

## Why does Baton Rouge lag its peer cities in access to capital for small businesses?

**By Stephanie Riegel**

With the start of the new year, the Baton Rouge Area Chamber is launching a new study that will focus on access to capital—or lack thereof—for small businesses in the Capital Region.

It's not a new problem. But BRAC executives say there's a renewed interest among their members about why it's harder in Baton Rouge than in other peer cities for small businesses to get financing—be it conventional loans from banks or equity investments from angels and venture capital funds.

"This has come up before, but this year it seemed to gain a lot of focus and attention when we polled our members," says BRAC Senior Vice President Michael DiResto. "So we're hoping to harness that interest to work with folks in the business and lending communities to figure out what's behind this lack of access to capital and how to solve it."

It's hard to say for sure how

serious the problem is, but data from the U.S. Small Business Administration suggests it's bad

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A shot of downtown Baton Rouge. (iSTOCKPHOTO)

## Narrative of the Life of Frederick Douglass, an American Slave

### Chapters 1–4

Narrative of the Life of Frederick Douglass is an 1845 memoir and treatise on abolition written by famous orator and former slave Frederick Douglass. It is generally held to be the most famous of a number of narratives written by former slaves during the same period. In factual detail, the text describes the events of his life and is considered to be one of the most influential pieces of literature to fuel the abolitionist movement of the early 19th century in the United States.

Narrative of the Life of Frederick Douglass encompasses eleven chapters that recount Douglass's life as a slave and his ambition to become a free man.

Douglass begins by explaining that he does not know the date of his birth (February 3, 1818), and that his mother died when he was 7 years old. He has very few memories of her (children were commonly separated from their mothers), only of the rare night

time visit. He thinks his father is a white man, possibly his owner. At a very early age he sees his Aunt Hester being whipped. Douglass details the cruel interaction that occurs between slaves and slave holders, as well as how slaves are supposed to behave in the presence of their masters, and that even when Douglass says that fear is what kept many slaves where they were, when they tell the truth they are punished by their owners.

### Chapters 5–7

At this point in the Narrative, Douglass is moved to Baltimore, Maryland. This is rather

important for him because he believes that if he had not been moved, he would have remained a slave his entire life. He even starts to have hope for a better life in the future. He also discusses his new mistress, Mrs. Sophia Auld, who begins as a very kind woman but eventually turns cruel. Douglass learns the alphabet and how to spell small words from this woman, but her husband, Mr. Auld, disapproves, and states that if slaves could read, they would not be fit to be slaves, being unmanageable and sad. Upon hearing why Mr. Auld disapproves of slaves being taught how

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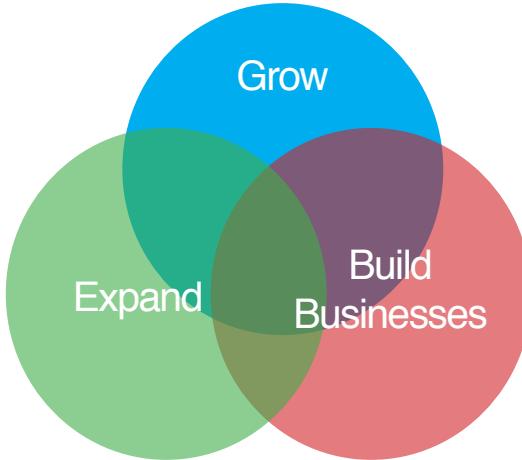
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**Editor's note**

*Louisiana Business Journal is back!* LBJ has resumed publishing monthly as a division of the 32 year old Small Business Exchange, Inc. whose weekly newspaper (Small Business Exchange) is nationally known for its historical advocacy for a level playing field for Asian, Black, Latino women and disadvantaged enterprises (ABLE).

**"Information is currency. With information we can close the wealth gap and economic disparity."**



## About Carmo



**Carmo is open Monday 11 a.m. to 3 p.m. and Tuesday through Saturday 11 a.m. to 10 p.m. (bar is open until 11 p.m. Thursday to Saturday)**

**527 Julia Street (Between Camp & Magazine)  
New Orleans, LA 70130**

Founded in 2010 by Dana & Christina Honn, Carmo is a New Orleans-based tropical restaurant and bar with a commitment to providing vegans, vegetarians and omnivores alike with healthy and affordable dishes in a warm, friendly and casual atmosphere. The menu is built upon the rich, multi-cultural culinary influences found throughout the Caribbean, Central and South America, West Africa, Southeast Asia, Gulf South and beyond and features

eclectic and traditional/traditionally-inspired dishes with an emphasis on fresh, local ingredients, as well as unique and little-known flavors from around the world.

The menu includes selections such as a Burmese Tea Leaf Salad, pão de queijo, acarajé and daily soups and specials from around the tropics. Carmo's raw seafood menu features the region's freshest fish prepared in a variety of styles, including shima sashimi (raw, flash-cured fish, a style common to Japan's tropical islands), tiradito (a Peruvian version of sashimi, smothered in aji amarillo pepper sauce) and rum-cured, cold-smoked yellowfin tuna. There's also a raw vegan menu which introduces diners to shio-koji style preparation, avocados, organic tofu and other fresh vegetables lightly fermented using a koji (*Aspergillus oryzae*) marinade, which almost magically imparts distinct umami characteristics to any food to which it is exposed. The beverage menu is equally as unique, featuring exotic fruit such as juice of the cocoa fruit (cacau), açerola, cupuaçu, graviola (sour sop), caja and caju, which infuse Carmo's juice and cocktail menu with exciting new flavors.

Sustainability is an intrinsic part of Carmo's mission, with certifications by local and national environmental and conservation organizations, including the only three-star rating in the state of Louisiana by the Green Restaurant Association, and the only restaurant in the state to be certified by SeafoodWatch.

Read more about our commitment to serving sustainable seafood  
<http://cafecarmo.com/index.php?page=sustainable-seafood>

# Success Delivered

## Oprah wisely says:

*"The more you praise and celebrate your life, the more there is in life to celebrate. We're such a goal-oriented culture and we get a thrill from achieving our goals – but are all too quickly straight onto the NEXT achievement. It's so easy to shift from the end of one year and straight into the next – without pausing to celebrate the success we've achieved."*

The **The Louisiana Business Journal (LBJ)** offers you the opportunity to celebrate your achievements in diversity and inclusion – to brag through our **SUCCESS DELIVERED** column.

Contact [sbe@sbeinc.com](mailto:sbe@sbeinc.com) for pricing to reserve space weekly or monthly

### Success Stories

## Jambalaya girl cookin' up success

"I've always wanted to represent a company that promotes New Orleans culture, and it's surreal to fulfill this role in my own company. I am grateful for the staff at LSBDC. I would not be where I am today without them."

After Hurricane Katrina ripped through New Orleans, Kristen Preau and her father started a tailgating fundraiser to raise money for the city's rebuilding efforts. After the pair traveled around the country selling their homemade Jambalaya, Kristen and her dad raised over \$100,000 for the University of New Orleans Hurricane relief. With that success in mind, Preau decided to start her own business and packaged the jambalaya recipe into a rice mix.

Preau came to the Louisiana Small Business Development Center Greater New Orleans and Bayou Region (LSBDC GNOBR) in 2010 initially to gather assistance with her business plan in order to qualify for a U.S. Small Business Administration (SBA) loan. With her dad's business, ADGAS Outdoor Cooking Products, in a flux Preau wanted to boost it and start her own.

ADGAS Outdoor Cooking Products was able to restructure the existing business and reposition itself for growth, as well as launch a new business - Cook Me Somethin' Mister, and a new line of products.

The LSBDC assisted Preau in starting Cook Me Somethin' Mister in 2010, and later assisted her in obtaining loans to grow the



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# EVENTS AND SEMINARS



## Real Estate Investing Webinar Houma

**Date and Time**  
**Tue, February 14, 2017**  
**7:00 PM – 7:30 PM CST**

### Description

Interested in real estate investing?  
 Don't know where to start?  
 Want to learn real estate investing by networking with like minded individuals?  
 Want to learn how to get out the rat race?  
 If the answer is Yes, come join us! Learn real estate investment strategies such as fix and flip, buy, and hold, short sale, foreclosures, and multi family.  
 Learn how to pay off your house in 10 years or less  
 Learn how real estate investors fund real estate deals without your own money or credit!

RSVP Now!

**Register Here:**  
<https://www.eventbrite.com/e/real-estate-investing-webinar-houma-tickets-31550797284?aff=es2>



## Amazing Scavenger Hunt Adventure-New Orleans Urban Adventure Quest New Orleans, LA

**Location:**  
**Harrah's Resort and Casino**  
**228 Poydras St**  
**New Orleans, LA 70130**  
**Friday, February 10, 2017 from 10:00 AM to 8:00 PM**

### Price per team of up to 5 people - \$44

One price per team. No more than 5 people on a team. If two teams are needed, you must purchase each one separately. Each team must have their own smart phone. Smart phone not included.

### Event Details

Turn New Orleans into a giant game board with this fun scavenger hunt adventure. Combine the excitement of the Amazing Race with a three-hour city tour. Guided from any smart phone, teams make their way among well-known and overlooked gems of the city, solving clues and completing challenges while learning local history. Start when you want and play at your pace. Price is per team, not per person. Find details and Redeem your ticket as a Prepaid Code online at [www.UrbanAdventureQuest.com](http://www.UrbanAdventureQuest.com).

**Register Here:**  
<https://www.eventbrite.com/e/amazing-scavenger-hunt-adventure-new-orleans-tickets-31555837359?aff=es2>

# Construction Activity in New Orleans MSA

January 26, 2017 - Dodge Data & Analytics today reported on December construction starts in the metropolitan statistical area of New Orleans-Metairie-Kenner, consisting of Jefferson, Orleans, Plaquemines, St Bernard, St Charles, St John the Baptist and St Tammany in Louisiana.

According to Dodge Data & Analytics, the latest month's construction activity followed this pattern:

	2016	2015	Percent Change
Nonresidential	\$62,748,000	\$194,575,000	-68
Residential	\$41,557,000	\$108,448,000	-62
TOTAL BUILDING	\$104,305,000	\$303,023,000	-66

For the year-to-date on a cumulative basis, the totals are:

	2016	2015	Percent Change
Nonresidential	\$1,281,241,000	\$960,511,000	33
Residential	\$706,214,000	\$688,501,000	3
TOTAL BUILDING	\$1,987,455,000	\$1,649,012,000	21

-Nonresidential buildings include office, retail, hotels, warehouses, manufacturing, educational, healthcare, religious, government, recreational, and other buildings.

-Residential buildings include single family and multifamily housing.

## About Dodge Data & Analytics:

Dodge Data & Analytics is a technology-driven construction project data, analytics and insights provider. Dodge provides trusted market intelligence that helps construction professionals grow their business, and is redefining and recreating the business tools and processes on which the industry relies. Dodge is creating an integrated platform that unifies and simplifies the design, bid and build process, bringing data on people, projects and products into a single hub for the entire industry, from building product manufacturers to contractors and specialty trades to architects and engineers. The company's products include Dodge Global Network, Dodge SpecShare®, Dodge BuildShare®, Dodge MarketShare™, and the ConstructionPoints and Sweets family of products. To learn more, visit <http://www.construction.com>.

# Residents can get help to start a business

The Louisiana Small Business Development Center and the Secretary of State's office will offer workshops throughout February and March about Louisiana GeauxBIZ.com, a website designed to help people more easily start a new business in the state.

Carla Bonaventure, the Secretary of State Office's commercial administrator, will be speaking at the workshop.

"We're excited that these workshops will show Louisiana how we've streamlined the government process and made it easier to pursue and reach their entrepreneurial dream," Bonaventure said in a news release. The workshops will show attendees how to register their business with the Secretary of State's Office and will address common issues and challenges in the waiting process. The GeauxBIZ website allows entrepreneurs the ability to complete the necessary legal documents to start a business, register for a tax revenue number and apply for an unemployment insurance tax account number.

The workshop will also teach prospective business owners how to reserve a business name, create a checklist of federal, state and local licenses and permits; file with the Secretary of State's Office, Department of Revenue and Louisiana Workforce Commission; apply for unemployment insurance; and find other resources for entrepreneurs and small businesses.

"It's always great to see state organizations come together to help the people of Louisiana," said Na'Tisha Natt, business development center marketing director. "The LSBDC is always looking for opportunities to grow partnerships and



more importantly grow Louisiana through small businesses."

Registration for the workshop in Houma is available online at <https://www.lsbdcc.org/>. For information, contact the LSBDC Greater New

Orleans Region at 504-831-3730 or email Assessment Consultant Jonathan Menyon at [jmenyon@lsbdcc.org](mailto:jmenyon@lsbdcc.org).

SOURCE: <http://www.dailycorner.com>

## Jambalaya girl cookin' up success

### Continued from page 3

business, assistance developing her website, assistance in developing and implementing her growth strategy, and assistance with international market distribution, marketing and sales, and additional entrepreneurial training.

Preau worked with LSBDC expert and food industry consultant Dianne Sclafani to turn her business into a growing food brand, known now on a national level.

"I've always wanted to represent a company that promotes New Orleans culture, and it's surreal to fulfill this role in my own company," Preau said, owner of Cook Me Somethin' Mister. "I am grateful for the staff at LSBDC. I would not be where I am today without them."

Through the assistance of the LSBDC, Preau took advantage of a Louisiana Economic Development State Trade and Export Promotions (STEP) grant program in 2012.

"The LSBDC provided a wealth of guidance and resources for restructuring a 30-year-old business," Preau said. "They helped us craft a

clear plan for the growth of two new product lines and the development of a new business. We took advantage of the group classes, one-on-one counseling and the website marketing program."

She has been named a Top 100 Small Businesses Blue Ribbon Award, by the U.S. Chamber of Commerce; Top Woman Owned Business, by the Louisiana SBA; and Women's Business Enterprise (WBE) Role Model of the Year by WBEC South. "Kristen Preau is a true champion for women owned businesses. She is all in," Sclafani said.

Preau started her business with a \$50,000 SBA Loan, invested all of her savings, cashed in her retirement, borrowed money from the bank and family, factored invoices and even put her 2002 Honda Civic up as collateral. Her SBA Loan is now paid in full and she has successfully built the foundation of her business and has reached the turning point for growth.

In 2013, the LSBDC assisted Preau in obtaining a line of credit of \$50,000 and re-

financing an existing loan. In 2013 she also secured distribution in Sam's, resulting in an initial \$184,000 order. As a result of her hard work and the assistance provided by the LSBDC GNOR, Preau won second place and \$10,000 in the 2013 Capital One Greaux GNO business growth competition, co-sponsored by LSBDC.

After four years in business, she has almost doubled her revenue each year. Kristen will also graduate from the Goldman Sachs 10,000 Small Businesses Program in February and will even be an ideal candidate for another round of SBA financing with her new growth plan to increase jobs, revenue and distribution.

"Kristen is not only an ambassador for women owned businesses, but she also embodies the spirit of Louisiana as the 'Jambalaya Girl' bringing her southern charm and family recipes to customers across the world," Sclafani said.

SOURCE: [www.lsbdcc.org/](http://www.lsbdcc.org/)

# Narrative of the Life of Frederick Douglass, an American Slave

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to read, Douglass realizes the importance of reading and the possibilities that this skill could help him. He takes it upon himself to learn how to read and learn all he can, but at times, this new found skill torments him. Douglass then gains an understanding of the word abolition and develops the idea to run away to the North. He also learns how to write and how to read well.

## Chapters 8–9

At the age of ten or eleven, Douglass's master dies and his property is left to be divided between his son and daughter. The slaves are valued along with the livestock, causing Douglass to develop a new hatred of slavery. He feels lucky when he is sent back to Baltimore to live with the family of Master Hugh.

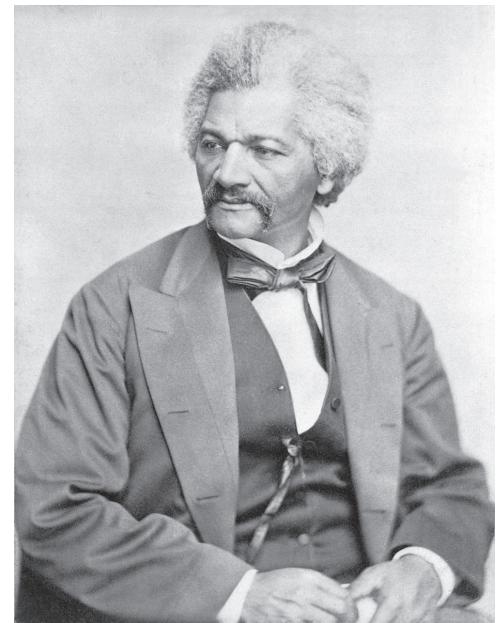
He is then moved through a few more situations before he is sent to St. Michael's. His regret at not having attempted to run away is evident, but on his voyage he makes a mental note that he traveled in the North-Easterly direction and considers this information to be of extreme importance. For some time, he lives with Master Thomas Auld who is particularly cruel, even after attending a Methodist camp. He is pleased when he eventually is lent to Mr. Covey for a year, simply because he would be fed. Mr. Covey is known as a "negro-breaker", who breaks the will of slaves.

While under the control of Mr. Covey, Frederick Douglass bit his hand and has an especially hard time at the tasks required of him. He is harshly whipped almost on a weekly basis, apparently due to his awkwardness. He is worked and beaten to exhaustion, which finally causes him to collapse one day while working in the fields. Because of this, he is brutally beaten once more by Covey, and eventually complains to Thomas Auld, who subsequently sends him back to Covey. A few days later, Covey attempts to tie up Douglass, but he fights back. After a two-hour long physical battle, Douglass ultimately conquers Covey. After this fight, he is never beaten again. Douglass is not punished by the law, which is believed to be due to the fact that Covey cherishes his reputation as a "negro-breaker", which would be jeopardized if others knew what happened. When his one-year contract ends under Covey, Douglass is sent to live on William Freeman's plantation. Douglass comments on the abuse suffered under Covey, a religious man, and the relative peace under the more favourable, but more secular, Freeman. On Freeman's plantation, Douglass befriends other slaves and teaches them how to read. Douglass and a small group of slaves make a plan to escape, but before doing so, they are caught and Douglass is put in jail. Following his release 2 years later, he is sent to Baltimore once more, but this time to learn a trade. He becomes an apprentice in a shipyard under Mr. Gardener where he is disliked by several white apprentices due to his slave

status and race; at one point he gets into a fight with them and they nearly gouge out his left eye. Woefully beaten, Douglass goes to Master Hugh, who is kind regarding this situation and refuses to let Douglass return to the shipyard. Master Hugh tries to find a lawyer but all refuse, saying they can only do something for a white person. Sophia Auld, who had turned cruel under the influence of slavery, feels pity for Douglass and tends to the wound at his left eye until he is healed. At this point, Douglass is employed to be a caller and receives wages, but is forced to give every cent to Master Auld in due time. Douglass eventually finds his own job and plans the date in which he will escape to the North. He succeeds in reaching New Bedford, but does not give details of how he does so in order to protect those who helped him and to allow the possibility for other slaves escape by similar means. Douglass unites with his fiancée and begins working as his own master. He attends an anti-slavery convention and eventually becomes a well-known orator and abolitionist.

## Publication history

The Narrative of the Life of Frederick Douglass was published on May 1, 1845, and within four months of this publication, five thousand copies were sold. By 1860, almost 30,000 copies were sold.<sup>[1]</sup> After publication, he sailed to England and Ireland for two years in fear of being recaptured by his owner in the United States. While in Britain and Ireland, he gained supporters who paid \$710.96 to purchase his emancipation from his legal owner. One of the more significant reasons Douglass published his Narrative was to offset the demeaning manner in which white people viewed him. When he spoke in public, his white abolitionist associates established limits to what he could say on the platform. More specifically, they did not want him to analyze the current slavery issues or to shape the future for black people. However, once Narrative of the Life of Frederick Douglass was published, he was given the liberty to begin more ambitious work on the issue rather than giving the same speeches repetitively. Because of the work in his Narrative, Douglass gained significant credibility from those who previously did not believe the story of his past. While in Ireland the Dublin edition of the book was published by the abolitionist printer Richard D. Webb to great acclaim and Douglass would write extensively in later editions very positively about his experience in Ireland. His newfound liberty on the platform eventually led him to start a black newspaper against the advice of his "fellow" abolitionists. The publication of Narrative of the Life of Frederick Douglass opened several doors, not only for Douglass's ambitious work, but also for the anti-slavery movement of that time.



Douglass, photographed between 1850 and 1860

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SOURCE: [en.m.wikipedia.org/](https://en.m.wikipedia.org/)

# Why does Baton Rouge lag its peer cities in access to capital for small businesses?

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nationwide—and worse here. Between 2007 and 2012, traditional lending for small businesses decreased more than 20% nationwide. During the same period, small business lending dropped as a share of banks' commercial lending.

More troubling is that in Baton Rouge small business lending per capita in 2013 was just \$849, compared to nearly \$10,000 in Birmingham, Alabama; \$2,000 in Columbia, South Carolina; and \$1,600 in Little Rock, Arkansas.

Figures for 2014 and 2015 are not yet available, but the trend is not expected to have changed for the better.

"This is holding us back," says Rob Powell, a partner in financial brokerage and consulting firm Cardinal Capital, who is volunteering to work on

the BRAC study. "This is why growth in this market is so stagnant."

Several factors are at work, according to BRAC's preliminary research. Banks have been facing increasingly tight standards due to the financial crisis of the late 2000s. At the same time, bank failures and FDIC-designated problem institutions have increased dramatically since 2007, while new bank charters have plummeted.

While the amount of investment from angels and VC funds has increased locally over the past decade, it's not enough to make up for the lack of lending by local banks.

"Angel investors and VC funding may make up a very small portion of overall small business financing, but they are an important piece overall in the finance ecosystem," BRAC's report says.

Now that BRAC has identified the problem, DiResto says efforts moving forward will focus on trying to get a better handle on the scope of the situation and digging deeper through interviews with lenders and business owners. BRAC's Small Business and Entrepreneurship Council is spearheading the effort and is currently "mapping out what the research will look like," he says. BRAC hopes to complete a report by the end of the year.

Powell, who sits on BRAC's SBEC, says he's not expecting any quick or easy solutions to come from the effort. But it's important to start somewhere.

"This will have to be a long-term change," he says. "We're not going to turn this around overnight."

SOURCE: [www.businessreport.com](http://www.businessreport.com)

## In Case You Missed It: 2017 Public Safety Investment Plan

Dear Friends,

Public safety is my top priority.

Earlier this week, I introduced a nearly \$40 million package of enhanced public safety and homeland security measures. The plan includes new technology like license plate readers and monitored crime cameras in 20 hot spots across the city. We are also purchasing 300 more police cars so local patrol officers can park take-home cars in your neighborhoods to improve NOPD's visibility.

On top of that, we already increased the NOPD's budget to \$150 million for 2017, which includes \$11 million for overtime, and more than 20 new civilian positions to help flex the size of our force. New investments in and implementation of an online electronic police reporting system will reduce NOPD manpower pressures by allowing individuals to get online police reports for minor infractions such as lost or stolen items, non-injury car accidents, and more. The NOPD will also begin stronger enforcement of the City's new false alarm penalty laws, which seeks to reduce unverified burglar alarms even further.

The great part of this historic investment in public safety infrastructure is that the majority of funds are coming from the Convention Center. I'd like to thank the hospitality industry for their investment. This robust package is supported by Governor Edwards, the FBI, the State Police, State Legislators, the City Council and local business leaders.

We are confident this investment will expand our capacity to get more violent criminals off the street and increase security for New Orleans residents, workers and visitors. Check out the details below or online at [http://nola.gov/city/new-orleans-public-safety-final\\_012317/](http://nola.gov/city/new-orleans-public-safety-final_012317/).

Sincerely,  
Mayor Mitch Landrieu



# PROJECT PARTNERS IN DIVERSITY & INCLUSION

LOUISIANA  
**BUSINESS**  
 JOURNAL

## ADVERTORIAL

- Louisiana Business Journal
- Small Business Exchange
- sbeinc.com

## COMPREHENSIVE OUTREACH PROCESS

- Targeted by trade, location, focus group(s), certification

## CERTIFIED BUSINESS DATABASE

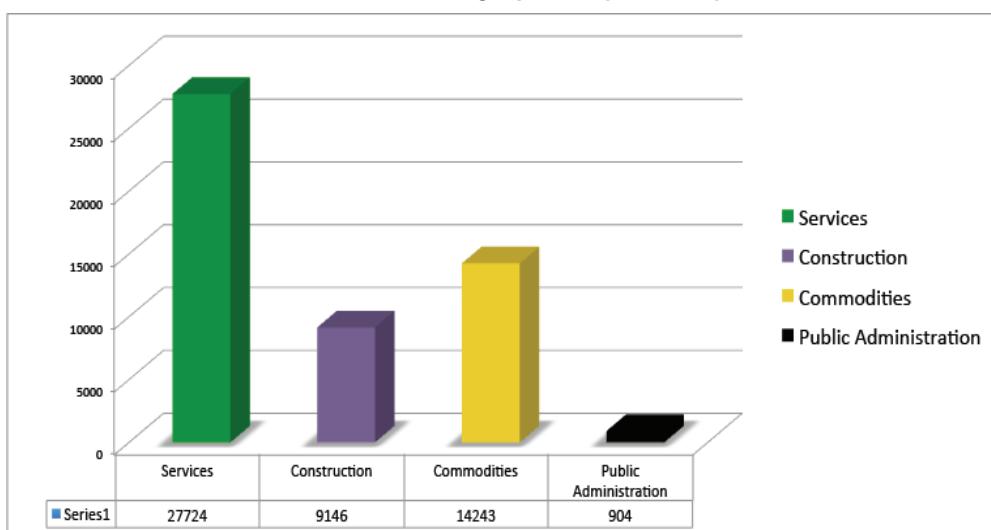
- FEDERAL / STATE / LOCAL JURISDICTIONS

## DATA IMPORT THROUGH LEGACY SOFTWARE ON IBM 520 ISERIES CAPTURES 50+ FIELDS OF INFORMATION.

## ADDITIONAL RESOURCES

- Assistance in exceeding recruitment, purchasing, & contracting goals
- Economic Impact Calculator allows client to provide a detailed analysis of comprehensive project economic impact – and report to community leaders and residents on the overall economic improvement brought to a project community through clients inclusionary activities
- Provides documentation and proactive evidence of a clear PLAN in place to achieve the goal of 'improving the economic footprint' of every community impacted by Client

Louisiana Demographics by Industry





## Doreen's Jazz New Orleans

Doreen's Jazz brings the best of New Orleans to every performance. This group travels the world giving exceptional presentations that tingle the senses with the many flavors of Traditional Jazz. In addition to standard concerts, we are loved for our unique religious services, weddings and funerals. Many of our tours include workshops in schools for students, (pre-school to college) Doreen's Jazz is experienced at putting on shows that make the audience go crazy with excitement. We not only entertain but also educate through music; the rich, historic and diverse culture of New Orleans.

We have received rave reviews from newspapers, magazines, radio and television programs such as: HBO, VH1, PBS, BET & MTV, which tell of the many delightful surprises in each and every one of our performances. Michael DeMocker / The Times-Picayune wrote: Ketchens and her Jazz New Orleans band gave the love right back, launching into a second-line-inducing set that traveled the distance between traditional jazz show, musical story time and crowd-pleasing sing-along.

Be it Traditional Jazz, Gospel, Blues or Oldies Soul; Doreen's Jazz is a versatile group who has performed in many places around the world. We have entertained millions of people including Dignitaries and Royalty.

We have also worked through Jazz At Lincoln Center and The US Department of State, teaching the traditions of New Orleans Jazz to children and adults alike, in schools and universities from The United States and Asia to Africa. We have also performed with Ambassador's and other Dignitaries to the United States while on tour. Our concerts are full of wonderful music and fun. "Shucks, you'll even learn something." . Upon request, we could also give a sampling of some good old New Orleans style Creole cookin'

### Contact Info:

**Doreen's Jazz New Orleans**  
P.O. Box 1242 Marrero, LA 70073  
Phone: (504) 908-7119 (504) 908-7114



Photo by: Don Wwhitebread

## A Slice of New Orleans

If there's a better way to start a weekend, I'm not sure what it is. The video starts with three musicians sitting curbside in old New Orleans. The clarinetist appears to be battling a cough. The tuba player wipes the sweat from his brow while an adorable little girl appears to be scolding her imaginary friend. Just another group of street musicians in the French Quarter, right?

But then the lady aims that clarinet heavenward and, oh my soul, the talent with which she's been blessed. Her name is Doreen Ketchens, and I had the honor of meeting her about a decade ago. A crowd had gathered around her in front of the Cabildo, next to St. Louis Cathedral. It was an enormous crowd and they were mesmerized as Doreen's clarinet lifted up toward the Cathedral. It seemed she were playing for the Almighty Himself.

She is just as unassuming as you please in conversation, and you'd have no idea that in reality she's a classically trained clarinetist who has performed all over the world. But her heart was back home in New Orleans. Unfailingly polite and down to earth, you'd have no idea that such an awesome talent stands before you, until she goes to work. Then, the greatness and beauty of that talent is breathtaking. As much as I'm enjoying my little jaunt in California, the bayou country of Louisiana calls me home. But until I can get there, perhaps I can bring a bit of home to you good folks to enjoy.



**LOUISIANA**  
**BUSINESS**  
**JOURNAL**

## Advertising Rates and Requirements

(Sub-Bid Request Advertising Rates available upon request)

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### Publication Dates

- Louisiana Business Journal publishes the first Tuesday of each month
- LBJ Supplement publishes as needed
- All ads are due end of business day, the Friday prior to publication
- 10% typesetting charge, \$12 minimum

### Mechanical Requirements / Submission Info

- Type page is 10" wide x 12" deep
- 30% additional charge for front page  
20% additional for page three
- Minimum size for front page is 8 column inches
- 10% typesetting charge, \$12 minimum
- Ads on the internet at same unit price.
- Audit statement provided.
- Electronic files saved as PDF or EPS
- Ads can be emailed to [nvo@sbeinc.com](mailto:nvo@sbeinc.com)

### Internet

- We also publish ads daily on our website at [www.louisianabusinessjournal.com](http://www.louisianabusinessjournal.com)
- 

### Demographics

#### CIRCULATION

Readers per copy	4
Monthly Readership	20,000

#### AUDIENCE PROFILE

S/D/M/W/DVBEs	75%
Government Agencies/Legislators	3%
Large Companies	19%
Organizations/Associations	1%
Universities/Colleges	2%

#### AUDIENCE PROFILE BY INDUSTRY

Service	50%
Product	39%
Construction	11%

### DISPLAY ADVERTISING RATES

Page Sites	Rates
• Full Page - 10.167" x 12"	\$2400.00
• 1/2 Vertical - 5" x 12"	\$1400.00
1/2 Horizontal - 10.167" x 6"	
• 1/4 - 5" x 6"	\$750.00
• Open Rate	\$55.50/column in.

### PUBLIC / LEGAL ADVERTISING RATES

Column Lines	Price / Lines & # of Runs			
SIZE	1x	4x	8x	12x
1-15	\$7.98	7.59	6.78	6.30
16-30	7.42	7.04	6.67	6.25
61-120	4.83	4.59	4.35	4.12
over 120	4.19	3.97	3.77	3.55

### Corporate Address

795 Folsom Street, 1st Floor • San Francisco, CA 94107-4226  
 Phone (415) 778-6250 • Toll Free (800) 800-8534

**LOUISIANA**  
**BUSINESS**  
**JOURNAL**

Voice of Small, Emerging Diversity Owned Businesses

**Louisiana Business Journal**

Publishes monthly

**Small Business Exchange Newspaper**

Publishes every Thursday

**Closing Date:**

3:00 PM Tuesday prior to publishing

**SBE Today Daily Electronic Newsletter**

Publishes everyday

**Closing Date:**

3:00 PM the day before publishing

**Return Insertion Order  
by Fax, Email, or Mail**

Refer to contact information at the bottom  
of this form

**ADVERTISING  
INSERTION ORDER**

**Submit completed form prior  
to advertising closing date.**

**Please reserve space for**

Name of COMPANY \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip + 4/Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

**Billing address/contact**

Name of AGENCY \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip + 4/Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

**Publication / Issue**

Refer to Editorial Calendar for weekly features and topics. Please check publication AND indicate date(s) to run ad in the space provided

Louisiana Business Journal – Publishes every Month \_\_\_\_\_

SBE Today Daily Electronic Newsletter – Publishes every Monday to Friday \_\_\_\_\_

Internet – [www.sbeinc.com](http://www.sbeinc.com)

Hearst Network \_\_\_\_\_

**Size of Ad**  Full Page  ½ pg (V or H)  ¼ pg

**Color / Placement**  Black/White - Pages 2-7, 10-15  2C (Black & PMS 355) - Front & Back Cover, Center Spread Pages 8-9  4C (CMYK Build) - Special

**Contract Rates Available. Contact SBE 415-778-6250**

*Internal Use Only*

**Total Cost**

Ad Size Rate = \_\_\_\_\_

Frequency x \_\_\_\_\_

Extra Service Fees + \_\_\_\_\_

Notes \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**TOTAL**

= \_\_\_\_\_

**Approval Contract**

**Advertiser**

Signature \_\_\_\_\_

Name (Please print or type) \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

**SBE Representative**

Signature \_\_\_\_\_

Name (Please print or type) \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

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