

2022 Regular Session

SENATE RESOLUTION NO. 37

BY SENATOR BOUDREAUX

COMMENDATIONS. Commends Ben Berthelot, President & CEO of Lafayette Travel, on being elected chairman of Louisiana TravelPAC.

1 A RESOLUTION

2 To commend and congratulate Ben Berthelot, President & CEO of Lafayette Travel upon
3 being elected as chairman of the Louisiana TravelPAC Board of Directors.

4 WHEREAS, the Louisiana TravelPAC is a voluntary, nonpartisan organization of
5 Louisiana travel industry employees and supporters established to solicit, collect, and
6 disburse political contributions to support the election of pro-travel candidates; and

7 WHEREAS, Ben, a graduate of the University of Louisiana-Lafayette with a
8 Bachelor of Arts degree in Public Relations, is a well-respected family man married to the
9 former Ashley Bertand; and

10 WHEREAS, he is a well known community activist who proudly promotes the
11 cultures of Lafayette and South Louisiana with a demonstrated history of working in
12 government and the private sector; and

13 WHEREAS, Ben possesses extensive work, knowledge, and service with nonprofit
14 organizations, as well as real life experience in budgeting, public relations, marketing,
15 advertising and sales; and

16 WHEREAS, on his journey to chairman of the Louisiana TravelPAC Board of
17 Directors, Ben served as executive director of the Lafayette Convention and Visitors
18 Commission, often described as an enthusiastic and effective spokesperson for the

1 restaurants, hotels, and related industry tourism professionals that support the region's unique
2 culture attributes; and

3 WHEREAS, afterward he was installed as the vice chair of the Louisiana Travel
4 Association (LTA) Board of Directors which is a trade association leading and strengthening
5 Louisiana's vibrant tourism industry through promotion, education, and advocacy on behalf
6 of their members; and

7 WHEREAS, currently Ben serves as President and CEO of Lafayette Travel which
8 was created in 1974 to serve as a tourism promotion and marketing coordinator for all of
9 Lafayette Parish, with the vision of becoming the most progressive, efficient, and creative
10 destination marketing organization in the state of Louisiana; and

11 WHEREAS, during the COVID-19 crisis, Ben was appointed to the Resilient
12 Louisiana Commission Hospitality/Tourism Task Force that counsels Governor John Bel
13 Edwards on the needs of the tourism industry as it emerged from the shutdown; and

14 WHEREAS, he is very active in the community and has served on numerous boards
15 and commissions, including the United Way of Acadiana, Leadership Institute of Acadiana
16 Board of Directors, Downtown Lafayette Unlimited, and he has served as charter president
17 of the 705 of which he is a founding member, and past board member of Junior
18 Achievement, Faith House, Acadiana Regional Development District Board, the Junior
19 League Advisory Board, and the Juvenile Justice Children and Youth Planning Board; and

20 WHEREAS, Ben says "I am honored to be serving TravelPAC" with a slate of
21 industry leaders from throughout the state to lead the organization as it plays an important
22 role in supporting the election of pro-travel candidates.

23 THEREFORE, BE IT RESOLVED that the Senate of the Legislature of Louisiana
24 does hereby commend and congratulate Ben Berthelot, current President & CEO of
25 Lafayette Travel, upon being elected as chairman of the Louisiana TravelPAC Board of
26 Directors.

27 BE IT FURTHER RESOLVED that a copy of this Resolution be transmitted to
28 Ben Berthelot.

The original instrument and the following digest, which constitutes no part of the legislative instrument, were prepared by Ann S. Brown.

SR 37 Original	DIGEST 2022 Regular Session	Boudreaux
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Commends and congratulates Ben Berthelot upon being elected as chairman of the Louisiana TravelPAC Board of Directors.