

## Ragin' Red® Locks Down Its Name

THERE'S ONLY ONE Ragin' Red®.

The name of the custom blend of seasoning became federally registered in February.

"The federal registration is noteworthy because it provides national protection for the name. We had previously obtained state-wide registration," said Matthew Tarver, UL Lafayette's assistant director for trademark licensing. "The extra level of protection provided by the federal registration makes Ragin' Red® the only seasoning with that name in the country."

Ragin' Red® is the first food product in the university's line of "branded merchandise," licensed items that bear the school's logo or name. The university's licensing program promotes UL Lafayette,



DOUG DUGAS

while protecting its trademark rights. Through the program, more than 210 licensed manufacturers nationwide produce quality products which support the university.

A local licensee, Fred Credeur of Credeur's Specialties in Opelousas, La., and UL Lafayette worked with Targil Spices of Opelousas to develop the custom blend of seasoning. "Ragin' Red® is a mild seasoning with reduced sodium that's an all-purpose product," Credeur said.

Ragin' Red® seasoning can be purchased at several locations in Acadiana, including Adrien's, Albertsons, Champagne's, Super One and Fresh Market. The seasoning is also available at the University Bookstore and at RaginCajunGear.com

## Full Court Press Raises Grad School Enrollment

A PUSH TO RECRUIT more graduate students paid off this spring.

The University of Louisiana at Lafayette's Graduate School enrollment rose nearly 11 percent, from 1,300 in Spring 2007 to 1,400 in Spring 2008.

"This increase is a direct result of the hard work and dedication of the Graduate School staff and each graduate department at the university," said Dr. C. Eddie Palmer, dean of the Graduate School. "We implemented a 'recruiters all' mission. Everyone is helping to grow the Graduate School."

That includes UL Lafayette President Dr. Ray Authement. "We added 50 new assistantships and increased stipends by \$2,000 per year," the president said. Thanks to the pay raise, grad students in master's programs now earn \$7,500 per year; students in Ph.D. programs earn \$12,000 per year.

Other recruitment tactics included:

- advertising UL Lafayette's graduate programs nationwide via the Internet;
- revamping marketing materials;
- hosting workshops to provide information to students interested in seeking advanced degrees; and
- enabling students to apply for Grad School and pay a \$25 application fee online.

Palmer said the entire university benefited when 50 assistantships were added. "Graduate students are the people who assist with teaching courses and help with research projects," he explained. So UL Lafayette could offer more undergraduate classes and give more faculty members a hand.

UL Lafayette's Graduate School has 24 master's degree programs; a post master's certificate program; eight doctor of philosophy degrees; and a doctor of education degree.



## BOURQUE TEACHES NOW AS POET LAUREATE

A UL LAFAYETTE PROFESSOR emeritus of English is Louisiana's new poet laureate.

Dr. Darrell Bourque, former head of the English Department and Friends of the Humanities/BORSF Endowed Professor of the Humanities, was given a two-year appointment by former Gov. Kathleen Blanco in November. The Louisiana Senate confirmed the appointment.

Louisiana's poet laureate traditionally delivers readings across the state.

In an Associated Press article published in November, Bourque said poetry is a vital part of a people and their culture. "The ideas that we have about art, that we have about the world we live in, that we have about our human mission are interrelated and connected to the geography that we grow out of," he stated. "The whole of Louisiana is connected on some basic level that to me is almost poetry."

Bourque's published collections of poetry include *The Blue Boat*, *Burnt Water Suite*, *Where Land Meets Sky*, *The Doors Between Us* and *Plainsongs*. He has directed the Deep South Writer's Conference and was project director for Significant Voices, a reading series featuring poetry by young African-American writers in Louisiana.

Bourque received the UL Lafayette Foundation's Distinguished Professor Award in 1997.



TERRI FENSEL

Dr. Darrell Bourque

## Template Simplifies Obtaining Facts About Universities

HOW DOES THE UNIVERSITY of Louisiana at Lafayette stack up against other higher education institutions?

A new, web-based program makes it easier for prospective students to compare what universities offer. The Voluntary System of Accountability uses a standardized format to present useful information, such as graduation rates and students' opinions. A "Cost Calculator" enables prospective students to estimate expenses.

The University of Louisiana System, which is composed of UL Lafayette and seven other universities, was the first in the United States to sign up to participate in the program. "There's a heightened national and state interest in accountability and transparency, and that is what we are all about," said UL System President Sally Clausen.

Anyone interested in attending UL Lafayette can access the VSA's consumer-friendly College Portrait through the prospective students link on the university's web site, [www.louisiana.edu](http://www.louisiana.edu)

The College Portrait concisely presents five pages of information about UL Lafayette's status in the 2006-07 academic year. It shows, for example:

- 16,345 students are enrolled; 58 percent are female and 42 percent are male;

- 62 percent of undergraduate classes have fewer than 30 students; and
- 94 percent of seniors who participated in a national survey said UL Lafayette provides support for student success.

The VSA is a joint effort of the American Association of State Colleges and Universities and the National Association of State Universities and Land-Grant Colleges.

<http://instres.louisiana.edu/VSA/VSA.pdf>

## ECONOMIST WEIGHS IN ON FARMERS' STRIKE

WHEN NBC NIGHTLY NEWS looked into Louisiana crawfish farmers' economic woes in March, it sought the opinion of a UL Lafayette economist.



NBC News producer Al Henkel, center, interviews Dr. Rand Ressler, a UL Lafayette economics professor, on campus.

NBC News producer Al Henkel interviewed Dr. Rand Ressler, an economics professor, to get his views on the Louisiana Crawfish Farmers Association's attempts to get paid more for their harvests.

Reporter Don Teague incorporated part of that interview in a story that was broadcast March 17.

Teague told viewers that the state's "\$100 million crawfish industry is in crisis," noting that the wholesale price for

mudbugs fell to \$1 a pound early in the season. Since it costs farmers about \$500 to produce 500 pounds of crawfish, they can't make a profit when the wholesale price is so low.

"Earlier this month, Louisiana farmers borrowed a page from OPEC's playbook in an effort to drive up prices," Teague reported. "They decided not to harvest crawfish two days a week."

Teague asked Ressler if the tactic would work. "If they are successful, I don't expect it to last very long," Ressler replied. "I expect intrigue and cheating will push that price right back down."

Rand holds the Edward G. Schlieder Educational Foundation/BORSF Professorship in Money and Banking at UL Lafayette.

In a blog posted March 14, Henkel previewed the story that would be aired on March 17. "Think OPEC on a much smaller scale," he wrote. "... On a personal note, I love crawfish. I wish we could bring you smell-a-vision."

## PROFESSOR CONTRIBUTES TO PBS DOCUMENTARY

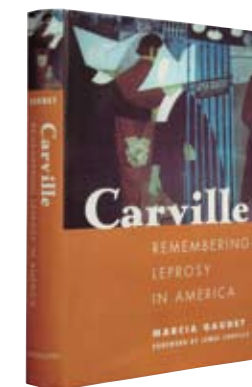
THE HEAD OF UL Lafayette's English Department was in Washington, D.C., in late March for the screening of a PBS documentary, "Triumph at Carville," at the National Museum of Health and Medicine.

Dr. Marcia Gaudet, the university's Dr. Doris Meriwether/BORSF Professor of English, was a consultant for the documentary about the Gillis W. Long Hansen's Disease Center in Carville, La. Her book, *Carville: Remembering Leprosy in America*, won the 2005 Chicago Folklore Prize. That prize is awarded by the University of Chicago each year for the best book on folklore published worldwide.

From 1894 to 1999, the center was the only inpatient hospital in the nation for the treatment of Hansen's disease. Until the 1960s, Americans diagnosed with the disease were legally quarantined there.

The web site for the PBS program features an image of "Medicine in Louisiana" a mural on the first floor of UL Lafayette's Dupré Library.

[pbs.org/triumphatcarville/](http://pbs.org/triumphatcarville/)



### Typical Undergraduate Costs per Year Without Financial Aid (Full-Time, In-State Students)

