

SENATE RESOLUTION NO. 37

BY SENATORS BOUDREAUX AND CORTEZ

A RESOLUTION

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

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

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

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

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

WHEREAS, on his journey to chairman of the Louisiana TravelPAC Board of Directors, Ben served as executive director of the Lafayette Convention and Visitors Commission, often described as an enthusiastic and effective spokesperson for the restaurants, hotels, and related industry tourism professionals that support the region's unique culture attributes; and

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

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

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

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

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

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

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

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PRESIDENT OF THE SENATE