtop or a convertible and could choose from 15 colors, which included Chantilly Beige and Pagoda Green, Rangoon Red and Wimbledon White.

America succumbed to Mustang madness. On that first day, buyers placed 22,000 orders.

“Good design sells,” said Malinowski. Within two years, Ford had sold more than a million Mustangs and changed forever the way Americans looked at cars.

By then, Malinowski had moved on, first to Philco, a Ford subsidiary that manufactured home products. There he designed refrigerators, cooking ranges, radios and televisions.

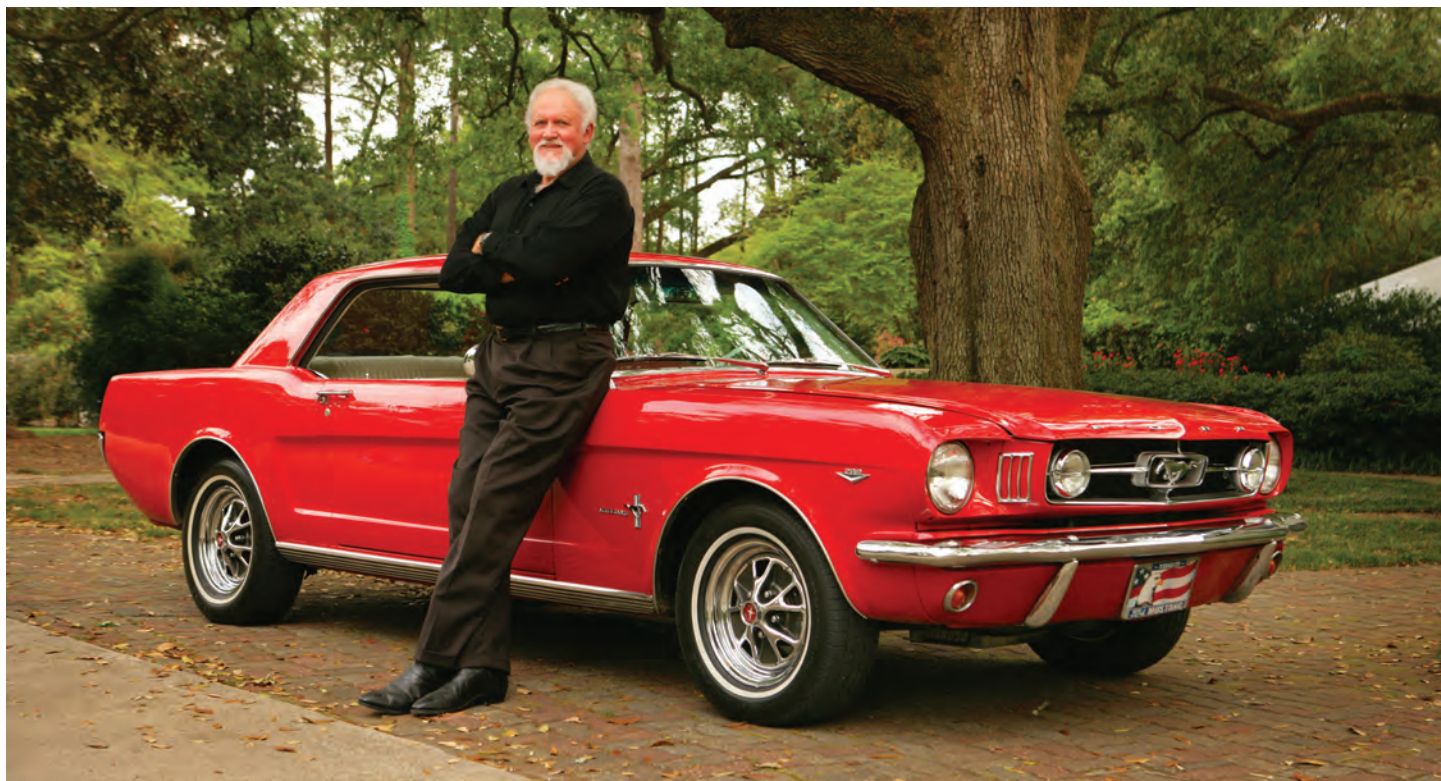
In 1964, he went to Japan, where he designed electronics for Panasonic Corp. In ’67, he moved to Syracuse University, where he ultimately designed a bobsled for the 1988 U.S. Olympic team and helped America come within striking distance of a medal. The bobsledders finished fourth, beaten by the Soviets by just 2/100ths of a second. In 1992, Malinowski tried a new design, which was tested by Boeing Corp. and deemed the most aerodynamic bobsled ever.

In 1999, after retiring from Syracuse, he made his way to Lafayette to help establish the University’s new industrial design program.

“How could I resist a place with alligators on campus? I had to see that for myself!”

Since then, he’s connected with the culture — he goes out Cajun dancing at least twice a week — and with UL Lafayette students.

Over the years, they have benefitted from lessons about timeless design from someone who helped create a car that, 50 years later, is still an object of desire.



Jerry Malinowski is shown with a 1965 Mustang owned by Danny Burns, president of the Lafayette Mustang Club.



ON PROPERTY
TOWING
ENFORCED

PARKING
\$5.00
Parking Available
Only When
Lot Monitored
By Attendant

NO
PARKING
PARKING
PARKING

HOMELESS
AND
HUNGRY
PLEASE HELP
THANK
GOD BUT
YOU

ON THE ROAD
HUNGRY
PLEASE HELP
THANK
GOD BUT
YOU

HUNGRY
PLEASE HELP
THANK
GOD BUT
YOU

STRANDED
VETERAN
JUST NEED
HELP
GOD
BLESS
YOU

SHARE
A
CMT

ANYTHING
IS A
BLESSING
GOD BLESS
YOU!!

WHY LIE?
SPARE CHAIN
FOR BEEP

WORK, O
WILL B
BLESSING

ANY
N
A

MY LIE
NEED A
BEEP

HOMELESS
HUNGRY
PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU

PLEASE HELP
THANK
GOD BUT
YOU



Willie Baronet, '82, used to feel uncomfortable when he encountered people who are down on their luck. He found he could ease his discomfort by buying their signs, usually pieces of cardboard, with their situations and desperation summarized in a handful of words written in black marker. On the Road. Hungry and Homeless. Anything Helps.

Over the past 20 years, he's kept those signs. They've become part of an ongoing art project, "We Are All Homeless."

In July, Baronet traveled across the United States to buy more signs and draw attention to the plight of the homeless. He stopped in 24 cities with large, urban homeless populations, from Seattle to New York.

He teaches at Southern Methodist University's Temerlin Advertising Institute, part of the Meadows School of the Arts, where he is the Stan Richards professor of creative advertising.

La Louisiane interviewed the former ad agency owner in June about University of Louisiana at Lafayette faculty members' influence on his work and about "We Are All Homeless." The following pages also include excerpts from a story written and performed by Baronet for the McKinney Avenue Contemporary, an art gallery and performance center in Dallas. It was previously published online by The Huffington Post.

Back in the early '90s, when I first began to see homeless people standing on street corners holding signs

I felt awkward.

I'd position my car so I wouldn't have to look at them, or pretend to do something else. I felt guilty too, wrestling morally with whether or not I was doing good by giving them money, wondering how they would spend it.

In 1993, I began buying and collecting these signs. ... Once negotiations began,

I was amazed

at how different (the homeless) seemed.

Their body language shifted and they were engaged, motivated. Less victim-y. They were almost always grateful to sell the signs, some overly so. A few were curious why I wanted them. I said it was for an art project, though I had no clue what that project was.

I became aware

that they each had a reason they were on the streets. Human beings trying to get through their lives, dealing with adversity, looking for love, safety, connection. Just like you or me.

After some soul searching, which included a magical trip to South Africa, I enrolled in grad school, and it was while I was pursuing an MFA in Arts and Technology that

I would begin to figure out
the art I was supposed to be making.

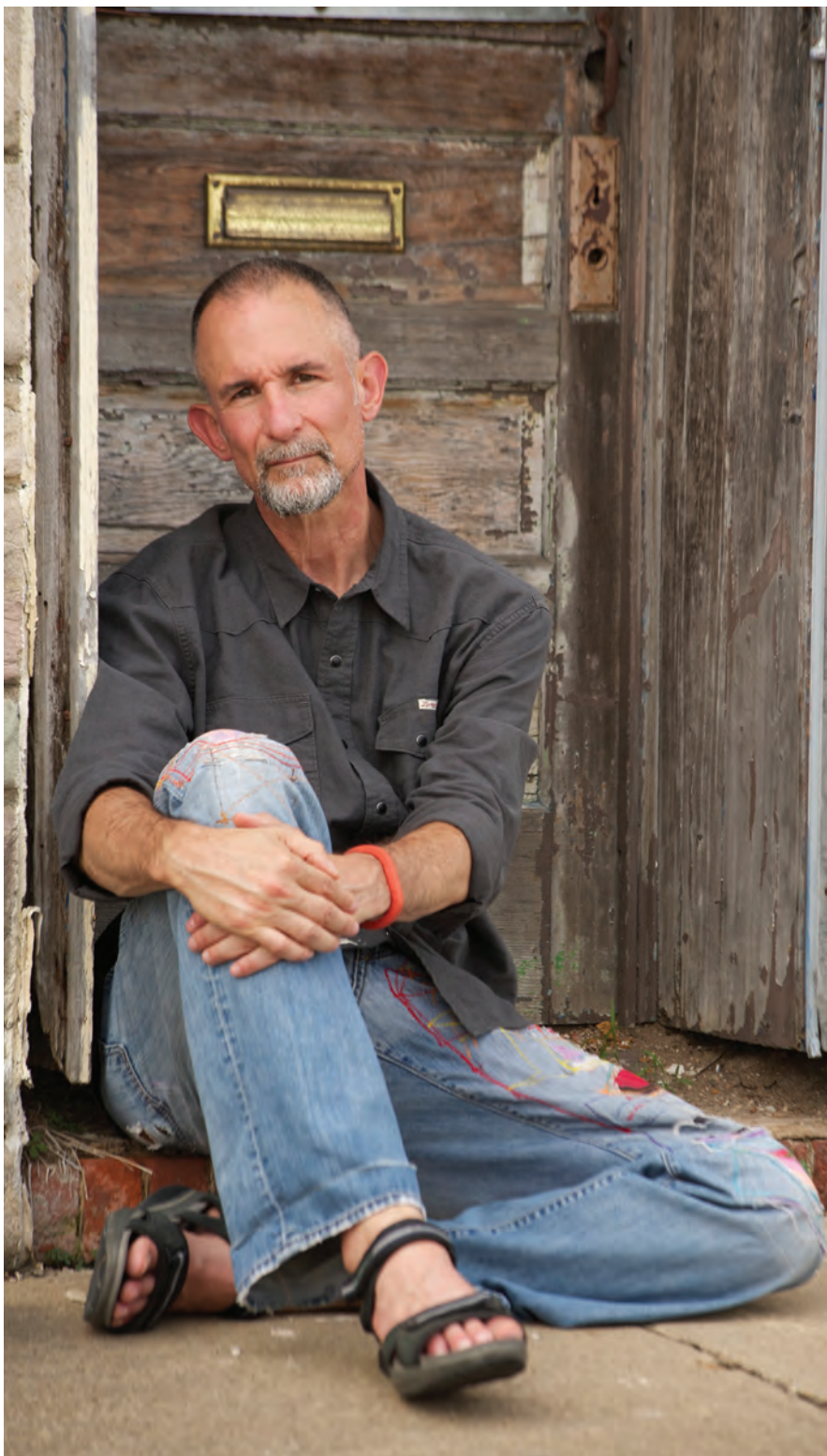
I had my first-ever solo art show in the fall of 2009.

I was very proud

of the work, which included digital prints, some homeless signs mounted on mirrors, a single sign suspended from the ceiling in the center of the gallery, signs mounted on the floor and a 12-minute video of signs dissolving from one to another to the soundtrack of a car moving through traffic.

When that show came down,

I figured I was done with homeless signs.



I was taking a class on interventionist art. Art that in some way disrupts daily life, like flash mobs or the art happenings that originated in the late 1950s. Of course, the first thought to occur to me was a big group of people at a crowded intersection all holding homeless signs.

Thus, "We Are All Homeless" was born.

What it is about these signs that appeals to you?

I've been a graphic designer for much of my life, so I just totally gig on graffiti. I like texture and I like the fabric of life.

I find beauty in lots of mundane things. I love these artifacts, these signs. To me, they are filled with richness.

I'm a type nerd. So, the lettering is one element that appeals to me. It's also interesting to notice typos and misspellings. Sometimes those are intentional — they are part of the message or add an element of humor.

The texture, especially of cardboard, and its state of decay are also part of what makes a sign an interesting artifact.

I think about how many hours the person's hands must have been in that spot to create that sweat stain, that discolored area. How many rainstorms was that person in?

I bought one sign from a guy who said he's been using the same sign for 15 years. Entire words were rubbed off.

What happens when you buy a sign?

When I buy signs, one of the things I like about that transaction is that they have something I want. I have something they want and we come to an agreement.

I've had some people say no. But I've never had anybody be mean or negative at all. Ninety percent of the time they are over-the-top grateful and happy. Some people are nonchalant about it but some are thrilled, especially if they get \$10 or \$20. That may get them out of the sun for an hour.

I understand that there are people who don't want to give homeless people money because they believe they're going to spend it on something they perceive as harmful.

I don't think it's my place to pass judgment on what someone is going to do with that money. I could make a case that my going and buying a new shirt is another way to hide from something in my life, in the same way that someone going to buy a six-pack might be doing.

My job is to keep looking at myself and become the person I want to be, while I make space for somebody else to do the same for themselves. But it's not my job or my role to pass judgment on anybody's choices.

Why did you decide to major in art as an undergraduate?

I started as a pre-law major and then switched to math for two semesters. I didn't want to be an engineer, but I had a math teacher that I loved — that's why I had chosen that major.

At some point I think I was wondering, "What the hell am I doing majoring in math?"

I was about to start my fourth semester and I had never taken

an art class in my life, even though I enjoyed drawing. I was flipping through the printed course catalog when I saw that applied arts was a major. In the fine print, down at the bottom, it said that after completing a certain number of courses, a student would have to choose a concentration. I think the choices were jewelry making, sculpture, advertising design and maybe film — things like that.

I don't think I was aware that TV commercials were made by people and that brochures were designed by people. But the next thing I knew, I was majoring in applied arts. I took my first drawing class and my first advertising class.

The day I walked into my first advertising class, I knew I was home.

So, if there's something that connects me to what I'm doing now, it's that I was willing to venture into the unknown. I was willing to venture into art.

It happened when I was at USL.

Who were the teachers who influenced you?

Two of the biggest influences on me in college were (the late) Elemore Morgan Jr. and (professor emeritus) Dutch Kepler.

Elemore taught me the power of encouragement, which I use all the time in my life. I encourage my students and use that gift any time I have the opportunity to listen to someone and encourage them. It's part of how I consciously choose to move through the world. And I credit him for that.

He wrote in one of my sketchbooks, "You should do one of these every day for the rest of your life." I still have that sketchbook.

Dutch taught me many things. I remember that I was in a group of students, we were all drawing on a large poster.

He came by me and said, "You have so much confidence in the lines when you draw. You're going to be an incredible creative director." That was before I even got out of school.

Now that I *am* a creative director, I think about comments like those.

The other thing I remember about Dutch was his setting a really high standard. He wasn't afraid to set the bar high.

Both of them taught me the skill of seeing something good in anything. There is something in any drawing that can be encouraged and highlighted. And, in anything, there's a potential for growth, which can be explored. So, the ability to see and talk about work came from both of them, as well as from (retired professor) Herman Mhire.

I learned about critique from those men.

What's next for "We Are All Homeless?"

I envision a massive installation, where I get to use every single sign in some way. That will happen one day.

I'm still fascinated by the notion of "home." Is it a physical place, a building, a house? Is it a sense of safety, of being provided for?

And what does it mean to be homeless: practically, spiritually, emotionally?

I now see these homeless signs as signposts of my own journey, both inward and outward. Of reconciling my childhood and my life with my beliefs about home and the homeless. Glinda, the good witch in *The Wiz* said it best:

"When we know ourselves, we're always home."



STRENGTH IN NUMBERS

WHY RAGIN' CAJUNS DESERVE RESPECT

#34 ATHLETICS PROGRAM
★ IN THE COUNTRY ★

#1 RANKED
BASEBALL
TEAM IN THE NATION
UNANIMOUSLY

LOUISIANA
RAGIN' CAJUNS

#1 SUN BELT
CONFERENCE
CHAMPIONS

SEASON
SOFTBALL
FOOTBALL
BASEBALL

TOURNAMENT
MEN'S BASKETBALL
BASEBALL SOFTBALL
MEN'S TENNIS

HIGHEST GRAD RATE IN STATE AND SUN BELT CONFERENCE

When CBS.com announced its Best in College Sports in July, Louisiana Ragin' Cajuns fans didn't stampede to buy big red foam fingers emblazoned with #34, UL Lafayette's national ranking.

After all, #34? Really?

But there might have been a run on the ultimate fan accessory if more people had stopped to learn about what being #34 means.

By Kathleen Thames and Charlie Bier • Photography by Brad Kemp

There are many ways to compare athletic programs.

CBSsports.com claims that its own method of comparison is superior because it "is more reflective of those sports that generate the broadest base of fan and media interest. We rated five sports – football, men's basketball, women's basketball, baseball and a 'wild card' sport." It considers softball, men's lacrosse, men's ice hockey, men's soccer, wrestling, women's soccer or women's gymnastics to be "wild cards."

CBSsports.com only ranks the FBS schools. FBS is what used to be known as NCAA Division 1-A, the highest level of collegiate athletic competition. The University of Louisiana at Lafayette is one of 125 full members.

Jay Walker, a longtime local sportscaster, supports CBSsports.com's approach. Its equation, he wrote in a recent blog, is "about as equitable a formula as you will get in order to rate the strength of an athletic program."

There are several factors that make the Ragin' Cajuns' 34th place impressive.

One is athletic conferences. In general, there is a long-standing pecking order for the 10 Division 1 FBS conferences. The SEC and PAC-12 are strong conferences because of their top-tier coaches and players, the quality of their facilities, their win-loss records and fan support.

That conference hierarchy is related to a second factor: money. Typically, universities in stronger conferences have larger athletics budgets than schools in weaker conferences, although there are some aberrations from time to time.

So, look at the CBSsports.com ranking and here's what you'll find, as Walker noted in his blog.

- UL Lafayette is the top non-automatic qualifying BCS school in the rankings. The Bowl Championship Series is a system that determines which of the top 10 FBS conferences will compete in bowl games, including who will play in the National Championship game.

- LSU was No. 9. Tulane was No. 72. Louisiana Tech was No. 122.

- More than 30 programs from schools affiliated with automatic qualifying BCS leagues were ranked below the Ragin' Cajuns, including five SEC schools: Tennessee, Ole Miss, Georgia, Mississippi State and Arkansas.



Without question, UL Lafayette is in good company. Consider some teams above it and below it.

No. 31	Washington
No. 32	Vanderbilt
No. 33	Nebraska
No. 34	Louisiana
No. 35	Penn State
No. 36	Tennessee
No. 37	Iowa

Budgets mandate how much schools spend to attract coaches, to provide scholarships and to build sports facilities for student-athletes and fans. Many of the nation's best prospective student-athletes weigh the reputations of coaches and the quality of sports facilities when they're deciding which university to attend.

Here are the athletics budgets for UL Lafayette and its peers in the CBSSports.com ranking, according to *USA Today*.

No. 31	Washington (\$85 million)
No. 32	Vanderbilt (unavailable)
No. 33	Nebraska (\$86.9 million)
No. 34	Louisiana (\$18.1 million)
No. 35	Penn State (\$104.7 million)
No. 36	Tennessee (\$111.5 million)
No. 37	Iowa (\$107.1 million)

Although other schools may have bigger budgets, UL Lafayette has come a long way financially.

According to Scott Farmer, UL Lafayette's director of Athletics, the University's total athletics budget just seven years ago was \$9 million, second to last among Division 1 FBS schools.

The Ragin' Cajuns Athletic Fund was created in 2009 to encourage fans to give badly needed financial support.

The RCAF raised \$400,000 the first year. In 2013, it took in \$1.6 million. In May, Farmer reported that the RCAF had already surpassed the \$1.4 million mark, halfway through the year.

The economic impact of UL Lafayette Athletics is significant. According to the Lafayette Economic Development Authority, the 2013 football season had an economic impact of over \$27 million, for example. The three-day NCAA regional softball tournament pumped about \$600,000 into the local economy in May, the Lafayette Convention and Visitors Commission estimated.

The Louisiana Ragin' Cajuns have strong fan support. Numbers speak for themselves, as the following examples show.

- Football fans led the Sun Belt Conference in attendance in 2013, drawing 129,878 fans for five home games. They

broke New Orleans Bowl attendance records for the third year in a row in 2013. Last year, fans also smashed the all-time football season ticket sales record.

- Attendance at Louisiana Ragin' Cajuns baseball games was in the top 10 in the nation, for average and total attendance, for Division 1 FBS schools. Fans set a new school record with total attendance of 145,589 fans at M.L. "Tigue" Moore Field this spring.

- Facebook collects data that's useful for analysis. *La Louisiane* selected the week of July 14-20, a time frame chosen at random, to compare followers of Sun Belt Conference schools. Ragin' Cajuns Athletics had 60,000 likes. The next six teams' likes ranged from 12,200 to 15,400.

- In addition to attending games, loyal fans buy merchandise that carries the registered logos and names of UL Lafayette and the Louisiana Ragin' Cajuns. The University works with Collegiate Licensing Company to manage its licensing program. CLC has about 200 higher education clients.

Each quarter, CLC posts the names of its 75 top-selling institutions. UL Lafayette cracked that elite list two years ago at No. 73. It closed last year at No. 70. It was No. 66 for the third quarter of the 2013-14 fiscal year, the most recent numbers available online. To put that ranking in perspective, Georgetown is No. 64, while the U.S. Military Academy (West Point) is No. 63.

"The strength of our fans goes hand in hand with the strength of our teams," Farmer summarized recently.

Many Louisiana Ragin' Cajuns fans recognize that the University's athletics program has been improving gradually but steadily over the past 20 years.

Its intention to continue to compete with other universities for coaches is evident in the latest contract negotiated with head football coach Mark Hudspeth. The engineer of three consecutive victories in postseason bowl games is the highest paid coach in the SBC.

The athletics program's intention to continue to rise is also evident in a \$115 million Athletics Facilities Master Plan that will upgrade facilities for student-athletes and fans.

Farmer and other officials don't believe the #34 ranking by CBSSports.com is a fluke.

"Continued success is a circle. Investment leads to quality. Quality leads to success. Success leads to investment and it all begins again," he said.

On the following pages are a look at the recent achievements of four Ragin' Cajuns sports.





BASEBALL

The No. 1 ranked team in the nation. The most victories in college baseball, 58 wins and only 10 losses. Seven players selected in the MLB draft.

The numbers speak volumes. But eye-popping stats fail to tell the entire story of the 2014 season.

Numbers can't convey how it was a field of dreams, each and every game at "The Tigie." Fans knew they were witnessing something special, something building and unfolding all at once.

"This is the best Ragin' Cajuns team I've seen so far," said Gurvis Dupuis, during the decisive third game of the Super Regionals, a do-or-die contest against the Ole Miss Rebels. "They can hit, they can run and they have good pitching. They deserve to be No. 1." He should know. He's been a fan since the 1950s. And Gurvis Dupuis didn't miss a home game this year.

But baseball is a fickle, quirky game of percentages and streaks and more than a little luck. The Cajuns' bats just weren't clicking the night of the Ole Miss game. And, unlike so many other games in the season, no player was able to get that one glorious hit that was like a match striking a matchbox, that would generate a spark that would catch the rest of the team on fire.



The Ragin' Cajuns lost that game to Ole Miss and, with it, the chance to take a trip to the College World Series, where many fans believed they rightfully belonged.

Long after the final out, the players lingered in the outfield, one last time. They knew they were spending their last moments together as a team. Many fans remained in the bleachers long after the final out, too. At last, they stood and gave their boys a standing ovation because they knew they had never seen baseball so good.

Unanimous No. 1 ranked team in the nation

First-ever No. 1 national ranking for a UL Lafayette sport

Hosted NCAA Regional Tournament, defeated Mississippi State to go to Super Regional

Hosted NCAA Super Regional Tournament for first time in school history

9th in nation for total attendance, 145,589 fans in 38 games

10th in nation for 3,831 fan average per game

Set new school record for total attendance at M.L. "Tigue" Moore Field

Set new school record, Sun Belt Conference record with 58 wins in season

Tony Robichaux, Coach of the Year, Louisiana Sports Writers Association and 2014 Sun Belt Baseball Ron Maestri Coach of the Year

Jace Conrad, first in program history to earn SBC Player of the Year

Carson Baranik named SBC Pitcher of the Year

SOFTBALL

The Ragin' Cajuns made winning the NCAA Super Regional Tournament look easy.

Anyone who didn't know about their opponent, the Arizona Wildcats, would have wondered why the 7-1 victory was a big deal. But plenty of the 2,693 fans who packed Lamson Park understood. The Wildcats have one of the most successful programs in the history of softball. They hold eight national championships.

Going into the best-of-three series, Arizona led the nation in home runs per game. The Ragin' Cajuns were second. So, defeating such a powerhouse to advance to the Women's College World Series, for the sixth time, was especially sweet.

That dominant performance came on the heels of winning the Sun Belt Conference regular season and SBC tournament championships. The Cajuns hosted and won the NCAA Regional Tournament before hosting their first NCAA Super Regional in school history.

The Cajuns headed to the Women's College World Series. While they were there, pitcher Christina Hamilton's lens-less, black-frame glasses caught the media's attention and triggered television coverage of Cajun fans wearing the same quirky spectacles to show their support.

The Ragin' Cajuns fell to Kentucky and Oklahoma in the World Series. But when all the dust had settled, the Cajuns held the No. 8 ranking in *USA Today* and *ESPN* postseason polls.

Now, fans are licking their chops at the prospect of a return trip to the WCWS in 2015. No wonder: next season's roster will be the same, minus only two seniors, Natalie Fernandez and Shelbi Redfearn, who graduated in May.



6th appearance in the Women's College World Series in school history

Ranked 8th in postseason USA Today/NFCA Division I coaches poll and ESPN/USA Softball polls

Hosted NCAA Regional Tournament

Hosted its first NCAA Super Regional Tournament

Christina Hamilton, SBC and LSWA Pitcher of the Year; winner of the 2013-14 James J. Corbett Award, presented to the top female amateur athlete in Louisiana

Lexie Elkins, Sun Belt Player of the Year, LSWA Hitter of the Year, LSWA Newcomer of the Year (First player in LSWA history to win two of the four major player categories in the LSWA postseason awards)

Haley Hayden, NFCA Freshman of the Year Finalist

Michael Lotief, SBC Coach of the Year

12th SBC Regular Season Championship

12th SBC Tournament Championship

BASKETBALL

The Ragin' Cajuns' journey to the NCAA Tournament for the first time since 2005 was as exciting as it was improbable. The season began with an inspirational slogan: "Our Mission Is March." At the midway point, with a 12-11 record, the mission seemed impossible.

But good players can orchestrate surprising comebacks, and that's what the Cajuns did. They reeled off 11 wins in their last 13 games, adding an exclamation point with an 82-81 overtime victory over Georgia State to earn the Sun Belt Conference Tournament championship and a trip to the NCAA Tournament.

The story-within-the-story was Elfrid Payton, a John Ehret High School graduate who was recruited by only two universities: Xavier University of Louisiana and UL Lafayette. Head coach Bob Marlin saw something in Payton that other coaches missed. More important, he made sure Payton had a chance to grow in an arena much bigger than the Cajundome. Marlin helped him get a tryout for the U19 Men's USA Basketball team. Payton made the squad, which won the gold medal at the 2013 FIBA World Championship. The young man plucked from obscurity paid Marlin back by playing hard and soaking up everything he could about playing the game of basketball at an elite level.

What was good for Payton was good for the team. The electrifying point guard's shoot-from-the-hip play contributed to the Cajuns' remarkable run.

UL Lafayette fell to Creighton in the second round of the NCAA championship tournament, but not before it showed a nationwide television audience that Ragin' Cajuns don't give up.

Payton then made a run of his own. The No. 10 overall pick in the NBA draft was quickly making waves for the Orlando Magic in summer league play. Just like Marlin knew he would.



Maui on the Mainland Champions

Sun Belt Tournament Champions

1st appearance in NCAA Tournament in nine years

Tied for 12th place in the nation in scoring offense, with 81 points per game

Earned a collective 2.854 GPA in Fall '13 semester, second-highest average in 31 years

8 of 15 players had a 3.0 GPA or better in Fall '13 semester

Three 1,000-point career scorers from three classes, sophomore, junior and senior

3rd 1st-Round NBA draft pick in school history, Elfrid Payton

Most wins in 14 years (23)

Most Cajundome wins in 23 years (13)

246 three-point field goals, most in 17 years

613 free throws made, most in 42 years

FOOTBALL

When Nicholls State fell 70-7 in the home opener, Louisiana Ragin' Cajuns fans knew the demolition signaled no guarantee of a third straight R+L Carriers New Orleans Bowl win and yet another nine-win season.

Yet, that's what happened, and the Cajuns notched a Sun Belt Conference championship, to boot. The Cajuns are one of only six teams in the nation to win three consecutive bowl games. The others? Florida State, Michigan State, Oregon, South Carolina and Texas A&M.

Its 17-man senior class won a school-record 30 games in a four-year period. And, in the past seven semesters, the Cajuns turned in six of the best semesters academically that they've had since the University started tracking grades in 1982.

Now, their bid for a fourth straight bowl, and a possible fourth straight nine-win or better season, is only a few weeks away. Head coach Mark Hudspeth, is entering his fourth season with 15 starters returning, including quarterback Terrance Broadway, the conference preseason Offensive Player of the Year selection. Broadway is hardly alone on the preseason all-conference team, which is chosen by coaches and members of the media. Nine of his teammates also made the cut.

Athlon Sports, the nation's largest publisher of sports annuals, expects the Cajuns to equal last year's regular season win total in conference play alone, predicting a perfect 8-0 record against SBC opponents.

A recent preseason poll of SBC coaches was unanimous. They believe the Ragin' Cajuns will earn their second conference championship by the time the referee's whistle is blown for the last time at the end of the season.



Won third consecutive R+L Carriers New Orleans Bowl

Led Sun Belt Conference in attendance, drawing 129,878 fans for five home games

Broke Cajun Field record for points scored at home in a single season, 236.

Most successful senior class in Cajuns' football history.

Geaux Cajuns

“Geaux Cajuns®” has been a rallying cry for University of Louisiana at Lafayette® supporters for more than two decades. Now it’s also a federally registered trademark.

The spelling of “geaux,” which is pronounced “go,” capitalizes on the “eaux” suffix of common Cajun surnames, such as Breaux, Comeaux, Boudreaux and Thibodeaux.

“The term has been used by the University, particularly alumni, since the 1980s, and the University has used the term in commerce since the summer of 2009,” said Matt Tarver, assistant director of brand management and creative services, in a recent interview.

The phrase was registered on April 15. It is registered as characters, without claim to any particular font, style, or color.

“Registration provides the University with ownership of this term at the strongest level, and it will lead to more products being made with the term ‘Geaux Cajuns®’ on them,” Tarver added.

“So, this gives our fans another way to celebrate our passion for being Ragin’ Cajuns®.”

According to the U.S. Patent and Trademark Office, owning a federal trademark registration has a number of advantages, including:

- a legal presumption of ownership of the mark and the exclusive right to use the mark nationwide on or in connection with the goods/services listed in the registration;
- the ability to bring an action concerning the mark in federal court;

GEAUX CAJUNS®

- the use of the U.S. registration as a basis to obtain registration in foreign countries;
 - the ability to record the U.S. registration with the U.S. Customs and Border Protection (CBP) Service to prevent importation of infringing foreign goods;
 - the right to use the federal registration symbol ®;
 - listing in the United States Patent and Trademark Office’s online databases; and
 - public notice of a claim of ownership of the mark.
- “Registration of ‘Geaux Cajuns®’ strengthens our University’s brand and, at the same time, reflects the culture of the Acadiana area,” Tarver said.

2014

LOUISIANA FOOTBALL SEASON SCHEDULE

FEATURING THE BACK-TO-BACK
NEW ORLEANS BOWL CHAMPIONS



Geaux Cajuns!®

Aug. 30

SOUTHERN UNIVERSITY
Herbert Heymann Classic

CAJUN FIELD

Sept. 6

LOUISIANA TECH

CAJUN FIELD

Sept. 13

Ole Miss

Oxford, MS

Sept. 20

Boise State*

Boise, ID

Oct. 4

GEORGIA STATE*

CAJUN FIELD

Oct. 14

Texas State*

San Marcos, TX *Live on ESPN/ESPN2*

Oct. 21

ARKANSAS STATE*

CAJUN FIELD *Live on ESPN/ESPN2*

Nov. 1

SOUTH ALABAMA*

CAJUN FIELD *Homecoming!*

Nov. 8

New Mexico State*

Las Cruces, NM

Nov. 15

ULM*

Monroe, LA

Nov. 22

APPALACHIAN STATE*

CAJUN FIELD

Nov. 29

Troy*

Troy, AL

*Sun Belt Games

All Game Times Are TBA

Visit ragincajuns.com or call 337-265-2357 to get your tickets today!

'Tremendous Blessing'

Alum celebrates Easter Vigil with Pope Francis before returning to campus

Patrick Broussard, '07, was poised to enter graduate school in 2008. His plan: earn advanced degrees in engineering and then teach at a university.

But he entered the seminary to become a Roman Catholic priest instead. It was the beginning of a journey that took him to the leading religious center of Western civilization and back.

Along the way, he had a once-in-a-lifetime chance to participate in one of the most significant public worship services in the liturgical year, as countless people watched via worldwide broadcast.

On April 19, Broussard served with Pope Francis at Easter Vigil Mass in St. Peter's Basilica in Vatican City. His role was to assist the pontiff with the Eucharist and help distribute Holy Communion during the annual observance of the Resurrection of Jesus. The opportunity capped a four-year stay in Rome, where he studied theology at Pontifical North American College.

Broussard learned on his birthday, April 4, that he would serve with Pope Francis at the Easter Vigil. Names of deacons who are attending the college are drawn from a hat to determine the three principal deacons to the pope for the Mass,



Patrick Broussard, far left, is shown on the altar of St. Peter's Basilica in Vatican City, the largest church in the world.

GETTY IMAGES

which is conducted between sunset on Holy Saturday and sunrise on Easter Day.

Participating in a function with the pope is “still somewhat rare,” Broussard told *La Louisiane*. “When someone is chosen for such a task, it still brings great excitement to him and to the entire College.”

He recalls that the night of the Easter Vigil Mass “was a bit like a dream. ...”

After putting on their vestments, he and other main servers gathered in a semicircle across from the door where the Holy Father would enter St. Peter’s.

“I waited anxiously for a few minutes and then, all of a sudden, Pope Francis appeared. He started greeting the men to my left and made his way around, one by one, pausing to allow each person to speak a few words to him if he wished. As he made his way in front of me, I bent down to kiss his ring. This is the customary way of showing respect for the bishop’s office.

“Afterward, I thanked him for his example to me as a future priest, and told him that I had a small gift for him from my family and me. At least I think that’s what I told him, since it was all in Italian!

“My mom, aunt and a friend had purchased a white zucchetto, the small skullcap worn by the pope, for me to give to him. I handed it to him and he took off the one he was wearing, placed it inside the other, and seeing that it was the same size, he put the one I gave him on and handed me the one he had been wearing. I tucked it away for safekeeping during the Mass, and lined up to begin.”

Broussard described the event as “a tremendous blessing.”

“I processed in just behind the Holy Father, was able to reverence (kiss) the main altar in St. Peter’s Basilica with him, and sat just a few feet away from him. It was amazing to see the excitement of the people as we processed down the main aisle to the altar.

“One of the most moving things for me was looking over now and then and seeing Pope Francis

with his head down, deep in prayer. This *Time* magazine ‘Man of the Year,’ is not in this to be popular. He is truly and deeply in love with Jesus Christ, and he simply wants to share that love and the joy that it brings. It was also moving for me to think about the fact that one of the things that makes me Roman Catholic is my union with the pope, and here I am on the biggest night of the Church year, joining him as he celebrates the Mass.

“Perhaps my most intimate moments with Pope Francis came when I was able to offer him the sign of peace, and when I received the Eucharist from him.”

Broussard returned to Lafayette to prepare for his June 21 ordination to the priesthood at the Cathedral of St. John the Evangelist.

He said his decision in 2008 to apply to the seminary, rather than seek an academic career in engineering, “was a long time coming.



As a student, Patrick Broussard attended many home football games. His straw hat conveyed his allegiance.

“During my time at UL Lafayette, I had grown in many ways, especially in my relationship with God. The presence of Our Lady of Wisdom Catholic Church and Student Center on the UL campus was a tremendous gift for me. From my first semester on campus, I decided that I would try to schedule my classes around the noon Mass at Wisdom. Wisdom also gave me a place to call home on campus, along with the library and the civil engineering study room.

“Though I loved engineering, I felt like there was more to life for me than being an engineer. Through frequent daily Mass, discussions with friends and priests, and personal prayer asking God what it was He wanted from me, I eventually discovered this calling to be a Catholic priest.”

Before leaving Rome to return to Lafayette, Broussard learned where his first assignment as a Catholic priest would be: associate pastor of Our Lady of Wisdom Catholic Church.



Then a deacon, Patrick Broussard presented Pope Francis with a skullcap as a gift.

alumni

1966

CHARLES KENNETH BREAUX

recently wrote a book, *Transforming – How Managers Become Leaders*, published by Trafford Publishing. A retired U.S. Naval officer, he holds a bachelor of science degree from USL and an MBA from Pepperdine University. He holds certificates in defense economics and strategy and policy from U.S. Naval War College, Newport, R.I.

FLORENT HARDY JR. received the Public Official of the Year Award from the Louisiana Association of Museums in April. The award recognizes an elected or appointed

official who has demonstrated special or sustained, significant support of Louisiana's museums and historic sites.



Hardy has been state archivist since 2000. He holds a bachelor's degree in political science/history, a bachelor's degree in social studies and a master's degree in history from USL and a doctorate in secondary education from LSU.

1969

MICHAEL D. GILBERT recently wrote a book, *America in the Economic World: Jobs, Necessities, and Economic Optimization*, that has been published by Langdon Street Press. He retired in 2003 as chief geophysicist for the Quintana Minerals Corporation in Houston after more than 30 years in petroleum exploration. Gilbert, who lives in Houston, taught mathematics at Houston Community College and Lone Star College. He holds a bachelor's degree in mathematics from USL and an MBA in finance from the University of Houston. Gilbert has two daughters, Deborah Gilbert and **KATHRYN GILBERT MCGUIRE**, '98.

1978

KAREN L. RUDICK, professor of communication studies at Eastern



Kentucky University, recently received the Eastern Kentucky University Alumni

Association's Excellence in Teaching Award. She holds a bachelor's degree in speech communication from USL, a master's degree in communication from the University of Georgia and a doctorate in organizational communication from Purdue

The Official University Ring

A lasting reminder of your collegiate experience



*Loyal sons and daughters sing
Proclaiming here's my heart and hand.*

Celebrate your academic success and be a part of the UL tradition!

balfour
BY APPOINTMENT

Rings can be ordered in the bookstore or online at www.balfour.com or by calling 1-866-225-3687. Balfour offers an option to turn older rings into the official UL Lafayette ring.



See all 5 styles at www.balfour.com



UNIVERSITY
OF
LOUISIANA
Lafayette

University. Rudick has won several awards during her career, including two Distinguished Educational Leader Awards presented by the Eastern Kentucky University Student Government Association.

1980

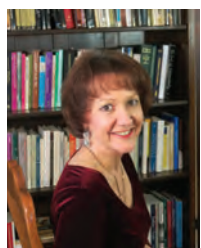
JOHN E. HITT is chairman of the Department of Social Sciences at North Lake College in Irving, Texas, where he was named Professor of the Year in 2013 and 2012. He is also president of the Faculty Association. Hitt taught at USL from 1979 to 1981. He holds a master's degree in political science from USL.

1983

MARK S. BOURQUE is a hotel security officer at MGM Grand Hotel and Casino in Las Vegas. He has worked in hotel security on the Las Vegas Strip since 1989. He holds a bachelor's degree in business administration from USL. He is married to Karen Bourque.

1987

MARGARET D. BAUER has earned the Lifetime Achievement Award for Excellence in Research and Creative Activity at East Carolina University, where she is a professor of English and editor of the *North Carolina Literary Review*. She holds a master's degree in English from USL. She recently wrote a book, *A Study of Scarlett: Scarlett O'Hara and Her Literary Daughters*, that was published by the University of South Carolina Press.



1989

RICHARD HUNT is president and CEO of the Consumer Bankers Association, the national trade association for retail banking. He

was recently awarded the Spirit of Franchising Award by the International Franchise Association for his efforts to reduce obstacles franchises face in securing loans. Hunt was also cited as one of the top lobbyists by *The Hill* newspaper, which covers the inner-workings of Congress, as well as the connection between politics and business. Hunt holds a bachelor's degree in business administration from USL.

1990

SYDNEY S. STEINBRUECK is an insurance claims adjuster for Farmers Insurance in Overland Park, Kan. She holds a bachelor's degree in business administration from USL. Steinbrueck and her husband, Donald, have four children, Allison Steinbrueck, Andrea Steinbrueck, Sarah Abdel-Jawad and Camille Abdel-Jawad.

1992

NIMISH VORA has joined Radiant Logic as vice president of business development and alliances. The company, headquartered in Novato, Calif., provides federated identity systems based on virtualization. Vora will spearhead its entry into new markets and foster strategic partnerships. He has 20 years experience in data integration, analytics, big data, mobility and cloud markets. Vora holds a bachelor's degree in computer engineering from the University of Mumbai, India, and a master's degree in computer science from UL Lafayette.

1993

CHARLES "CHAD" ABELL is a principal in the firm of Abell+Crozier+Davis Architects of Lafayette. His duties involve business development and design leadership. His special interest and architectural expertise are in working with religious communities. Abell is married to **CLAUDIA SOILEAU ABELL**, '97, who

holds a bachelor's degree in child and family studies from USL and a master's of social work degree from LSU. The couple live in Broussard, La. They have two children, Charles and Lily.

RUSSELL G. TRAHAN is an architect and owner of Trahan Architecture + Planning, LLC, in Lafayette, which specializes in commercial and residential architecture. He holds a bachelor's of architecture degree from USL. Trahan is married to **MONICA D. TRAHAN**, '93. They have three children, Gabrielle, Jonathan and Colby.

1994

GEORGE BAQUET III is senior project manager at Hargrove Engineers in Prairieville, La. He is a licensed professional engineer who holds a bachelor's degree in mechanical engineering from USL. He is married to **SARAL D. BAQUET**, '01, who earned a chemical engineering degree from USL. They have two children, Paul Colby Baquet and Matthew Blaine Baquet.

WILLIAM J. GOLZ teaches mathematics in Scottsdale and Phoenix Valley, Ariz., public schools. He holds a bachelor's degree in civil engineering from USL and master's and doctoral degrees in civil engineering from LSU. His doctoral research was recently chosen for inclusion in the Archives of American Mathematics housed at the University of Texas at Austin. He is married to **ANNETTE, GOLZ**, '95, who holds a general studies degree. They have two children, **SARAH GOLZ**, '98, who holds a bachelor's degree in civil engineering, and Will Golz.

2000

STEPHANIE M. COLLINS is manager and lead instructor at Mathnasium of River Ranch in Lafayette, a math tutoring center. She holds a bachelor's degree in electrical engineering.

SHANNON WARREN

is campus president of Career Technical College in Shreveport, La. She holds a bachelor's degree in mass communication-advertising from UL Lafayette and a master's degree in mass communication from Grambling State University.



2001

DRAKE POTHIER has qualified for membership in the 2014 Million Dollar Round Table, an association of financial professionals. He has been a personal financial representative for the Allstate Corporation since 2013. Pothier is also appointed with the registered broker-dealer Allstate Financial Services, LLC. He is owner of The Drake Pothier Agency in Lafayette. He holds a bachelor's degree in business administration from UL Lafayette.

GREGORY RICHARD recently earned a doctorate in history at the University of Mississippi; his dissertation topic was federal court reform of southern prison farms in the 1960s and 1970s. He is an assistant professor of history at Winona State University in Winona, Minn. He also is co-director of the Law and Society Program and will direct WSU's paralegal program in Fall 2014. He holds bachelor's and master's degrees in history from UL Lafayette and a *juris doctor* and bachelor of civil law from Louisiana State University Paul M. Hebert Law Center. He is married to Emily Franklin.

2002

MICHELLE M. ARMENTOR is co-center director and co-owner of Dreamy Days Child Care and Learning Center in Broussard, La. She received a degree in general studies from UL Lafayette.

ALUMNI INFORMATION FORM

If you enjoy reading about where your former classmates are now and what they're doing, consider this: They'd like to read about you, too. Please fill out the form below and mail it back to UL Lafayette or go to louisiana.edu/louisiane to submit the information online.

NAME

FIRST MIDDLE LAST MAIDEN NAME

ADDRESS

STREET OR BOX

CITY STATE ZIP

PHONE

HOME OFFICE

E-MAIL

FAX

MAJOR & 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
or send it online at louisiana.edu/louisiane

Armentor has two children, Paighton Rebekah Armentor and Aubreigh Mae Armentor.

APRIL FOSTER ERICKSON is a certified registered nurse anesthetist at Alaska Native Medical Center in Anchorage. She holds a bachelor's degree in nursing from UL Lafayette and a master's of science in nurse anesthesia from Texas Christian University. She is married to Todd Erickson.

2003

KIMBERLEY L. GAUTREAU is an independent consultant for Pampered Chef. She holds a bachelor's degree from UL Lafayette in exercise science. She and her husband, David, have three children, Kylee, Austin and Hunter. They live in Broussard, La.

JEFFREY S. SANDOZ is an attorney and business law instructor at South Louisiana Community College. He is junior partner at Sandoz Law Offices in Opelousas, La., where he practices bankruptcy and debt collection law. He holds a bachelor's degree in marketing and legal studies from UL Lafayette and graduated *cum laude* from the Thomas M. Cooley Law School of Lansing, Mich.

2005

STEPHEN L. COKER is deputy director of Acquisitions at the Office of Naval Intelligence in Washington, D.C. In 2013, he was awarded a Meritorious Service Medal after successfully completing a tour of duty as the business finance manager for the Navy's Tomahawk Cruise Missile Program. Coker holds a bachelor's degree in computer science from the U.S. Naval Academy and an MBA from UL Lafayette. He is married to Jan M. Coker. They have two children, Cheryl Lyn Coker and Ian Joseph Coker.

CHRISTOPHER B. MCCORD is a petroleum landman with Pride Oil and Gas Properties, Inc., in Lafayette. He has worked in the oil and gas industry for nine years. He holds a bachelor's degree in business management.

2006

WILLIAM ERWIN is regional sales manager of Impact Products, an Ohio-based manufacturer of cleaning tools. He manages and trains sales representatives and distributors in 15 states. He and his wife, Sarah, live in Slidell, La.

2007

MICHAEL R. HOWARTH is an associate professor of English and director of the Honors Program at Missouri Southern State University. He recently published a critical text on children's literature, *Under the Bed Creeping: Psychoanalyzing the Gothic in Children's Literature*. His essay, "Surreal Estate: Building Self-Identity in Monster House," was published in January 2014 by Bloomsbury in the critical anthology *Kidding Around: New Perspectives on the Child in Film and Media*. Howarth teaches children's literature, film studies, and American literature courses. He holds a bachelor's degree in English and secondary education from James Madison University, a master's of fine arts in creative writing from the University of Alaska at Anchorage, and a doctorate in English from UL Lafayette.

JOSH LASSEIGNE was recently named the overall departmental winner of the Boards of Trustees 33rd Annual Awards for Excellence in Nursing Practice at The Mount Sinai Hospital in New York. He is a certified hospice and palliative care nurse there. There were 34 nominees for the annual award, one from each of the hospital's nursing departments. The Mount

Sinai is a 1,171-bed, tertiary-care teaching hospital ranked internationally for excellence in patient care. It employs over 2,200 nurses. Lasseigne holds a bachelor's degree in nursing from UL Lafayette.

2010

BOISY G. PITRE recently co-wrote a book, *CoCo: The Colorful History of Tandy's Underdog Computer*, published by CRC Press. He works for Affectiva, Inc., of Waltham, Mass., a computer software development firm that specializes in facial recognition. Pitre holds bachelor's and master's degrees in computer science from UL Lafayette. He and his wife, Toni, live in Opelousas, La.

LAUREN ELIZABETH THIBODEAUX is community relations and events coordinator for TN Infrastructure Alliance in Nashville, a nonprofit organization that is working to secure adequate and consistent funding for Tennessee's infrastructure. She holds a bachelor's degree in business administration from UL Lafayette.

2014

LAUREN GINGER BROWN BASONÉ recently earned a doctorate from Walden University, where she specialized in teaching leadership. She is an assistant professor of nursing at McNeese State University. She received bachelor's and master's degrees in nursing from McNeese. Basoné also holds an MBA from Prairie View A&M University and an MBA in health care administration from the University of Louisiana at Lafayette.

In Memoriam

FRED DASPIT, '56, an artist and retired professor of art and architecture, died Tuesday, July 8, 2014, in Lafayette. He was 83. Daspit earned a bachelor's degree in art education from USL and a



master's in fine arts degree from LSU. He was the visual artist for the 2013 Festival International de Louisiane.

Daspit is survived by his wife of 63 years, Jeannine Eastin Daspit; his children, Lauren C. Daspit, Alysia D. Kobetz, Stephen E. Daspit and Gregory L. Daspit; two brothers, Willard Daspit and Raymond Daspit; seven grandchildren; and five great-grandchildren. The family requests that memorial donations be made in his name to the Paul and Lulu Hilliard University Art Museum.

DEAN CHURCH, '65, the first-ever UL Lafayette men's basketball player named an All-American, died May 27, 2014, in Luling, La. He played at USL from 1961 to 1965. Church was elected to the USL Athletic Hall of Fame in 1974, the Louisiana Basketball Hall of Fame in 1981, and had his No. 12 jersey retired by UL Lafayette in 2012. Some of his single-season records still stand. Church had a 33-year career at Avondale Shipyards, where he retired as an executive vice president in 1999. He is survived by his wife of 49 years, Sally Evans Church; his children, R. Dean Church Jr., David Church and Anne Church Graffagnini; eight grandsons; a brother; and a sister.

JUDITH ANNE O'CONNOR WESTERIK, '66, of Lewisburg, W. Va., died Jan. 30, 2014, at the age of 69. She had retired as professor of biochemistry emerita from West Virginia School of Osteopathic Medicine in Lewisburg in June 2013. Westerik graduated *magna cum laude* with a bachelor of science degree from USL. She held a master's of science degree in chemistry and a doctorate in biochemistry from the University of North Carolina at Chapel Hill. She is survived by Jan Westerik, her husband of 43 years; their children, Jan O'Connor

Westerik and Robin Sonja Westerik; two sisters; and a nephew.

ELDRED GRIFFIN BLAKEWOOD IV, a professor of environmental science at UL Lafayette, died March 26, 2014. He was 54. Blakewood was involved in several environmental efforts in Lafayette, including Save the Horse Farm, EarthShare Gardens, and making Lafayette a more bike-friendly city. He began teaching at UL Lafayette in 1991 after working as an embryologist at Temple University. Blakewood is survived by his wife, Alice McClure Blakewood; two children, Eldred G. Blakewood V and Harrison Kirby Blakewood; his mother, Judith Blakewood Mattox; and three siblings.

MARC BREAUX, who choreographed films such as "Mary Poppins," "The Sound of Music" and "Chitty Chitty Bang Bang," died Nov. 19, 2013, in Mesa, Ariz. He was 89. He held an honorary bachelor of fine arts degree from UL Lafayette that was presented in December 2000. Breaux studied dance at Southwestern Louisiana Institute in the 1940s before serving as a pilot in the U.S. Navy during WWII. During his entertainment career, he often collaborated with his wife and choreographic partner, Dee Dee Woods. In addition to their work in films, they directed television specials for entertainers such as Bing Crosby, Carol Burnett, Fred Astaire, Dick Van Dyke and Judy Garland. Breaux is survived by a son, four granddaughters, and a great-grandchild.

DAVID E. GREENWAY, an associate professor of psychology at UL Lafayette, died Feb. 21, 2014, in Lafayette. He joined the University faculty in 1996. He was a licensed clinical psychologist who had a psychology practice, Square Root of Pi Psychological Associates. Greenway was also a clinical psychologist for Tyler Mental Health in Lafayette. He is survived by his wife, Dr. Dan Liu Greenway

of Lafayette; four daughters, Victoria Elizabeth Greenway, Madison Everette Greenway, Laurel Mae Greenway and Ella Rose Greenway; a stepson, Rui Han; two stepdaughters, Michelle Di Lorenzo and Kayla O'Neal; three sisters; and a brother.

GEORGE RODRIGUE, an artist known



around the world for his Blue Dog paintings, died Dec. 14, 2013, in Houston. He was 69. His work in the

early 1970s featured Louisiana's lush landscape. He later expanded his subjects to include the Cajun people and traditions. In the 1980s, Rodrigue began painting what the *New York Times* has described as "a melancholy mutt." He received an honorary doctorate in fine art from UL Lafayette, where he studied art for six semesters in the mid-1960s. In 2009, he founded the George Rodrigue Foundation of the Arts; it raised more than \$2.5 million for post-Katrina relief and provides scholarships for Louisiana students. Survivors include his wife, Wendy, and two sons, Jacques and André.



1898-1921

Southwestern Louisiana Industrial Institute

1921-1960

Southwestern Louisiana Institute

1960-1999

University of Southwestern Louisiana

1999-PRESENT

University of Louisiana at Lafayette

Best Efforts

Faculty rewarded for outstanding teaching and research

PHOTOGRAPHY BY DOUG DUGAS

Faculty members who teach English, mathematics, history and visual arts were honored as superior educators by the UL Lafayette Foundation earlier this year. Two received the Distinguished Professor Award; the others earned the Dr. Ray P. Authement Excellence in Teaching Award.

Recipients are chosen by their peers, based on the recommendations of a faculty committee, explained Julie Bolton Falgout, the Foundation's executive director. "I'm always so captivated by the faculty selections. Their accomplishments are impressive," she said in a recent interview.

Charles E. Richard, a professor of English, and Dr. Aghalaya Vatsala, a professor of mathematics, were named distinguished professors.

John Hathorn, a professor of painting, and Dr. John Troutman, an assistant professor of history, received teaching awards. Hathorn also holds the 2008 Distinguished Professor Award.

The UL Lafayette Foundation began presenting the Distinguished Professor Award in 1965. It added the Excellence in Teaching Award in 1992. It was renamed in 2008 to honor former UL Lafayette President Dr. Ray P. Authement.

Each honoree receives a \$5,000 stipend.

The Foundation has posted a video on its website that features this year's winners, ullafayettefoundation.org.



Dr. Aghalaya Vatsala

Dr. Aghalaya Vatsala's teaching philosophy sounds a lot simpler than the mathematical concepts — like nonlinear analysis and differential equations — that she teaches.

"Find a way to make math fun," she said. "I always tell students, 'Don't hesitate to ask questions.' That's when new ideas come into the picture."

The professor of mathematics, who joined the University in 1984, was chosen by her peers to receive the 2014 Distinguished Professor Award.

"Her abiding passion for mathematics has greatly influenced our faculty and students," said Dr. Keng Deng, head of the Department

of Mathematics, in a letter recommending her for the honor. He also described her as an outstanding researcher.

'I enjoy working with them, motivating them, discussing research with them. When they graduate and establish themselves, that's the gift I ask for.'

Vatsala was elected to the Russian Academy of Nonlinear Sciences in 1999 for her research of mathematician Aleksandr Lyapunov's work.

Teaching and guiding students at all levels, from undergraduates to doctoral candidates, is her biggest accomplishment.

"I enjoy working with

them, motivating them, discussing research with them. When they graduate and establish themselves, that's the gift I ask for," she said.



**John
Hathorn**

John Hathorn, a professor of visual arts, teaches an introductory painting course for sophomore visual arts majors. Students who are in the painting concentration have five more courses with him.

Those courses include senior seminar, two consecutive courses that prepare students for the transition into the professional world. Each student creates a body of work for the department's annual Bachelor of Fine Arts Exhibition. Hathorn also readies his students by requiring them to write well. "As professionals, they'll have to be able to express themselves not only through their art, but also through the written word."

In a letter supporting Hathorn's nomination for the 2014 Excellence in Teaching Award, Gordon Brooks, dean of the College of the Arts, praised his dedication. "From the introductory seminar, through the organization of multidisciplinary critiques, to the final annual show at University Art Museum, John dedicates his patience and passion to the service of students and faculty," Brooks wrote.

Hathorn earned the Distinguished Professor Award in 2008.



**Dr. John
Troutman**

Dr. John Troutman has combined two passions, music and history, into an academic career. An associate professor of history, he received the 2014 Excellence in Teaching Award.

He plays steel guitar as a hobby. It's a hobby that's landed him some cool gigs, performing with artists such as Dr. John, Elvis Costello, and Robert Plant.

He contributed to an album by Steve Riley and the Mamou Playboys that was nominated for a Grammy Award in 2012.

"As a musician, I realized that historians had largely overlooked the historical significance of music," Troutman said.

Research about the role of music in conflicts between American Indians and the federal government at the turn of the 20th century led to his first book, *Indian Blues*. "The federal government wielded music as a weapon. In turn, music became a means of resistance for native people," he explained.

Last year, Troutman and some graduate students created the Museum on the Move Program; it employs a modified 1954 Airstream trailer to house traveling history exhibits.

'As a musician, I realized that historians had largely overlooked the historical significance of music.'



**Charles
Richard**

Dr. Charles Richard draws on his experience to help teach real-life lessons in the classroom. Before joining the UL Lafayette faculty, he was a freelance writer and independent filmmaker.

Richard also used his own knowledge and skills to create the University's Moving Image Arts Program, which prepares students for a variety of careers.

"At its essence, communicating through moving images is storytelling. If you ever hope to be a major contributor to the storytelling process, you need a solid education in liberal arts and the humanities. You need critical thinking skills, an awareness of other cultures, and the ability to tell a story," he said.

The recipient of the 2014 Distinguished Professor Award continues to work as a filmmaker and producer. He's producing and directing a feature-length film about Edward Couvillier, an 85-year-old Cajun boat builder.

Although it began as a straightforward documentary, it has evolved into a complex film about creativity and its practical application — the same elements Richard strives to pass on to his students.

'You need critical thinking skills, an awareness of other cultures, and the ability to tell a story.'



DOUG LAFLEUR

A life-size, bronze statue of Dr. Edwin L. Stephens, the University of Louisiana at Lafayette's first president, was dedicated on campus in May, near live oaks he planted more than 100 years ago. It's adjacent to Girard Hall, near the intersection of Johnston Street and E. University Avenue.



Get your red on at these local retailers: Absolutely Irresistible, Academy Sports, Action Specialties, Albertsons, Bells Sporting Goods, Brother's on the Boulevard, Caroline & Company, Champagne's Grocery, Credeur's Specialties, Golfballs.com, Hibbett Sports, JC Penney, LIDS, Lipari Sporting Goods, Louisiana Hot Stuff, Rouses Market, Sports Avenue, Target, Walgreens, Walmart, University Bookstore & Ragin' Cajuns® Red Zone

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. Illustration: Courtney Fuller



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

P.O. Box 41009
Lafayette, LA 70504-1009

Non-Profit Org
US Postage Paid
Burlington, VT 05401
Permit No. 329

VOTED "BEST FESTIVAL
OUTSIDE
NEW ORLEANS"
-Offbeat Magazine's Best of the Beat Award!

LIKE US ON
FACEBOOK  /FestivalAcadiens

40th
ANNIVERSARY

FESTIVALS
ACADIENS ET CRÉOLES



PRESENTED
BY

Capital One Bank

LAFAYETTE, LOUISIANA
OCTOBER 10-12
FESTIVALSACADIENSETCREOLES.COM

CAJUN FIDDLES • CREOLE ACCORDIONS • ZYDECO RUBBOARDS
LOUISIANA ARTISANS • BOUDIN • ÉTOUFFÉE • POBOYS

LOUISIANA
Pick your Passion
LouisianaTravel.com

 *Lafayette* Travel
LOUISIANA
Convention and Visitors Commission

