

LOUISIANA BUSINESS JOURNAL

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January 2017

Are Small Businesses America's Most Overlooked—And Valuable—Charity Case?

By Ben Paynter

In late 2016, the New Economy Initiative, which is the largest philanthropic funder of regional economic development in the country, announced that it would be distributing half a million dollars to 32 small businesses around Southeastern Michigan. Two winners received \$100,000 while 30 others got \$10,000 each. The awards came out the group's third annual NEIdeas competition for small companies to pitch their own ways to grow stronger and more stable.

In total, NEIdeas has distributed \$1.5 million in grants to about 100 businesses in Detroit, Hamtramck, and Highland Park, and this was supposed to be the last year of competition. But the group, a special project the Community Foundation for Southeast Michigan, decided it wasn't quite done yet. They'll hold another competition in 2017, funded by what they project to be \$28 million in new capitalization, about 50% of which is aimed at

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[Photo: RiverNorthPhotography/iStock]

Port of New Orleans Among Winners of EPA Cleanup-Planning Grant

The Port of New Orleans is among 19 recipients of up to \$200,000 each from the U.S. Environmental Protection Agency (EPA) to plan for cleanup and reuse of brownfield sites as part of the Brownfields Area-Wide Planning (AWP) program. The port will work with stakeholders to develop a revitalization plan for the Industrial Canal Corridor, a section of industrial, residential, and mixed-used properties in New Orleans.

"The Area-Wide Planning grant program is an innovation initiated by the Obama Administration to empower communities to transform economically and environmentally distressed areas, including communities impacted by manufacturing plant closures, into vibrant future destinations for business, jobs, housing and recreation," said Mathy Stanislaus, Assistant Administrator for EPA's Office of Land and Emergency Management. "These grants provide the opportunity for communities to determine for themselves revitalization plans that best meet their vision and needs based on a rigorous analysis of market and infrastructure in a manner that benefits and does not

displace long-term residents."

Brownfields are properties where hazardous substances, pollutants or contaminants might be present. This grant will help stakeholders plan for the revitalization of the Industrial Canal Corridor, which is currently marked by blighted properties, deteriorating structures, and poor environmental conditions. Restoration and cleanup will reduce risks to the community from flooding and exposure to contaminants, spur economic growth and create green space and recreational opportunities. Key partners who will work with the Port of New Orleans on this project include the City of New Orleans, Regional Planning Commission, Deep

South Center for Environmental Justice, and Louisiana Department of Environmental Quality.

EPA's AWP program was modeled after New York State's Brownfields Opportunity Area (BOA) Program, which was developed by communities – particularly lower income communities – to enable them to drive development that meets their needs without displacing them. Studies have shown that residential property values near brownfields sites that are cleaned up increased between 5 and 15 percent. Data also shows that brownfields clean ups can increase overall property values within a

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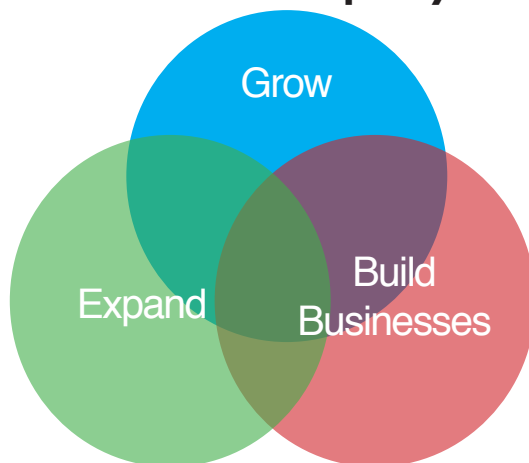
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Editor's note

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 (cacao), 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>

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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 for pricing to reserve space weekly or monthly

Success Stories

Center for Pediatric Therapy

After almost ten years as a physical therapist, Thibodaux resident Michele Bower saw a growing need for therapy services for children in the area. With the closest pediatric-therapy clinics an hour away in New Orleans and Baton Rouge, services were virtually non-existent. When Hurricane Katrina struck in 2005, the further loss of therapy services in South Louisiana inspired Michele to join forces with two other therapists and start her own clinic. Founded in 2006, the Center for Pediatric Therapy is a place where physical, occupational and speech therapists help children learn how to walk, function and focus better in the world. It is the only pediatric-therapy clinic in Terrebonne Parish and treats children from newborns to age 21 with both group and one-on-one therapy that focuses on play and movement. Some of its patients face such ailments as autism, cerebral palsy and attention-deficit disorder. Bower had always dreamed of opening such a center but lacked some of the knowledge of getting a business off the ground. She originally came across the LSBDC Business Continuity Center at Nicholls State University when she approached the South Louisiana Economic Council about a grant for marketing expenses. Immediately tapping into the newly discovered resource, she found expert advice, assistance and consultation on a variety of business matters. "All of this was new to us because we've never even taken a business class. We're therapists, not business people. We needed help just getting these things in place," said Bower. Bower utilized the center's assistance for everything from determining what kind of computers they needed and how to build the right staff to creating the building components and getting the right permits in place. The LSBDC also helped Bower become certified under the Small & Emerging Business program (SEBD) provided by Louisiana Economic Development. The SEBD program helped send two of the co-owners to a manager's clinic in California. "They [co-owners] were able to learn better management skills, about hiring and firing, how to staff therapists, coding and all kinds of things we needed to know," she said. Partial SEBD funding was also received to develop marketing materials and redesign their website. The Center for Pediatric Therapy recently turned to the LSBDC to investigate the feasibility of expansion to St. Charles Par-



ish. The center was able to send a consultant to the area to gather information on demographics, insurance, Medicaid usage and locations. "They gave us this wonderful binder with all the statistics we needed. If we do expand, we're going to seek assistance with a new business plan. We've really taken advantage of many things they've had to offer," said Bower.

SOURCE: www.lsbdc.org



**New Orleans Career Fair -
January 12, 2017 Live Hir-
ing Job Fair
(FREE)**

Date and Time

Thu, January 12, 2017
11:00 AM – 2:00 PM CST

Location

Best Western Plus Landmark Hotel
2601 Severn Avenue
Metairie, LA 70002

Description

Huge Career Hiring Event

Ready for a new career? Na-
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ownership and we are driving
employers and future employees
together faster than ever before.

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2. Attend Event
3. Get Hired at The Event

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More info here:

<http://tinyurl.com/jaxdxef>



**The Ten Commandments
to a Financial Healing Series Course
by Kemberley.com
(FREE)**

Date and Time

Sat, January 14, 2017
9:30 AM – 11:30 AM CST

Location

Church Alley Coffee Bar
1618 Oretha Castle Haley Boulevard
New Orleans, LA 70113

Description

Start your New Year off right!

Join me for The Ten Commandments to a Financial Healing Course! This course will take place over three sessions in the month of January! We will discuss Biblical principles to get our finances in order! From stewardship, organization, tithing, debt management, wealth building, and much more, you will not be disappointed!

Participants are encouraged to purchase the book, The Ten Commandments to a Financial Healing. The event is free and open to the public!

More info here: <http://tinyurl.com/hhtftws>

Construction Activity in New Orleans MSA

Dodge Data & Analytics reported on October 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	\$8,238,000	\$29,898,000	-72
Residential	\$35,769,000	\$36,463,000	-2
TOTAL BUILDING	\$44,007,000	\$66,361,000	-34

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

	2016	2015	Percent Change
Nonresidential	\$1,217,826,000	\$765,936,000	59
Residential	\$657,776,000	\$580,053,000	13
TOTAL BUILDING	\$1,875,602,000	\$1,345,989,000	39

-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>.

Are Small Businesses America's Most Overlooked—And Valuable—Charity Case?

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ways to improve small businesses. That should bring group's total funding to just over \$160 million.

NEI started in 2007 and is backed by 13 local and national funders, including the Kresge, John & James L. Knight, W. K. Kellogg, and Ford foundations. While the group initially invested heavily in ways to build the region's high-tech sector, which was viewed as a viable

"If we can get to a place across the country in terms of who we value as an entrepreneur we'll all get a lot further."

replacement engine for the sputtering automobile industry, it's slowly learned to split investments more evenly with neighborhood-level businesses.

"The one thing I always like to drive home is if we can get to a place here and across the country in terms of who we value as an entrepreneur we'll all get a lot further," says Pamela Lewis, NEI's director. Philanthropically, the goal is to make the same level of support, from funding, to marketing, operations, and legal guidance available to both the big and small players in cities, who exist interdependently. "We had this evolution but also believe it can't be a one-for-one trade. It's an 'and' proposition not an 'or' proposition because they reinforce each other," she adds.

BUILDING SMALL TO GROW BIGGER

On a national level, small businesses are crucial to the U.S. economy. They employ nearly half the country's workforce and account for 45% of the GDP, according to research by JP Morgan Chase. But on a city-level, they're crucial in another way too. As NEI sees it, no major company is going to be comfortable settling into an area if the neighborhoods don't have the goods and services to support them and their employees, who might want to live nearby. Locating emerging industries alongside such neighborhood outposts can also boost their business.

When done correctly, this so-called "cluster development" can help metro economies grow anywhere from three to six times faster than the national average, according to another Chase analysis. In fact, research shows that if all the existing small businesses in Chicago, Los Angeles, Detroit, Dallas and Washington, D.C., hired between one and three additional

employees it would practically eliminate unemployment in those areas.

None of that happens organically in an economic downturn because small businesses are inherently fragile: Over half fail within their first five years, Chase reports. Half don't even have enough cash on-hand to survive a particularly disastrous month.

Projects like NEIdeas should help counteract that. One of the big winners, the Detroit Training Center, will buy new tractor-trailers for students to test drive en route to earning Commercial Driver Licenses. The other, Louisiana Creole Gumbo, is an iconic Detroit eatery that's funding a fleet of mobile food trucks.

Both ventures will secure or create more jobs. But those jobs should also enable bigger companies thrive by, say, making it easier to transport things, or giving employees better access to good and affordable food for lunch. Smaller winning proposals included the purchase of playground equipment for a childcare center, and employee training at a tech retailer and repair shop to en-

Half of small businesses don't even have enough cash on-hand to survive a particularly disastrous month.

able Detroit's first minority-owned Apple Authorized Service Provider. Both provide the sort of services city dwellers and urban professionals expect.

Equally important is who's getting the money: a variety of people who already live in these areas. Seventy-five percent of this year's NEIdeas recipients were minority business owners, and 60% owned by women. NEI reports that it's funded in at least nine different sectors: construction, education, farming, manufacturing, retail, service, technology, and transportation.

FUELING MORE FUTURE CHANGE

With NEIdeas, even businesses that don't win receive something in return. By applying, they gain access to NEI-funded small business support services offering things like document translation, and workshops with free legal, marketing, hiring, and financial advice. NEI has worked with the Detroit Economic Growth Corporation to identify "ambassador" groups—those organizations and institutions that already exist within communities—for more coaching. To date, 1,700 businesses have applied to the NEIdeas program. One-third of this year's winners were previous applicants.

"We are seeing this idea that the young man opening the coffee shop is just as valued in terms of receiving resources as the young woman opening the tech company downtown."

"Can I tell you a secret? One of the major reason for doing this was to get these 600 businesses a year to identify themselves so we could connect them to a supportive ecosystem," says Don Jones, NEI's associate director. Lewis agrees: "The free capital through winning is great, but connecting so many companies to resources that they didn't know where there is really the beauty of it," she says.

At that same time, the fact that so many foundations teamed up to work together is unique. By their own assessment, these groups are generally dissatisfied with the impact their sector is having but have been reluctant to collaborate. "In this case, they saw the need to grow the economy above all was something that cut across all their areas," Jones says. "For each of them to subsume their organizational egos and look at this for the collective impact is very important and very powerful."

Overall, the split-focus approach appears to be working: By the end of 2015, NEI reported \$96.2 million in grants through various programs that have supported more than 4,400 companies of all sizes. That's generated 17,000 jobs and nearly \$3 billion worth of goods and services. "There's really not a strong connection to say, 'Yes we did X and this company moved in,'" Lewis says. But NEI is proving that there's a definite demand for the sort of services they're providing and keeping a track record of what business owners seem to like the most.

NEI may not exist forever, but those lessons should enable ground level groups to keep up what's working while other public and private organizations figure out if there are other ways to fund it. "We are seeing this . . . idea that the young man opening the coffee shop is just as valued in terms of receiving resources as the young woman opening the tech company downtown," she adds. It's time to devise more ways to support that.

SOURCE: www.fastcoexist.com

Drew Brees Takes Stake in Dozens of Dunkin' Donuts Restaurants in Louisiana

By John Kell

Drew Brees is running on Dunkin'.

Dunkin' Donuts on Tuesday announced that the company would open 69 new locations in New Orleans and a handful of other Louisiana cities over the next few years under a partnership with Brees and existing franchisee Vik Patel. The first new locations under the pact are expected to open this year—adding new restaurants to a group that will also co-own five existing locations in the region. Other cities that will see new Dunkin' Donuts restaurants include Baton Rouge, Shreveport and Monroe.

The franchisee led by Patel has already worked with Dunkin' Donuts for a decade now and currently operates 46 restaurants in Alabama, Florida and Louisiana. Called Bourbon Street Donuts, the business lists Brees and former New York Giants offensive lineman and current FOX Sports broadcaster David Diehl as partners.

The move to expand in Louisiana comes as Dunkin' Donuts parent Dunkin' Brands (dnkn, +0.10%) aims to bolster the company's presence in the Southeast region of the country. The company—which relies almost completely on a franchised business model—is well known in the Northeast as Dunkin' Donuts is based in Massachusetts. The company's long-term goal is for the brand to hit over 17,000 locations in the U.S.

Dunkin' same-store sales growth consistently underperforms main publicly traded rival Starbucks (sbux, +1.13%), as Starbucks has been more nimble when it comes to incorporating new coffee trends its menu and by investing quickly in a popular mobile platform that has driven sales. Dunkin', meanwhile, is a quick-service restaurant that operates in between the high and low end of the fast-food market—a spot the company has conceded can be a difficult place to be.

The partnership with Brees—a well-known name in Louisiana—could help the brand see a jolt in sales as it moves forward with dozens of new restaurant openings in the region. Brees has recently committed to at least playing out the final year of his contract with the Saints in 2017.

“Drew has proven his commitment to New Orleans—both on and off the field—and we couldn't ask for a better partner to help expand Dunkin' Donuts' presence in Louisiana,” Patel said in a statement.

SOURCE: <http://fortune.com;news.dunkindonuts.com>

Dunkin' Donuts Announces Plans to Develop Up to 69 New Restaurants in Louisiana with Drew Brees and Bourbon Street Donuts, LLC

Dunkin' Donuts, America's all-day, everyday stop for coffee and baked goods, announced today that New Orleans Saints Quarterback Drew Brees, in partnership with existing franchisee Vik Patel, has signed an agreement to develop up to 69 new Dunkin' Donuts restaurants in New Orleans, Baton Rouge, Shreveport, Monroe and Alexandria, Louisiana over the coming years. The first location under the new partnership is planned to open in 2017, and the group will also co-own five existing Dunkin' Donuts restaurants in Louisiana.



Photo credit: <http://thehayride.com>

New Orleans Saints Quarterback Teams Up with Existing Dunkin' Donuts Franchisee Vik Patel and Former New York Giants Offensive Lineman David Diehl to Expand Brand's Presence Across the State

Port of New Orleans Among Winners of EPA Cleanup-Planning Grant

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one-mile radius. Preliminary analysis involving 48 brownfields sites shows that an estimated \$29 million to \$97 million in additional tax revenue was generated for local governments in a single year after cleanup.

More information on the funding recipients: <https://www.epa.gov/brownfields/national-brownfields-area-wide-planning-grant-selected-proposal-descriptions>

To apply for brownfields grants: <https://www.epa.gov/brownfields/apply-brownfields-grant-funding>

More information on the Partnership for Sustainable Communities: <http://www.sustainablecommunities.gov/>

SOURCE: Environmental Protection Agency,

Free resources for Louisiana entrepreneurs

By: Quincy Hodges

The Louisiana Technology Park has released a list of free resources that entrepreneurs around the state can start using.

"We want to help all entrepreneurs, especially those in Louisiana," said John Nettles, LTP associate director of communications. "We created this list as an easy pickup to read and use in terms of actions for entrepreneurs in New Orleans, Baton Rouge – wherever they may be."

Nettles said entrepreneurs in the state are well supported, especially in New Orleans and in Baton Rouge, in areas that cover a lot of different angles.

"It seems to me all these organizations don't necessarily know what kind of content each other are producing and as a common problem today there's so much content out there, it's difficult to navigate," he said. "What we've done here is sort of curated all that content and put it all together in one place."

1. The Louisiana Entrepreneur's Twitter List

Twitter "lists" are compilations of Twitter accounts in one convenient place. LA Entrepreneur Resources is a hand-picked collection of Louisiana-focused, business-related Twitter handles.

To use the list, click "subscribe" and let Twitter do the rest. Each update and tweet from these accounts will be consolidated to one page so you will never miss another important blog post or business tip.

Visit link to see the list - <https://twitter.com/latechpark/lists/la-entrepreneur-resources>

In addition to our statewide list, follow the organizations that apply specifically to you. Here is our list of more narrowly focused resources. To use, simply review the list and follow the accounts that apply to you.

2. The Nexus-LA.org Portal

Nexus-LA.org is one of the newest and most comprehensive resources available to Louisiana entrepreneurs.

On the NexusLA portal, some resources you will find include handy databases of funding sources, entrepreneurial support organizations, professional service firms and more. There's also a calendar of events, a blog roll of news, and a news feed of entrepreneurship success stories in case you need a burst of positive energy.

NexusLA.org is constantly expanding its available resources, so entrepreneurs should make a point to check back regularly.

Visit Nexus-LA.org

3. GeauxBiz Business Launch Portal

If you are just starting out, GeauxBiz is a "one-stop site for launching your new business in the state of Louisiana."

On the Louisiana's Secretary of State site, you will find a business launch checklist, step-by-step business registration and access to other tools to help you through your initial business phase challenges.

Visit link GeauxBiz at GeauxBiz Business Launch Portal at <https://geauxbiz.sos.la.gov/>



Courtesy Thinkstock

4. Web Training Guide

Once a business gets off the ground, entrepreneurs and their employees often have to wear many hats. As a result, training can become quite an expensive and time-consuming process.

For many Louisianans, however, an abundance of online training is inexpensive or completely free. For instance, did you know that Baton Rouge residents have access to no-cost training for Adobe Creative Cloud, through free Lynda.com subscriptions?

Use this guide to find the best fit for you and your growing company's needs:

- Louisiana Small Business Development Center Training: Various on-demand training webinars
- Louisiana SCORE Mentoring: Find your local SCORE chapter for personal mentoring, local events, and online workshops and courses.
- Louisiana SBA Trainings: Includes local small business events, online business resources, news, tools and trainings.

5. SBA Annual Resource Guide Publication

The SBA Louisiana District Office Resource Guide is a complete reference for entrepreneurs with solutions for often-overlooked topics, such as disaster recovery and insurance information. No matter what skills you are hoping to learn or tools that you want to strap to your belt, it is likely that you will find the specific resource that you need in this annual publication.

Visit link to read the SBA Louisiana District Office Resource Guide - <https://www.sba.gov/offices/district/la/new-orleans>

SOURCE: <http://neworleanscitybusiness.com>

Louisiana's Entrepreneur Training Resource Guide

Tech Park Academy

Open to all, in Baton Rouge

Skill-based workshop series designed to provide entrepreneurs with the training and resources required to move their businesses forward and to address critical business issues.

Louisiana Small Business Development Center Training

Multiple cities

Various on-demand training webinars

Louisiana SCORE Mentoring

Multiple cities

Find your local SCORE chapter for personal mentoring, local events, and online workshops and courses.

Louisiana SBA Trainings

Statewide

Includes local small business events, online business resources, news, tools and trainings.

Conclusion

When starting and growing a business, there is a range of resources that every entrepreneur should identify. The time and capital needed to acquire these, however, can often cause unnecessary strain.

That said, entrepreneurs should always ensure that they are taking advantage of the cheapest options available. Whether you need essential employee training or a stronger online network, we know that these five Louisiana-specific resources will help you make the most of your valuable time and money.

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



PROJECT PARTNERS IN DIVERSITY & INCLUSION

LOUISIANA
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ADVERTORIAL

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

COMPREHENSIVE OUTREACH PROCESS

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

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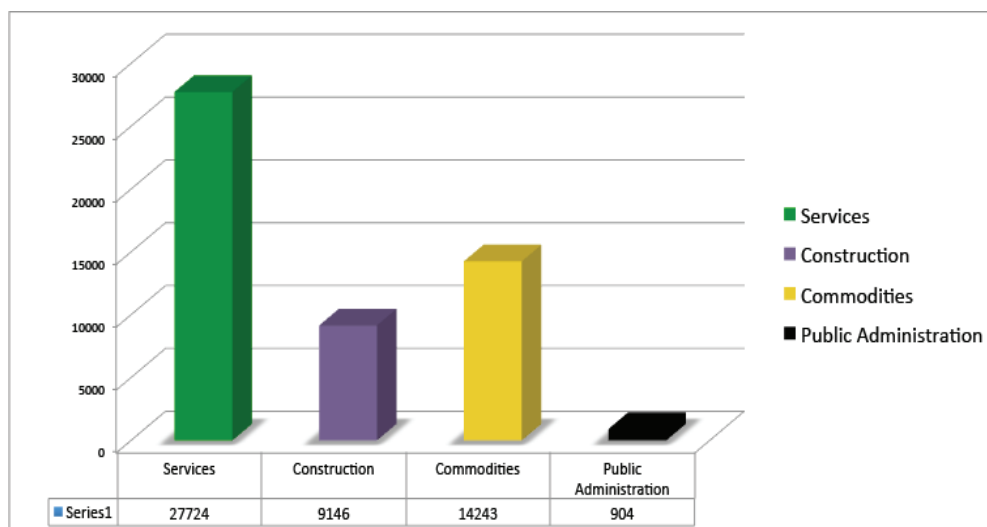
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ADDITIONAL RESOURCES

- 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



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)

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

Internet

- We also publish ads daily on our website at 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:

3:00PM Tuesday prior to publishing

■ SBE Today Daily Electronic Newsletter

Publishes everyday

Closing Date:

3:00PM the day before publishing

Return Insertion Order by Fax, Email, or Mail

Refer to contact information at the bottom of this form

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 _____
☐ 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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