

Join Freeman for Black Alumni Weekend

January 30, 2025



This year's Black Alumni Weekend will include a panel on "The Business of Medicine" featuring (from left to right) Dr. Corey Hebert (R '01), Dr. Trivia Frazier (SSE '08, M '12, MBA '18) and Dr. Russell Ledet (MD/MBA '22).

The Office of Equity, Diversity and Inclusion at Tulane University's Freeman School of Business is pleased to announce the second annual Black Alumni Weekend, which will take place Feb. 21-22, 2025, on Tulane's uptown campus.

This year's event will once again provide an opportunity for fellowship and connection, celebrating the role that Black alumni and students play in our community and recognizing their many accomplishments.

"Your Freeman experience doesn't end when you graduate," said Erick Valentine, associate dean for Equity, Diversity and Inclusion. "We want all of our alumni to know they have a powerful support network they can draw on throughout their lives and careers."

“Black alumni play a vital role in shaping and continuing the Freeman School’s legacy of business excellence,” added Rosalind Butler, director of Equity, Diversity and Inclusion. “The Office of EDI is proud to honor the outstanding talent that has emerged from Freeman.”

Made possible through a partnership of the Freeman School’s Office of EDI, the Center for Intercultural Life, Tulane Black Student Union and Tulane School of Medicine, this year’s program will include a panel on “The Business of Medicine,” a marketplace featuring products from alumni vendors, the unveiling of a new mural by celebrated artist BMike Odums, as well as a luncheon, tailgating before the Allstate HBCU Legacy Bowl and other social events.

“The Business of Medicine” panel will feature Dr. Corey Hebert (R ’01), Dr. Trivia Frazier (SSE ’08, M ’12, MBA ’18) and Dr. Russell Ledet (MD/MBA ’22). Drs. Hebert, Frazier and Ledet will share their professional journeys and explain how a strong business foundation contributed to their career success. They will also discuss the critical role of representation in healthcare, address healthcare disparities affecting Black and Brown communities, and offer insights on the evolving demographics of the medical profession.

Dr. Hebert is a distinguished physician and medical journalist bridging the gap in healthcare through public education and community-driven medicine. A practicing doctor of Pediatrics and Emergency Medicine at LSU Health Sciences Center and Tulane University Medical Center, Dr. Hebert is also a frequent contributor to local and national news television shows. Known for his warmth and wit, Dr. Hebert is a sought-after speaker who makes healthcare accessible and relatable to diverse groups, from teenagers to Fortune 500 executives.

Dr. Frazier is co-founder, president and CEO of Obatala Sciences, a biotech company specializing in tissue engineering and regenerative medicine. After co-founding the company in 2017, she enrolled in the Freeman School’s Executive MBA program to gain management experience to advance the startup. Since then, the company has been an industry leader, conducting groundbreaking research in the fields of obesity, diabetes and cancer. Over the course of her career, Dr. Frazier has combined her expertise in biomedicine with her business acumen to become a visionary leader in biotech entrepreneurship in the Gulf South.

Dr. Russell Ledet is a physician and co-founder of the 15 White Coats, an organization dedicated to inspiring and supporting minority students in medicine. Drawing on his own remarkable journey from security guard to doctor, Dr. Ledet has become a powerful advocate for marginalized and underrepresented communities in healthcare. In addition to championing these communities, he is passionate about mental healthcare and has worked to improve access to mental health services. His activism and philanthropy have been celebrated in national media outlets like *People*, *NBC Nightly News* and *Good Morning America*.

Following the panel discussion, attendees will have the chance to attend the unveiling of a new mural by BMike Odums. The mural, titled *The New Orleans Black Experience*, celebrates Black entrepreneurs and the Freeman School's ties to the historic Claiborne Corridor. Throughout the day, attendees can also purchase goods from the Black Marketplace, where alumni and Black business owners will showcase their products and services for the Tulane community. Additionally, attendees can take part in a community health fair offering check-ups, blood pressure screenings and tips for managing stress.

Black Alumni Weekend wraps up on Saturday, Feb. 22, with tailgating at the Bea Field Alumni House before the Allstate HBCU Legacy Bowl, the Black College Football Hall of Fame's annual all-star game for NFL draft-eligible players from historically black colleges and universities.

With the exception of the Allstate HBCU Legacy Bowl, all Black Alumni Weekend events are free and open to the public. For more information about this year's events, please email Rosalind Butler at rbutler4@tulane.edu.