

**BOARD OF SUPERVISORS FOR THE
UNIVERSITY OF LOUISIANA SYSTEM**

PERSONNEL COMMITTEE

April 20, 2017

Item K.I. **University of Louisiana at Lafayette's** request for approval to continue the appointment of Dr. Gwen Fontenot as Interim Dean of the B.I. Moody III College of Business Administration effective February 1, 2017.

EXECUTIVE SUMMARY

The University requests approval to continue the appointment of Dr. Gwen Fontenot as Interim Dean of the B.I. Moody III College of Business Administration effective February 1, 2017 at an annual salary of \$206,000. The staff recommends approval.

RECOMMENDATION

It is recommended that the following resolution be adopted:

***NOW, THEREFORE, BE IT RESOLVED,** that the Board of Supervisors for the University of Louisiana System hereby approves University of Louisiana at Lafayette's request for approval to continue the appointment of Dr. Gwen Fontenot as Interim Dean of the B.I. Moody III College of Business Administration effective February 1, 2017.*



University of Louisiana at Lafayette

OFFICE OF THE PRESIDENT

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March 30, 2017

Université des Acadiens

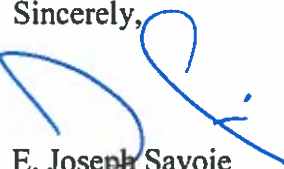
K 1 31

Dr. James B. Henderson
President
University of Louisiana System
1201 North Third Street, Suite 7-300
Baton Rouge, LA 70802

Dear Dr. Henderson:

I am requesting to reappoint Dr. Gwen Fontenot as Interim Dean of the B.I. Moody III College of Business Administration, effective February 1, 2017 – July 31, 2017. Her curriculum vitae is attached.

Please place this item on the agenda for the April 2017 meeting of the Board of Supervisors. Thank you for your consideration.

Sincerely,

E. Joseph Savoie
President

svc

Attachment

GWEN FONTENOT

Faculty Vitae

EDUCATION

Doctor of Philosophy, Marketing (December, 1988)
University of North Texas, Denton, TX

Master of Business Administration (May, 1980)
Northeast Louisiana University, Monroe, LA

Bachelor of Science, Business Education (December, 1977)
Northeast Louisiana University, Monroe, LA

Louisiana State University, Baton Rouge, LA (June, 1973 to May, 1976)
Louisiana State University, Eunice, LA (January, 1973 to May, 1973)

ADMINISTRATIVE EXPERIENCE

Interim Dean, B. I. Moody III College of Business Administration (January, 2015 – present)
University of Louisiana at Lafayette

- Senior administrative officer of the Moody College of Business
- Responsible for all functions and matters relating to academic programs and their support services within the college
- Guide the recruitment, retention, and professional development of faculty and staff
- Directed the College's self-study and peer review process leading to extension of AACSB International business and accounting accreditation from 2015 - 2020
- Lead the College's strategic planning process including revision of the vision, mission, values, and strategic plan
- Ensure continuous improvement in strategic, operational, and academic activities that support student learning, including curriculum review and assurance of learning processes
- Develop and maintain relationships with community leaders and donors through associations with organizations such as the Dean's Executive Advisory Council and the Acadiana CFO Roundtable, and visits with individual donors and executives
- Leading development and implementation of online MBA program with nine concentrations to be launched in Fall 2017
- Coordinate engagement opportunities for faculty, staff, and students to provide more experiential opportunities to enhance learning and relationships between all groups and the community
- Championing the planning and development of a financial services lab to be housed in FG Mouton and secured the lead donation of \$2.5 million to begin the project in March, 2017
- Manage the College's state and Foundation budgets to maximize opportunities for students, faculty, and staff

- Coordinate development activities working with the University's Advancement Office and the College's Development Officer
- Manage physical facilities to enhance learning and work environment

Director, UL Study Abroad Programs (August, 2014 – present)

University of Louisiana at Lafayette

- Supervise the Study Abroad Coordinator who is responsible for all office operations
- Report to the Dean (Liberal Arts) in charge of Study Abroad
- Responsible for oversight of UL Study Abroad programs, including policy development and enforcement
- Chair Study Abroad committee – set agenda for monthly meetings, preside over meetings, and coordinate committee membership with Dean in charge of programs
- Work with office staff to develop recruiting strategies for programs
- Develop strategic plan for overall program
- Responsible for management of annual office budget and oversight of all program budgets
- Develop promotional plans for recruiting faculty and student participants
 - Developed Study Abroad Ambassador student program to assist in recruiting future participants and increasing awareness of programs, August, 2014
- Develop and present orientation sessions for prospective and current faculty participating in programs

Department Head, Marketing and Hospitality (August, 2006 – May, 2013)

University of Louisiana at Lafayette

Responsible for leadership and administrative duties relative to 20 faculty members and 600 students in the areas of marketing, legal studies, and hospitality management. Following are some of the highlights accomplished during this time:

- Led the department in development and implementation of strategic plans for the department as well as existing and new degree programs within the department
- Implemented a communication program to disseminate information to students about curriculum, job opportunities and internship opportunities
- Implemented a series of town hall meetings to obtain student feedback regarding the department and degree programs
- Responsible for integrating the Hospitality Management degree program into the College of Business curriculum
- Responsible for integrating the Fashion Merchandising minor into the College of Business curriculum
- Led the Hospitality Management faculty in a comprehensive self-study and application process which led to ACPHA accreditation for Hospitality Management program, January, 2013
- Instrumental in creating an Instructor position for Hospitality Management
- Led recruitment efforts in hiring one Instructor in Hospitality Management, one tenure track Assistant Professor in Hospitality Management and two tenure track Assistant Professors in Marketing
- Assisted in development of Legal Studies Concentration, International Concentration, Sales Concentration, and Minors in Psychology, Fashion Merchandising, Hospitality Management,

Marketing, Advertising, Public Relations, Legal Studies and Behavioral Sciences for business majors

- Instrumental in implementation of student course fees for four Hospitality Management courses to aid in management of program labs
- Responsible for management of annual departmental budget (\$1.75 million, including salaries); restricted departmental account (increased from \$12,000 to \$50,000); Hospitality Management student lab fees account (\$10,000 annually); Sales lab account (\$50,000 - \$75,000 annually)
- Led the department in the development and creation of an interactive Sales & Research lab; oversaw construction and implementation of the construction
 - Raised \$360,000 in private funding
 - Was awarded \$60,000 Louisiana Board of Regents Support Fund (BORSF) enhancement grant; served as principal investigator of grant
 - Responsible for equipment and furnishing purchases for the Sales and Research lab
 - Had fiscal responsibility for Sales and Research lab
- Led the department in the development and implementation of annual departmental fund raiser, C'est Magnifique, to fund student scholarships, faculty development and special departmental projects
 - Event nets approximately \$15,000 annually which is divided between the Hospitality Management and Marketing programs

College Internship Director, Moody College of Business (August 2006 – May, 2013)

Responsible for policy oversight and administration of College of Business Internship Program, supervision of Internship Coordinator, and coordination of Internship Program with students and business organizations.

- Developed and implemented a promotional campaign to increase awareness of the internship program among students and local businesses
- Created a semi-annual Internship and Career Fair specifically for business majors to learn about internship and job opportunities with local companies
 - Approximately 20 companies and 100 students participate in the fair each semester
- Directed Internship Coordinator in development of policies and procedure manual for Internship Office and Program

Italy Site Director, UL Study Abroad Program (October, 2011 – present)

Responsible for program oversight, coordination of program activities, administration of program, faculty and student orientation, and fiscal oversight for the six-week Florence, Italy summer study abroad program.

- Participation ranges from 20 – 50 students with 2 – 5 faculty
- Coordinate all group activities with staff from American Institute for Foreign Studies
- Responsible for program budget (\$150,000 to \$350,000 annually depending on number of participants)
- Develop curriculum for Humanities course (Italian Language and Culture) required of all students participating in program
- Coordinate and teach a 9-hour orientation program annually that students must take prior to leaving for the program

- Teach two courses in the program annually, which includes arranging and coordinating all excursions and managing the budget for the courses
- Responsible for individual course budgets

TEACHING EXPERIENCE

Associate Professor, Marketing (May, 2013 – December, 2014)

University of Louisiana-Lafayette

- Teach 9 hours per semester
 - Taught Marketing Principles in traditional face-to-face classroom, Spring, 2013
 - Developed and teach Marketing Principles online (UG) and Marketing Foundation Course online (GR for non-business MBA students)
- Assist in coaching sales team members and accompany students to competitions
 - Coach four students in professional selling and sales management competitions for the International Collegiate Student Competition hosted by Florida State University, Orlando, FL, November, 2014
 - Assisted in coaching five students for the Bayou State Challenge at Nicholls State University, April, 2014
- Teach three courses annually in UL Italy Study Abroad program (May – July)
 - International Wine and Champagne Marketing
 - Tourism Promotion
 - Italian Language and Culture (HUMN)
- Completed online training courses relevant to teaching position
 - P-Card (LaCarte) Certification (September, 2014)
 - Quality Matters Rubric Update 2014 (August, 2014)
 - The Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act (The Clery Act) (July, 2014)
 - Title IX (July, 2014)
 - Guidance for Surviving an Active Shooter Situation, March, 2014
- Developed Marketing on the Geaux program to offer domestic on-site/travel courses in short terms
 - Developed MKTG 580 – Domestic Wine Marketing to be taught at UL and in Napa, CA in winter intersession, 2014, as inaugural Marketing on the Geaux program
 - Responsible teaching course and for making and coordinating all travel and tour arrangements.

Associate Professor, Marketing (May, 2008 – May, 2013)

(while serving as Department Head during this time)

University of Louisiana-Lafayette

- Completed three certification courses for online teaching
 - Quality Matters
 - ULearn Certified Online Teacher
 - UL Certified Course Developer
- Taught 6 hours per semester
 - Developed two online courses - Marketing Principles (UG) and Marketing Foundation Course (GR for non-business MBA students)
 - Taught Marketing Principles face-to-face and online (UG)

- Taught Marketing Foundation Course face-to-face and online (GR for non-business MBA students)
- Taught Personal Selling
 - Assisted in coaching students in preparation for sales competitions
 - Served as faculty advisor for students participating in sales competitions
- Created and taught two courses annually in UL Italy Study Abroad program May to July in 2009, 2010, 2012, 2013 and anticipate teaching in 2014
 - International Wine and Champagne Marketing
 - Tourism Promotion
 - International Retailing (2009 only)
- Assist in coaching sales team members and accompany students to competitions
 - Assisted in coaching students for the Bayou State Challenge at Nicholls State University, 2013 & 2012

Assistant Professor, Marketing (August, 2002 – July, 2008)

University of Louisiana-Lafayette

(completed successful review for tenure and promotion in spring, 2008)

- Taught undergraduate and graduate marketing courses (including marketing principles, retail management, personal selling, graduate marketing foundation course (non-business majors), and graduate marketing management)
- Created and taught two courses annually in UL Italy Study Abroad program in Florence, Italy May to July in 2006 and 2007
 - Wine Marketing
 - Art Marketing

Visiting Assistant Professor, Marketing (August, 2001 – May, 2002)

University of Louisiana-Lafayette

- Taught 12 credit hours undergraduate marketing courses (including marketing principles and personal selling)

Adjunct Instructor, Marketing (January, 2001 – May, 2002)

Louisiana State University

Senior College Program at LSU-Alexandria, LA

- Taught undergraduate marketing courses

Visiting Assistant Professor of Marketing and

Small Business Institute Director (August, 1991 - January, 1993)

Texas Woman's University, Denton, TX

- Taught undergraduate and graduate marketing and management courses (including marketing principles, retail management, marketing research, marketing strategy, small business management, and small business consulting)
- Implemented and directed the Small Business Institute program. Responsibilities included fiscal program management and coordination and supervision of student consulting teams

Adjunct Instructor, Marketing (June, 1990 - December, 1990)

Dallas Baptist University, Dallas, TX

- Taught marketing strategy and marketing research at the graduate level

*Assistant Professor, Marketing and
Assistant Director, Small Business Institute (August, 1988 - June, 1990)*
University of Northern Colorado, Greeley, CO

- Taught undergraduate marketing courses including marketing principles, marketing research, retail management, retail buying, marketing strategy and small business consulting
- Coordinated and supervised study consulting teams for the Small Business Institute Program

Adjunct Instructor, Marketing (August, 1987 - July, 1988)
Texas Woman's University, Denton, TX

- Taught marketing principles
- Taught marketing principles

Teaching Fellow, Marketing (August, 1984 - July, 1988)
Teaching Fellow, Management (August, 1985 - May, 1987)
Coordinator, Small Business Institute (November, 1984 - May, 1987)
University of North Texas, Denton, TX

- Taught undergraduate and graduate marketing and management courses (including marketing principles, retail management, retail buying, marketing concepts, and small business management)
- Directed the Small Business Institute program, including fiscal program management and coordination and supervision of student consulting teams

*Instructor, Marketing and Management &
Co-Director, Small Business Development Center (August, 1980 - July, 1984)*
University of Louisiana-Lafayette, LA

- Taught undergraduate and graduate marketing courses (including marketing principles, retail management, consumer behavior, and marketing strategy)
- Co-founded and directed the Small Business Development Center (SBDC)
 - Responsibilities included consulting and continuing education for small business owners, coordination of student consulting projects through the Small Business Institute program, and staff supervision

Teaching Assistant, Management and Marketing (January, 1980 - May, 1980)
Research Assistant, Center for Business and Economic Research (August, 1976 - December, 1976)
University of Louisiana-Monroe, LA

- Taught undergraduate introduction to business course and conducted research in various areas of business, including an economic impact study of the university on the city

PROFESSIONAL PUBLICATIONS & PRESENTATIONS

Presentations

Guest Lecturer, International Week, Pole Leonardo da Vinci University, Paris, France, March 2012; Presented lecture on “Measuring and Managing Customer Satisfaction” to 20 international undergraduate students

Accepted/Published/Presented

Stevens, D. P., Fontenot, G. (2017). Measuring Clicker Impact on Student Perceptions of Course and Instructor. *International Journal of Innovation and Learning*, 21(1), 21-34.

<http://www.inderscience.com/offer.php?id=80751>. (Cabell's acceptance rate: 11-20%)

Stewart, G., Srivastava, R., Keaty, A., Fontenot, G., 2014 Conference, "Holistic Learning is Great, But What About the Potential Liability the University Faces: An In-Depth Look into the Internship Activity," *Society of Marketing Advances proceedings*, New Orleans, LA. (November 4, 2014).

Geoff Stewart, Gwen Fontenot, and Anne Keaty (2013), “Employees’ Reasonable Expectation of Privacy Use of Email and Social Media in the Workplace: Is it Changing?” accepted June, 2013 for publication in the *International Journal for Responsible Employment Practices and Principles*

Ramendra Thakur, Sonya Hsu and Gwen Fontenot (2012), “Innovation in Healthcare: Issues and Future Trends,” *Journal of Business Research*, Vol. 65, Issue 4, pp: 562-569

Gina Causin, Gwen Fontenot, Anne Keaty. (2010), “An Update on The Americans with Disabilities Act at Special Events,” *Electronic Journal of Hospitality Legal, Safety and Security Research*, Volume IV, 1-24 (2010) available at

http://www.hospitalitylawyer.com/downloads/VolumeIV_Article2.pdf. Reprinted in *Midwest Meetings Magazine*

Henke, Lucy, Fontenot, Gwen, and Frank Wallace (2010) “Taking it to the Streets: Moving Scent Research Out of the Lab,” *Journal of Business Case Studies*, January/February, 2010, v. 6 no. 1.

Srivastava, Rajesh, Gwen Fontenot, Ray Stroup, Anne Keaty (2009), “2008 Telemarketing Amendments: What Now?” *Journal of Data Base Marketing and Customer Strategy Management*, 16:4, 247- 251

Henke, Lucy L., and Fontenot, Gwen (April, 2009), “Why Give to Charity? How Motivation for Giving Predicts Types of Causes Supported,” Abstract published in *Proceedings of the 2009 the Academy of Marketing Studies Division of International Allied Academies Conference*, v 14, no. 1, pg. 16

Moss, Sarah, Sean Baylor, Gwen Fontenot, Sonya Hsu, and Ramendra Thakur (2009). Abstract of “IT-Driven Innovation in Healthcare Management,” Presented at and published in the *Proceedings of the Decision Sciences Institute 2009 conference*, November 14-17

Knouse, Steve and Gwen Fontenot (2008). *Benefits of the Business College Internship: Does It Really Make a Difference?*, *Journal of Employment Counseling*, vol. 45, Issue 2, June, 2008

Causin, Gina and Gwen Fontenot, (May, 2008). *Validation of a Model for a Successful Hospitality Expatriate Assignment Using Confirmatory Factor Analysis*. Published in the **Proceedings of the Hawaii International Conference in Business**

Henke, Lucy, and Fontenot, Gwen (2007) "Children and Internet Use: Perceptions of Advertising, Privacy, and Functional Displacement," **Journal of Business and Economics Research**, Volume 5, Number 11 (November) 59-66

Henke, Lucy and Gwen Fontenot (2007), *Children and Internet Use: Perceptions of Advertising Privacy and Functional Displacement*, **Journal of Business & Economic Research**, Vol. 5, Number 11, November, 2007 and presented at the *European Applied Business Research (EABR) Conference*, Padova, Italy, June, 2007; received Best Paper Award at conference

Fontenot, Gwen, Raj Srivastava, and Anne Keaty (2007), *Junk Fax Prevention Act: What Now?*, **Journal of Database Marketing & Customer Strategy Management**, Vol 15, No 1, October, 2007

Underwood, James, Robert Bush, and Gwen Fontenot (2007), *Developing a Behavior-Based Scale for Measuring Service Encounter Quality of Event-Marketing Activities: An Application for Fairs and Festivals*, published in the **Proceedings of and presented at the Society for Marketing Advances conference**, November, 2007

Fontenot, Gwen, Lucy Henke, Kerry Carson, and Paula Carson (June, 2007), *Techniques for Determining Importance: Balancing Scientific Method and Subjectivity*, **Journal of Targeting, Measurement, and Analysis for Marketing**, Vol. 15, Issue 3

Fontenot, Gwen, Anne Keaty, and Raj Srivastava (2006), *Selling on the Internet into the Franchisee's Territory: Is It Breach of Contract, Bad Faith, or Fair Competition?*, **Journal of Marketing Channels**, Vol. 13, Issue 3

Carson, Kerry D., Paula Phillips Carson, Gwen Fontenot, and Alfred G. Toma (2005), *Importance X Dissatisfaction = A Formula for Managerial Action*, **The Health Care Manager**, Issue 24:4, September-December

Carson, Kerry D., Paula Phillips Carson, Gwen Fontenot, and John J. Burdin (2005), *Structured Interview Questions for Selecting Productive, Emotionally Mature and Helpful Employees*, **The Health Care Manager**, Issue 24:3, July-September

Fontenot, Gwen, Lucy L. Henke, and Kerry Carson (2005), *Taking Action on Customer Satisfaction Data: A Comparison of Four Approaches*, **Quality Progress**, July, pp. 40-47

Henke, Lucy L. and Gwen Fontenot (2005), *Why Advertising Does Not Cause Smoking Initiation*, **Journal of Business & Economics Research**, Vol, 3.5, May, pp. 65-70, and presented at and published in the refereed conference **Proceedings at the 2005 International Applied Business Research Conference**, March, 2005

Behara, Ravi, Gwen Fontenot, and Alicia Gresham (2002), *Customer Process Approach to Building Loyalty*, **Total Quality Management Journal**, Vol. 13, No. 5, pp. 603-611. ***Emerald Management Review (formerly Anbar) Citation for Excellence for research and practical implications***

Behara, Ravi, Gwen Fontenot, and Alicia Gresham (1996), *A Customer Process Model for Satisfaction and Retention*, published in the **Proceedings of the Decision Sciences Institute Annual Meeting**, November, 1996

Franklin, Geralyn, Gwen Fontenot, Marlin Young, and Neil Seitz (1996), *The Small Business Institute Program*, workshop presented at the AACSB Continuous Improvement Symposium, September

Behara, Ravi, Gwen Fontenot, and Alicia Gresham (1995), *Customer Satisfaction Measurement and Analysis Using Six Sigma*, **International Journal of Quality and Reliability Management**, Vol. 12, No. 3

Behara, Ravi, Gwen Fontenot, and Alicia Gresham (1995), *Measuring Zero Defects in Services: Integrating Six Sigma and Servqual*, published in the **Proceedings of the Decision Sciences Institute Annual Meeting**, Boston, MA, November, pp.1605-1607

Fontenot, Gwen, Ravi Behara, and Alicia Gresham (1994), *Six Sigma in Customer Satisfaction*, **Quality Progress**, December.

Fontenot, Gwen, Ravi Behara, and Alicia Gresham (1994), *Using Six Sigma to Measure and Improve Customer Satisfaction*, published in the **Proceedings** of and presented at the 1994 **Small Business Consulting Conference**, Small Business Institute Directors' Association, February

Hoffman, Lynn, Gwen Fontenot, and Geralyn Franklin (1994), *The State of the Small Business Institute: Implications for Clients and Consultants*, published in the **Proceedings** of and presented at the **Small Business Consulting Conference**, Small Business Institute Directors' Association, February

Hoffman, Lynn, Gwen Fontenot, R. Viswanathan, and Shahronk Dalpour (1994), *An Automated Feasibility/Sensitivity Model for Student Consultants*, published in the **Proceedings** of and presented at the **Small Business Consulting Conference**, Small Business Institute Directors' Association, February

Fontenot, Gwen, Geralyn Franklin, and Lynn Hoffman (1994), *A Regional and National Comparison of Small Business Institute Performance in 1992*, published in the **Proceedings** of and presented at the 1994 Southwestern Small Business Institute Association Conference, March

Fontenot, Gwen and Peter Rainsford (1993), *Student Consultants and Small Business Operators: A Winning Combination*, published in **Franchising**, a publication of the International Franchise Association

Fontenot, Gwen, Ravi Behara, and Alicia Gresham (1993), *Six Sigma Satisfied: Using Six Sigma to Measure and Improve Customer Satisfaction*, presented at the **North Texas Quality Expo**, Dallas, October

- Fontenot, Gwen (1993), *Beginning a Customer Satisfaction Measurement Process*, presented at the **International Customer Service Association** 13th annual conference, New York, September
- Fontenot, Gwen (1992), *So Where Do We Start? How to Begin a Customer Satisfaction Measurement Process*, presented at the **North Texas Quality Expo**, Dallas, October
- Fontenot, Gwen (1992), *Customer Satisfaction Measurement*, presented at the **International Customer Service Association** 12th annual conference, San Antonio, September
- Fontenot, Gwen (1992), *Understanding the Small Business Institute Program*, presented at the **Texas Federal Rural Development Program** quarterly meeting, Austin, September
- Hoffman, Lynn, Gwen Fontenot, William Duff, and Jack Stewart (1992), *Safe from Harm: Computer Security*, published in the **NBDC Report**, August
- Fontenot, Gwen, R. Viswanathan, and Lynn Hoffman (1992), *Skill Development Through Small Business Institute Consultations: An Exploratory Empirical Investigation*, with R. Viswanathan and Lynn Hoffman, published in the **Journal of Business and Entrepreneurship**, July
- Franklin, GERALYN, Alicia Gresham, and Gwen Fontenot (1992), *AIDS in the Workplace: Current Practices and Issues*, published in the **Journal of Small Business Management**, April
- Fontenot, Gwen, Lynn Hoffman, and Don Bradley (1991), *National SBIDA Issues*, presented at and published in the **Proceedings of the World Conference, International Council of Small Business**, June
- Franklin, GERALYN McClure, Alicia Briney Gresham, Robert Solomon, and Gwen Fontenot (1991), *Prescription for Treating AIDS-Related Problems in the Workplace: The Differing Approaches of Large and Small Business*, published in the **Proceedings, Western Decision Sciences**, March
- Gresham, Alicia and Gwen Fontenot (1991), *An Examination of Credit Usage by Compulsive Purchasers*, published in the **Proceedings, Academy of Marketing Science**, March
- Fontenot, Gwen, Lynn Hoffman, and Michelle Haarhues (1991), *The SBI Program: Do Students Benefit from Participation?*, **Journal of Small Business Strategy**, presented at the Small Business Consulting Conference, Small Business Institute Directors' Association, February
- Hoffman, Lynn, Gwen Fontenot, Richard Buckles, Carol Vian, and Michelle Haarhues (1991), *Use of a Student Director*, workshop presented at the **Small Business Consulting Conference**, Small Business Institute Directors' Association, February
- Hoffman, Lynn, Gwen Fontenot, William Duff, and John Stewart (1991), *Small Business Computers*, presented at and published in the **Proceedings of the Small Business Consulting Conference**, Small Business Institute Directors' Association, February
- Fontenot, Gwen and Don Bradley (1990), *The Small Business Institute Program American Style*, presented at and published in the **Proceedings of the World Conference, International Council of Small Business**, June

Fontenot, Gwen, Lynn Hoffman, and R. Viswanathan (1990), *The Effectiveness of the SBI as Seen by Marketing and Management Majors*, presented at and published in the **Proceedings** of the **Southwestern Small Business Institute Association** conference, March

Fontenot, Gwen, Lynn Hoffman, and R. Viswanathan (1990), *An Evaluation of the Effectiveness of the SBI Program as Perceived by Quantitative and Non-Quantitative Majors*, presented and published in the **Proceedings** of the **Small Business Institute Director's Associations** conference, February

Briney, Alicia and Gwen Fontenot (1989), *The Differing Attitudes of the Sexes Toward Money: An Application of the Money Attitude Scale*, presented at and published in the **Proceedings** of the **Southwest Marketing Association** conference, March

Kendall, Walter and Gwen Fontenot (1989), *The Management of Marketing Information Resources: Considering the Unique Aspects of Information*, presented at and published in the **Proceedings** of the **Southwest Marketing Association Conference**, March

Franklin, GERALYN, Alicia Briney, and Gwen Fontenot (1989), *An Investigation of the Differing Responses of Large and Small Business to AIDS-Related Workplace Issues*, presented at and published in the **Proceedings** of the **Small Business Institute Directors' Association** conference, February

Fontenot, Gwen (1987), *Entrepreneurial Research for Publication* panelist, **Southwestern Small Business Institute Association** conference, March, 1987

Fontenot, Gwen, Lynn Hoffman, and Scott Johnson (1988), *Marketing The SBI Program: Product and Promotion*, workshop presented at the **Small Business Institute Directors' Association** conference, February

Fontenot, Gwen and Hal Langford (1986), *The Use of Marketing Research in Advertising Strategy Development in Small Businesses*, presented at and published in the **Proceedings** of the **Small Business Institute Directors' Association** conference, February

Langford, Hal, Gwen Fontenot, and Jane Herron (1984), *Motivational Preferences of a Group of Small Business Owners and Employees*, presented at and published in the **Proceedings** of the **Southwestern Small Business Institute Association** conference, March 1984

Fontenot, Gwen (1984), *Sources of Information*, workshop presented at the **Small Business Institute Directors' Association** conference, February

Langford, Hal, Gwen Fontenot, and Jane Herron (1983), *Motivational Preferences of a Group of Small Business Employees*, presented at and published in the **Proceedings** of the **Southwestern Small Business Institute Association Conference**, March

Served as paper reviewer, discussant and session chairperson at Small Business Institute Directors' Association, Southwestern Small Business Institute Association, Southwestern Marketing Association, and Region VIII SBI conferences

GRANTS & DONATIONS

Gwen Fontenot (Principal Investigator), Cary Heath (Co-Investigator), Praveen Das (Co-Investigator), Nadine Prendergast (Co-Investigator), Enhancement of the Business Curricula through Development of a Financial Services and Business Research Lab. Submitted October, 2016 requesting \$199,428 for equipment and technology to create financial services lab.

Dubois, Rebecca (Principal Investigator), Gwen Fontenot (Co-Investigator), John Farrish (Co-Investigator), and Johnathon Trahan (Co-Investigator), Enhancement of Hospitality Management Food Preparation Laboratory. Awarded \$130,000 BORSF for lab upgrade. Recognized as top proposal in state.

Worked with UL Development Office (Rae Robinson) and Marketing Instructor/Assistant Dean for Special Projects Frank Wallace to obtain donations for the Sales and Research Lab and scholarships for the sales program:

- \$300,000 from Northwestern Mutual Financial Network
- \$60,000 from Van Eaton & Romero (a Ladder & Blum Company)

Fontenot, Gwen, Jessica Gerard and Marguerite Paige Williams, STEP lab grant proposal to fund a SMART Podium for the Sales and Research Lab. \$35000 grant awarded in 2012

Fontenot, Gwen (Principal Investigator), Geoffrey Stewart (Co-Investigator), David Baker (Co-Investigator), Frank Wallace (Co-Investigator). *Development of an Interactive Sales and Negotiation Training Laboratory to Facilitate Learning and Curricula Enhancement*. \$60,000 BORSF grant awarded summer, 2011

Fontenot, Gwen (Principal Investigator), Becky Dubois (Co-Investigator), and Gina Causin (Co-Investigator). *Enhancement of the Undergraduate Hospitality Management Program at UL Lafayette through Improved Technology and Facility Upgrades*. \$37,601 BORSF grant awarded summer, 2008

Causin, Gina (Principal Investigator), Becky Dubois (Co-Investigator), and Gwen Fontenot (Co-Investigator). *Development of a Property Management System (PMS) Software Simulation and Lab for the Hospitality Management Program*. \$58,482 BORSF grant awarded summer, 2008

Causin, Gina and Gwen Fontenot. *Visual One System Software Technology Grant*. Funded by Agilysys through Mr. Tony Ross, Atlanta, GA (\$20,000) for software for BORSF grant to develop PMS simulation (2008)

ENTREPRENEURIAL EXPERIENCE

Marketing Research Consultant; Owner/Operator (January, 1993 to present)
Marketing Solutions International, Ville Platte, LA

Responsible for business development, project management, field-operations management, report preparation, presentation of findings to clients, focus group moderating, office management, and human resource management. Some of the recent clients and project include the following:

- Festivals Acadiens et Creoles, Vendor and Musician Study, with Lucy Henke (2013)

- Festivals Acadiens et Creoles, Economic Impact and Attendee Study, with Lucy Henke (2013)
- Le Triomphe Golf and Country Club, Member Satisfaction Study, Qualitative and Quantitative Studies, with Geoff Stewart (2011).
- Southwest Louisiana Mardi Gras Association and Lafayette Convention and Visitors Center, Impact of Mardi Gras on the Economy of Lafayette Parish, Qualitative Study, 2008 and Quantitative Study, with Lucy Henke (2010)
- Kroll Background and Screening Services, Qualitative Customer Satisfaction Study with Management, Quantitative Customer Satisfaction analysis and reporting, 2009.
- Campbell Hausfeld, On-going Customer Satisfaction Tracking Studies with Consumer Compressor, Paint Sprayers, and Pressure Washer Divisions, 1994 – 2007.
- City Club of Lafayette, Customer Satisfaction Studies, 2004-2005.
- (Additional information about qualitative and quantitative studies conducted over 20 years provided upon request.)

Auctioneer/Owner/Manager (October, 2006 to present)

Gwen Fontenot, Auctioneer, Ville Platte, LA

Responsible for selling and securing contracts to conduct estate and/or benefit auctions; coordinate advertising, personnel and fiscal activities

- Beaux Arts Ball, Benefit for UL Lafayette College of the Arts (2013, 2014, 2015)
- Village of Hope Gala (2015)
- C'est Magnifique, Benefit for UL Department of Marketing and Hospitality (2011, 2012)
- Friends of DAG, Benefit for Aids Awareness, New Orleans (2011)
- HRC Gala, Benefit for Human Rights Campaign, New Orleans (2011)
- Conducted 4 estate auctions in Evangeline Parish (2013)

Auctioneer/Owner/Manager (October, 2006 to December, 2013)

Farmers' Auction Market, Reddell, LA

Responsible for management and operation of the auction house business including personnel hiring, management, and supervision, marketing, and financial management

- Grew business from \$60,000 to \$200,000 annual revenue and from 5 to 10 employees

Co-Owner (April, 2004 to April, 2011)

Bonnes Nouvelles Publishing, LLC, Lafayette, LA

Newspaper Publication and Advertising

Responsible for marketing and financial management, personnel management and supervision, and production and editing

INDUSTRY EXPERIENCE

Senior Account Executive (contract basis) (January, 1994 – 2006)
Syndics Research, Inc., Dallas, TX

Responsible for project management, business development, field-operations management, reporting and presentation of findings, and focus group moderating.

Executive Vice President-Administration (May, 1994 - February, 1998)
Small Business Institute Directors' Association, Nacogdoches, TX

Responsible for identifying funding opportunities and developing proposals, providing guidance and advice to the Board of Directors, and development of organizational programs. Served as liaison to other national small business organizations.

Director of Research (September, 1991 - January, 1994)
Service Strategies International, Inc., Dallas, TX

Responsibilities included business development, project management, field-operations management, supervision and training of research associates, development of new research techniques for customer satisfaction measurement, and reporting and presentation of findings.

Marketing Research Associate and Strategist (December, 1990 to June, 1991)
Ernst & Young, Dallas, TX
Southwest Region Office

Responsible for developing and coordinating innovative practice development strategies using marketing research, supervising development of computerized client database, training marketing personal, supervising marketing department staff, and making presentations to partners.

Marketing Research Associate (June, 1990 to June, 1991)
Dallas Office

Responsible for conducting research to identify target industries and companies for regional practice development program, developing client database for practice development, supervising database managers, assisting in training practice development professionals, and making presentations to partners.

EDITOR

Journal of Small Business Strategy, June, 1993 - January, 1995; February, 1990-August, 1991

Small Business Institute Directors' Association Proceedings, 1990, 1989

Southwestern Small Business Institute Association Proceedings, 1985

Acadiana Small Business Guide, 1982

EDITORIAL REVIEW BOARD

Troy University Business and Economic Review, 1996 - 2008

Journal of Small Business Strategy, 1995 - 1998

Journal of Business and Entrepreneurship, 1988 - 1992

AD HOC REVIEWER FOR JOURNALS

Reviewed manuscript for **Journal of Services Marketing**, July, 2015

Reviewed manuscript for **Journal of Business Research**, April, 2012

Reviewed manuscript for **Nonprofit and Voluntary Sector Quarterly**, April, 2012

MEMBERSHIP & SERVICE IN PROFESSIONAL ASSOCIATIONS

American Marketing Association

American Society for Quality Control

Small Business Institute Directors' Association

External Relations Committee, 1992-1998

National President, 1991-1992

National President-Elect, 1990-1991

National Vice President, Programs, 1989-1990

National Vice-President, Publications, 1988-1989

National Secretary-Treasurer, 1987-1988

Regional Representative, Region VI, 1985-1986

Chairperson, Journal Committee, 1983-1984

Association for Small Business and Entrepreneurship

Regional Past President, 1986-1987

Regional President, 1985-1986

Regional Vice President, Programs, 1985-1985

Regional Vice President, Membership, 1983-1984

UNIVERSITY SERVICE

University of Louisiana – Lafayette, LA

University

- Internationalization Committee, 2016-2017
- Interim Provost Search Committee Member, Spring, 2016
- University Advising Award Selection Committee, Spring 2016, Spring 2017
- Strategic Program Review Committee, Member, 2010 – 2015
 - Previously Budget Prioritization Task Force
- Online Incentive Committee, Member, Fall, 2013 – present
- Study Abroad Committee, Chair, Spring, 2010 – present
- Study Abroad Committee, Member, Fall, 2006 – present
- Remote Response Device (Clickers) Task Force, Chair, Spring, 2012 – Fall, 2013
- Danielle Scoccimaro Masters Thesis Committee – Industrial Design, Member, Spring, 2011
- Auxiliary Enterprises Task Force, Chair, Spring, 2009 – Fall, 2010
- Faculty Senate, Member, 2003 – 2007
 - University Club Sub-Committee (Faculty Senate), 2003 – 2007
 - Ways & Means Sub-Committee (Faculty Senate), 2004 - 2007

College

- MCOBA Tenure & Promotion Committee, Member, Fall, 2013 – present
- MCOBA Curriculum Committee, Member, Fall, 2013 – Fall, 2014
- MCOBA Department Head Committee, Member, Fall, 2006 – Spring, 2013
- MCOBA Internship Director, Fall, 2006 – Spring, 2013
- MCOBA Endowed Professorship Selection Committee, Member, Spring, 2010
- MCOBA Student Enrichment Committee, Chair, 2005-2006
- MCOBA Undergraduate Business Skills Committee, Member, 2003 – 2005
- MCOBA Curriculum Committee, Member, 2002 – 2004
- MCOBA Assurance for Learning Committee, Member, 2002 – 2003
- MCOBA Student Enrichment Committee, Chair, 2005-2006
- MCOBA Undergraduate Business Skills Committee, Member, 2003 – 2005

Department

- MKHP Marketing Curriculum Committee, Chair, Fall, 2013 – present
- MKHP Hospitality Management Curriculum Committee, Chair, Fall, 2013 – present
- Department Head, Fall, 2006 – Spring, 2013
- Marketing Internship Advisor, Fall, 2006 – Summer, 2008

University of Northern Colorado

- COBA Curriculum Committee, Member, 1989-1990; 1988-1989
- COBA AACSB Task Force, Member, 1989-1990
- Department of Marketing Search and Screen Committee, Member, 1988-1989

COMMUNITY SERVICE

Acadiana Chief Financial Officers Roundtable Coordinator

- Coordinate and moderate quarterly meetings, continuing education programs (January 2015 to present)

Ville Platte Rotary Club

- Presentation on College of Business Internship Program (Spring 2016)

Acadiana Chapter of the Louisiana Restaurant Association

- Coordinated ticket sales for LRA Raffle raising \$5,800 (2013)
- Coordinated ticket sales for LRA Raffle raising \$15,000 (2012)
- Board Member, 2010 – 2011

Acadiana Chapter of the Louisiana Restaurant Association

Chaired Fundraising Committee, 2010 - 2011

Coordinated ticket sales for LRA Raffle raising \$20,000 (2011)

Acadiana Symphony Orchestra

- 25th Anniversary Celebration Planning Committee, Member Spring, 2009

Louisiana Junior Brahman Association

- State Summer Show Public Speaking Contest
Judge, June, 2001

Vidrine High School Science Fair

- Judge, Fall, 2000

Texas Quality Award

- Examiner 1993

SBA Dallas District

- Small Business Administration Advisory Council Member, Appointed by SBA
Administrator, 1991 – 1993

Greeley Chamber of Commerce

- Retail Council Member, 1988-1990

AWARDS AND HONORS

Professorships – UL Lafayette

- Alexandre Theriot Jr. and Loretta Durand Theriot/BORSF Professorship in Business Administration, November, 2013 - present
- Northwestern Mutual Fund Financial Network BORSF Professor in Insurance and Risk Management, August, 2006 – October, 2013
- Petroleum Helicopters - BORSF Professor in Business Administration, August, 2006 – October, 13

Teaching

- Nominated for the Student Representative Council Professor of the Year Award, University of Northern Colorado, 1989

Research

- Col. Jean and Philip Piccione Faculty Award for Research Excellence, UL Moody College of Business, 2007-2008
- Best Session Paper Award, Padova, Italy, Economics & Business Research Conference, June, 2007
- Distinguished Paper Award, 2nd Runner-up, Small Business Institute Directors' Association, 1991
- Distinguished Paper Award, 3rd runner-up, Small Business Institute Directors' Association, 1989

Service

- 2011 Distinguished Service Award, Acadiana Chapter La. Restaurant Association , November, 2011
- Fellow, UL Center for Cultural and Eco-Tourism, 2008 - present
- University Academic Advising Award, UL Lafayette, 2003 - 2009
- Beta Gamma Sigma
- Alpha Mu Alpha

PROFESSIONAL DEVELOPMENT

- Attended AACSB Dean's Conference , 2015 & 2016
- Attended AACSB International Conference and Annual Meeting, 2016
- Attended SBAA Dean's Meeting, July & November, 2015; July, 2016
- Attended AACSB Strategic Thinking Seminar, February, 2015
- Attended SACS Assessment Workshop, Presented by Mary Allen, February 4, 2009
- Attended minimum of two advising workshops annually as faculty member