



Region II Conference



October 16-18, 2011
“Building Your Brand in the Bayou”
Baton Rouge, LA



Night Out in New Orleans
Monday

Hosted by:
Louisiana State University
&
Cox Communications
Academic Center
for Student-Athletes

Registration Information:

Deadline: September 16th
(late fee applies after date)

For rates & to register online,
please visit

<http://nfoura.org/regions/region2>

Featured Speakers:

Reed Dickens

CEO / Co-Owner of Marucci Sports

Dr. Katrice A. Albert

Vice Provost for Equity, Diversity, &
Community Outreach at LSU

Contact Information:

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Hotel Information:

Embassy Suites
4914 Constitution Avenue
Baton Rouge, LA 70808
(225) 924-6566

Reservations:

<http://embassysuites.hilton.com/en/es/groups/personalized/B/BTRCSES-NAA-20111016/index.jhtml>

N4A Region II Conference

Program - Tentative

Baton Rouge, Louisiana

October 16-18, 2011

“Building Your Brand in the Bayou”

Sunday, October 16, 2011

Time	Session
3:00 pm – 6:00 pm	Registration
4:00 pm – 5:00 pm	High School Presentation
6:30 pm	Tour of Cox Academic Center
7:00 pm -10:00pm	Dinner / Welcome

Monday, October 17, 2011

Time	Session
7:00 am	Registration Table Open
7:00 am	Full Breakfast served
8:45 am – 9:45 am	Welcome/Business Meeting
10:00 am – 10:45am	SPEAKER: REED DICKENS
11:00 am - 11:45am	Concurrent Workshops I
12:00 pm – 1:00 pm	Lunch
1:15 pm – 1:55 pm	“SESSION TBA”
2:00 pm – 2:45 pm	Concurrent Workshop II/ Round Table
3:00pm - 4:00pm	Vendor Demonstrations
4:15 pm – 5:00 pm	NCAA Update
5:00pm – 7:00pm	Hospitality
6:30 pm – 12am	N.O. in the N.O.

Tuesday, October 18, 2011

Time	Session
7:00 am	Full Breakfast Served
8:40 am – 9:10 am	Vendor Demonstrations
9:15 am – 10:15 am	SPEAKER: DR. KATRICE ALBERT
10:15 am – 11:00 am	“SESSION TBA”
11:00 am – 12:00 pm	N4A Closing Business Meeting

New Orleans Lingo

Andouille (*An Doo E*) – the traditional New Orleans style, spicy sausage.

Bayou (*BI yoo*) - A sluggish stream, bigger than a creek and smaller than a river.

Beignet (*Ben Yeah*) – French style donuts (square, no hole) that are drowned in powdered sugar and usually served with café au lait.

Café au Lait (*Ca Fay0Oh0Lay*) – New Orleans traditional coffee.

Cajun (*CAY jun*) - Slang for Acadians, French-speaking people who came to South Louisiana from Nova Scotia in the eighteenth century. The term now applies to the people, their cooking, and their culture.

Crawfish (*CRAW fish*) - Sometimes spelled "crayfish" but always pronounced crawfish. Look and taste like little lobsters. Served many ways, including boiled.

Creole (*CREE ol*) - Refers to the French and Spanish descendants in New Orleans. The term also includes a type of cuisine and a style of architecture.

Etooufee (*A Two Fay*) – There are many variations to this dish. Most etouffees start with a roux and consist rice, shell fish or meat and veggies.

Gumbo - Comes from an African language that mean okra. It is a traditional southern soup like dish and start s with a rich roux and usually includes either seafood or sausage.

Jambalaya (*Jam Ba Lie Uh*) – Is a spicy dish made with rice, tomato and either seafood or meat is added for flavor.

Lagniappe (*LAN yap*) - A little something extra. An unexpected nice surprise.

Laissez les bon temps rouler (*lay ZAY lay bon ton rule ay*) - Let the good times roll!

Po’Boy – any sandwich made with loaf of French bread. It’s called a po’Boy because one sandwich can feed an entire family.

Parish - A “county” in Louisiana .

Second Line - Celebratory dance accompanied by jazz and decorated umbrellas; a tradition in New Orleans , especially at weddings and jazz funerals.

Voodoo - Mysterious religion involving charms and spells that came to Louisiana via the Caribbean.

Zydeco (*ZI de co*) - A relatively new kind of dance music created by south Louisiana’s Creoles of Color and based on African blues, Cajun music, and R&B. Its identifying instrument is the frotoir (resembles a metal washboard with curved shoulder straps that hangs over the chest and is played with bottle openers and thimbles).