

LOUISIANA BUSINESS JOURNAL

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Breaking Ground

Louisiana Projects Progress Toward Completion

Since 2012, Louisiana has experienced a \$144 billion industrial boom with dozens of innovative projects announced across several sectors.

Now, major phases of several projects are complete or underway, thanks to LED's strategic approach to meet benchmarks.

In northeast Louisiana, the first phase of German-based steelmaker Benteler's \$975 million project is now fully operational in Shreveport, Louisiana. Benteler's state-of-the-art hot rolling seamless steel tube mill opened in late 2015, just two years after the global manufacturer announced its decision to build a \$975 million steel manufacturing project Shreveport – its first U.S.-based operation. The new facility, which ultimately includes a separate steel plant, will yield 675 direct jobs and carries a \$16.2 billion cumulative economic impact for the region over the next two decades, according to a Louisiana State University analysis. Close to 400 employees have already been hired. The balance will be hired after Phase II is complete in 2020.

Louisiana Economic Development Secretary Don Pierson says that while Louisiana has earned high rankings and accolades for its wave of an-

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Gov. John Bel Edwards and CSRA dedicated the company's completed Integrated Technology Center in Bossier City, Louisiana.

A record 10.45 million people visited New Orleans in 2016

New Orleans had a record-breaking 10.45 million visitors in 2016, the highest number of tourists since 2004.

According to the New Orleans Convention and Visitors Bureau, there has been a steady increase since 2009 in both how many people are visiting the city and how much money people are spending while they're here. The research is conducted by the University of New Orleans.

In 2016, visitors to New Orleans spent \$7.41 billion dollars, a 5.1 percent increase compared to the visitor spending record set in 2015.

In 2004, New Orleans welcomed 10.1 million visitors who spent \$4.9 billion while in the city. In 2006, after Hurricane Katrina, visitation dropped to 3.7 million, with \$2.9 billion in visitor spending.

Since 2010, visitation and spending in New Orleans have increased by nearly 26 percent and 40 percent respectively.

Research shows overnight visitors to the New Orleans area who stayed in hotels spent an average of

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French Quarter

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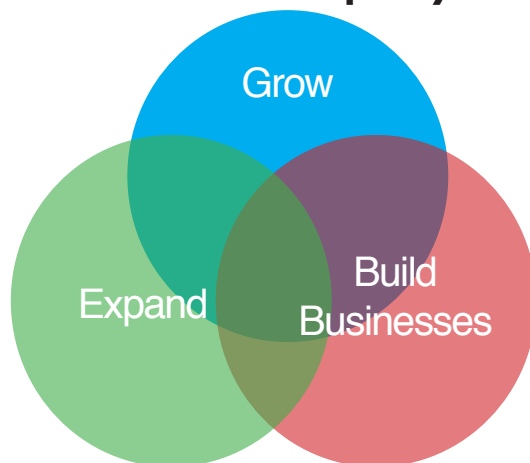
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Editor's note

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>

Editorial Staff

President & CEO:
Gerald W. Johnson
gwj@sbeinc.com

Managing Editor:

Valerie Voorhies
vv@sbeinc.com

Marketing Manager

Rosalie Vivanco
rvivanco@sbeinc.com

Sales & Production

Manager:
Nabil Vo
nvo@sbeinc.com

Graphics Design:

Tyler Chen
tchen1129@gmail.com

Webmaster:

Umer Farooq
umer@octadyne.com

Writer:

Cheryl Hentz
cheryl.hentz@gmail.com

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

Tamales and More Restaurant

The LSBDC at NSU helped Glen Starks overcome numerous challenges and develop a three-phase project to open and expand Tamales and More Restaurant.

Glen Starks is a true entrepreneur. He is driven by the challenge of creating a business from scratch, which best describes his efforts toward seeing his latest dream come true—a full-service restaurant in Many, LA. This isn't Glen's first time down the path of business management. He has prior experience in owning and operating one successful and one not-so-successful business. In the spirit of entrepreneurship, Starks brushed off the prior setback and forged ahead. His biggest challenge has been convincing others to see his dream as he sees it. One bank agreed to finance the purchase of property, which held three rotting houses on it. But, the bank declined to fund Starks' effort to clear the land and start the construction of his large full-service restaurant. However, he was able to secure financing from another bank to renovate two of the houses and turn them into revenue-producing rentals, but nothing toward his ultimate goal of opening a tamale restaurant. Perplexed by the rebuttals from the banks, Starks turned to an "old friend," who had assisted him years before in his successful launch of another restaurant—the LSBDC at Northwestern State University. Director Jim Kilcoyne worked with Starks to assess the situation. Eventually, a meeting with the second bank was instrumental in finding common ground that all parties were happy with. Instead of plunging into the capital-intensive large establishment, Kilcoyne suggested dividing the project into phases. However, the bank was still not convinced that Many, LA could support another food establishment. To get a better understanding of the market, the LSBDC at NSU conducted a direct survey in Many as part of its market analysis. The results indicated demand existed for a small, lunch-only take-out stand. This led to Phase 1 of what would become a three-phase project, and the launch was more successful than anticipated. First-month sales soared past \$25,000. Immediately, Starks





**Whose City Is It:
Inclusion and Exclusion In
The American City**
by The 821 Project
FREE

Date and Time

Mon, April 17, 2017
6:30 PM – 8:30 PM CDT

Location

EBRPL - Bluebonnet Regional
Branch Library
9200 Bluebonnet Boulevard
Baton Rouge, LA 70810

Description

Can American cities address issues concerning social and economic exclusion, or is it too late? April's Tea and Truth discussion will include issues such as gentrification, the rise of hate crimes, and public transit access as it relates to American cities including Baton Rouge. Join The 821 Project on Monday, April 17, 2017 from 6:30 PM to 8:30 PM at the Bluebonnet Branch Library as we explore "Whose City Is This: Inclusion and Exclusion In The American City."

Register Here:

<http://tinyurl.com/k65ymaf>



LET'S TRADE NEW ORLEANS
by LET'S TRADE NEW ORLEANS TEAM!
Ticket: \$0 – \$15

Date and Time

Mon, April 17, 2017 • 7:00 PM – 9:00 PM CDT

Location: Regency Hall

7300 Downman Rd, New Orleans, LA 70126

Description

1. LET'S TRADE NEW ORLEANS! LEARN HOW TO DOMINATE IN THIS 5.3 TRILLION DOLLAR A DAY MARKET. WITH ECONOMIST DR. JEWEL TANKARD, BRAVO T.V. STAR AND FOUNDER OF THE MILLIONAIRESS CLUB
2. DR. CHYNA BETHLEY, VISION AND LIFE COACH, FOUNDER OF RICH UNIVERSITY AND GLOBAL LEADER.
3. PROPHETESS TAMEKA TRASK FRONT LINE MINISTER, FOUNDER OF P31W.SHINE AND FOUNDER OF SUCCESS IS ROYAL.
4. DEE MOLDEN LEGENDARY HAIR STYLIST, BUSINESS LEADER, AND ENTREPRENEUR.
5. COME TO LEARN THE NEW RULES OF MONEY AND HOW TO TURN YOUR CELL PHONE INTO AN ATM!

Register Here:

<https://www.eventbrite.com/e/lets-trade-new-orleans-tickets-33151844058?aff=es2>

Construction Activity in New Orleans MSA

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

| | 2017 | 2016 | Percent Change |
|-----------------------|----------------------|----------------------|----------------|
| Nonresidential | \$26,519,000 | \$70,011,000 | -62 |
| Residential | \$87,258,000 | \$49,477,000 | 76 |
| TOTAL BUILDING | \$113,777,000 | \$119,488,000 | -5 |

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

| | 2017 | 2016 | Percent Change |
|-----------------------|----------------------|----------------------|----------------|
| Nonresidential | \$79,316,000 | \$139,365,000 | -43 |
| Residential | \$200,104,000 | \$92,623,000 | +++ |
| TOTAL BUILDING | \$279,420,000 | \$231,988,000 | 20 |

-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>.

Council Chair Approves Louisiana State Expenditure Plan

Mr. Johnny Bradberry
Designated Alternate of the
Governor of Louisiana
Gulf Coast Ecosystem Restoration Council
P.O. Box 44027
Baton Rouge, Louisiana 70804

Dear Mr. Bradberry:

As the Acting Chairperson of the Gulf Coast Ecosystem Restoration Council (Council), I am pleased to approve the Louisiana State Expenditure Plan (SEP) submitted pursuant to the Spill Impact Component of the Resources and Ecosystems Sustainability, Tourist Opportunities, and Revived Economies of the Gulf Coast States Act of 2012 (33 U.S.C. §1321(t)) (RESTORE Act).

This approval is based on the finding from the Council's Acting Executive Director, Ben Scaggs, that the SEP is complete and meets all requirements contained in the RESTORE Act, the Department of the Treasury's implementing regulations (31 C.F.R. Part 34), and the Council's SEP Guidelines. On behalf of

the Council, I commend Louisiana for developing a SEP that will contribute substantially to the cause of Gulf Coast ecosystem restoration.

The Council is committed to ensuring an efficient and effective process for funding the activities in the Louisiana SEP. Approval and disbursement of funding for specific activities in the SEP will be done through the grant process and standards established in 2 C.F.R. Part 200. Please note that funds for implementation of activities in the approved SEP will be disbursed after grant approval and Louisiana's verification of compliance with all applicable federal environmental and other laws. Council staff are available to assist you with this grant process to help ensure that it proceeds as expeditiously as possible. Please also note that one or more SEP amendments will be required for approval of specific activities under the Parish Matching Opportunities Program, and Council staff is available to assist you with this process as well.

Once again, I applaud the Louisiana Coastal Protection and Restoration Authority's thoughtful and effective SEP. Our collective efforts under the



RESTORE Act will help to ensure the longterm health and resilience of the Gulf Coast ecosystem.

Sincerely,
Daniel J. Jiron
Acting Chairperson
Gulf Coast Ecosystem Restoration Council

New Louisiana program to help 2016 flood victims find a home

By Kelsey Ramírez

Louisiana Housing Heroes dedicates rental housing to families in need

Louisiana Governor John Edwards worked with the U.S. Department of Housing and Urban Development and the Louisiana Housing Corp. to launch a new initiative to help victims from the state's 2016 floods.

The Louisiana Housing Heroes Initiative will launch Tuesday at 10 a.m. at the Louisiana Housing Corp. This statewide initiative will look to increase affordable rental housing capacity after last year's unprecedented flooding in the state.

The initiative will consist of an outreach campaign to landlords and property owners in the areas affected by flooding to target viable housing units. Louisiana Housing Heroes will allow immediate access to properties ready for occupancy.

"I am asking all owners and managers of rental housing to help our citizens who were displaced by



the severe flooding last year by working with us in dedicating available rental housing to help the families and individuals who are still in need," Edwards said.

"Owners and managers are the state's greatest asset to ensure everyone needing an affordable rental unit has a safe home," he said. "The request is to let us know if you will commit to the Louisiana Housing Heroes."

This initiative will help identify housing units that are immediately available as well as those within a short window of availability.

This isn't the first time that Louisiana's victims received emergency support for housing. In October, [now former] HUD Secretary Julián Castro awarded \$500 million to Louisiana, Texas and West Virginia to help the states recover from the flooding events.

And just last month, President Donald Trump issued a disaster declaration for the Louisiana tornado victims, allowing HUD to offer foreclosure and other assistance to some families in the Livingston and Orleans parishes.

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

A record 10.45 million people visited New Orleans in 2016

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\$1,033 per person, per trip in 2016. Visitors stayed for an average of four nights and spent an average of \$231 per person, per day.

"The New Orleans tourism industry experienced yet another breakthrough year in 2016, this time making history for the number of visitors to our city and visitor spending," said Mayor Mitch Landrieu.

"This exciting achievement is a testament to our city's unique ability to host tourists and major events like no other. As we approach our tricentennial, I look forward to 2017 being an even bigger year for the tourism industry in New Orleans."

Recent big wins for the Convention and Visitor's Bureau include announcements of two direct flights from Europe to New Orleans starting this year.

Condor Airlines will begin a seasonal direct flight from Frankfurt, Germany to New Orleans and British Airways will begin a direct flight from London to New Orleans in 2017. Each of these flights will connect New Orleans to more than 120 destinations in Europe and beyond.

SOURCE: <http://wgno.com>

Democrats Highlight Success of SBA's Entrepreneurial Development Programs

Louisiana Economic Development Secretary Don Pierson announced Paul Helton will serve as executive director of the nation's leading state workforce training program, LED FastStart®. A founding member of the FastStart management team, Helton has served as director of the program since early 2009 and became interim executive director in late 2016, when former executive director Jeff Lynn took a new position in Alabama.

LED conducted an extensive search to identify the next permanent leader of LED FastStart, which provides turnkey recruitment and training solutions for companies completing relocation or expansion projects in target industry sectors in Louisiana. For the past seven years, Business Facilities magazine has ranked LED FastStart the No. 1 state workforce training program in the nation.

"LED FastStart is a signature success within Louisiana's comprehensive toolkit of economic development solutions," Secretary Pierson said. "On an ongoing basis, we collaborate with our larger system of workforce providers – including the Louisiana Workforce Commission, the Board of Regents and the Louisiana Community and Technical College System – and FastStart's role within that continuum is a critical one. No one understands that role and the components of our success better than Paul Helton. I'm delighted that Paul has accepted leadership of this program so that we can continue to provide the best industry solutions for Louisiana employers who are rapidly ramping up new operations."

In a little more than eight years, LED FastStart has trained more than 25,000 individuals for over 160 client companies in Louisiana. FastStart analyzes every aspect of a company's proposed operation and creates a customized plan for finding the best potential talent to work for the client operation. Additional services include evaluation of job candidates through extensive screening, and delivery of technical, team-based and soft-skills training to the successful candidates. Through a deep understanding of a company's culture and its project goals, LED FastStart increases the productivity of clients. Their operations get off to a faster start and experience a better bottom line from day one of a new project.

"I'm excited to be leading one of the most accomplished workforce solutions teams to be found anywhere in the world," Helton said. "Our clients make up the leading edge of economic driver companies who are making major investments here in Louisiana for the future of their companies and the future of their employees. At LED FastStart, we are privileged to play a pivotal role in the future of our state's economy, and we work hard every day with a



determined focus on making the very best recruitment, screening and training products for our clients. Delivering positive outcomes for our clients is what makes LED FastStart the best at what we do. We aim to keep our workforce bar high, and to raise it even higher through continual improvement, innovation and attention to detail."

A U.S. Navy veteran, Helton served as a senior maintenance technician, lead instructor and testing officer for communications systems on the nation's nuclear submarine fleet. He later became a broadcast network engineer and technical training consultant in the private sector.

In 2002, Helton became training coordinator for Georgia's Quick Start program, managing and administering all aspects of training for 62 client projects through 2007. Prior to joining LED FastStart in 2009, Helton served as director of economic development for North Metro Technical College (now Chattahoochee Technical College) near Atlanta. Throughout his career, Helton has cultivated productive relationships with local and regional economic development officials, as well as the managers and executives of client companies.

"Without question, a major contributor to FastStart's success has been the collaborative power of

our partnerships," he said. "My team at FastStart is incredibly talented and they also are very dedicated to discovering what we can do to leverage the best subject-matter experts and skills training from resources across the state. We not only work very hard to identify the best talent available, we reinforce that work by creating the best possible plan for developing that talent."

A graduate of Regents College (now Excelsior College) of the University of the State of New York, Helton also holds a master's degree in adult education from the University of Georgia. His professional memberships include the International Economic Development Council, the National Association of Workforce Development Professionals and the Louisiana Industrial Development Executives Association, or LIDEA.

Helton is the incoming president of the National Association of Industry Specific Training Directors; a Cub Scouts den leader; a martial arts practitioner of Tang Soo Do at the seventh gup, or grade level; and a member of the United States Submarine Veterans Inc. group and its Baton Rouge chapter.

SOURCE: www.opportunitylouisiana.com

Tamales and More Restaurant

■ Continued from page 3

wanted to plan for and begin moving on Phase 2 — a small sit-down establishment to meet the demand of those not wanting take-out orders. It would take more capital investment, including an extension on the client's line of credit (LOC), but Starks was able to secure additional financing and so began Phase

2. This included both the sit-down restaurant and the ability to increase tamale production. The bank agreed to extend the LOC following a meeting with Director Jim Kilcoyne, who assured the lender the LSBDC would be actively involved in the endeavor. A mere six months after contacting his "old friend," Starks invited the LSBDC at NSU to share in the joy of the official grand opening of phase two. An-

nual sales are on pace to approach \$500,000. Needless to say, during the celebration, Glen took Director Kilcoyne aside and asked about planning the third and final phase of the project. One cannot bridle that entrepreneurial spirit!

SOURCE: www.lsbdc.org

Louisiana Projects Progress Toward Completion

Continued from page 1

nouncements, the state's commitment to getting projects over the finish line is the real story.

"There's always a lot of excitement about announcements – and we have been fortunate in Louisiana to have billions in new projects underway," said Pierson. "But an announcement is a starting point, not a 'finished point.'"

What occurs after (and often before) an announcement, is a full-thwarted effort with multiple partners to ensure workforce recruitment and training, infrastructure improvements and local permitting are all executed efficiently, says Pierson. In the case of Benteler, the Port of Caddo-Bossier and the Caddo Parish Commission contributed \$11.6 million in infrastructure improvements to the support the new facility at the port. To guarantee the company had a trained and ready workforce, the state of Louisiana and the Louisiana Community and Technical College System funded a state-of-the-art manufacturing training facility that prepares workers for jobs at Benteler and other facilities. LED FastStart, the No. 1 workforce training program in the country, has played a key role in creating the training modules that make sure Benteler's workforce is ready on day one.

Elsewhere around the state, other projects have also been either fully completed or achieved significant benchmarks in hiring employees and getting product to market.

In November 2016, Louisiana Gov. John Bel Edwards and CSRA President & CEO Larry Prior dedicated CSRA's newly completed 96,000-square-foot Integrated Technology Center at the 3,000-acre National Cyber Research Park in Bossier City, Louisiana. The company, which serves as the anchor business at the research park, will host a total of 800 direct jobs by mid-2018. Since the project was first announced in 2015, CSRA has hired 400 employees.

Also in North Louisiana, Fortune 500 telecom CenturyLink employs more than 2,300 in the Monroe area, where the company dedicated 88 acres near its corporate headquarters for the development of Century Village. There, Southern Lifestyle Development is creating a New Urbanist neighborhood enabling residents, employees and guests to take advantage of amenities in the mixed-use development, such as town centers with walkable shopping, parks, hotels and restaurants. In concert with several corporate expansions since 2009, CenturyLink envisioned Century Village as a lifestyle asset that will provide significant housing, recreational and commercial options for its workforce and others in Monroe. The Century Village project also will be home



Gov. John Bel Edwards and CSRA dedicated the company's completed Integrated Technology Center in Bossier City, Louisiana.

to IBM's 400-job Client Innovation Center near the CenturyLink campus.

In Lake Charles, Louisiana, South African energy giant Sasol hit the 50 percent completion mark on its world-scale ethane cracker facility in fall 2016. The \$11 billion project is one of the state's largest economic development projects to date, and also includes six downstream chemicals units. The ethane cracker facility will have the capacity to produce about 1.5 million tons of ethylene a year.

In the Baton Rouge region in 2016, manufacturer Methanex successfully completed the \$550 million relocation of two of its plant operations from Punta Arenas, Chile, to a site on the Mississippi River at Geismar, Louisiana, establishing a perma-

nent workforce there of more than 160 full-time employees. The project was originally announced in 2013. Methanex produces methanol, a liquid chemical used as a fuel alternative and a key component in the production of derivatives.

Montreal-based technology company CGI announced in 2014 its decision to open a technology center at the 143-acre University of Louisiana Lafayette Research Park. This 400-job project is enabling the company, the fifth largest independent IT and business process services provider, to better serve its onshore customers. CGI first opened operations at a temporary location in downtown Lafayette in 2015, and moved into its new, ground-up \$13.1 million facility at the research park in 2016.

Louisiana also saw the recent completion of Dyno Nobel's \$850 ammonia production plant, a key component of the company's explosives manufacture division. The ammonia production plant is based inside Cornerstone Chemical Company's manufacturing complex at Waggaman, Louisiana. Cornerstone invested \$175 million in upgrades to prepare the site for the project. The \$850 million ammonia project creates 65 jobs a year and enables the company to produce 800,000 metric tons of ammonia.

On the heels of these major projects, numerous others are in the works across the state, representing capital investment in the billions of dollars and jobs by the thousands. The sound of construction activity is, on many levels, the sound of progress.

SOURCE: www.opportunitylouisiana.com

"What occurs after (and often before) an announcement, is a full-thwarted effort with multiple partners to ensure workforce recruitment and training, infrastructure improvements and local permitting are all executed efficiently."

**Louisiana Economic Development Secretary
Don Pierson**

PROJECT PARTNERS IN DIVERSITY & INCLUSION

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

COMPREHENSIVE OUTREACH PROCESS

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

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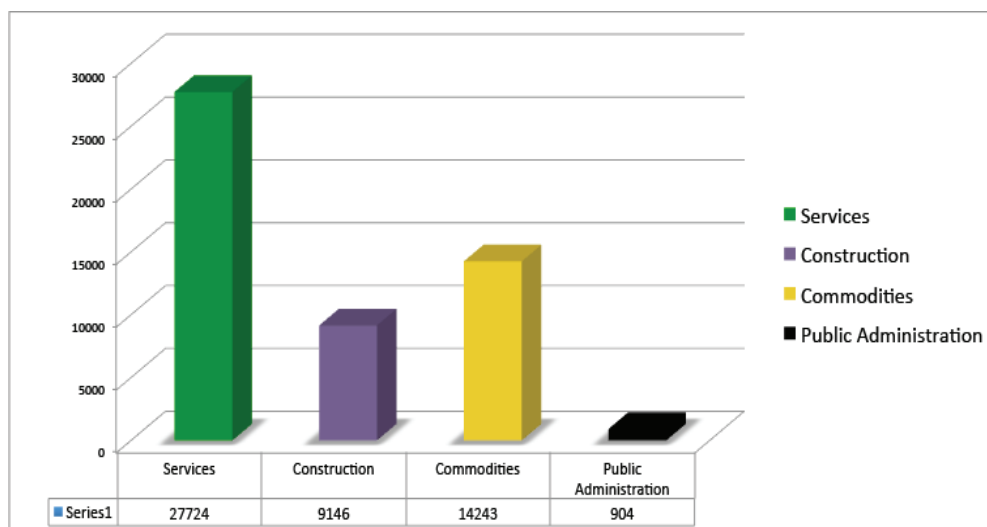
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ADDITIONAL RESOURCES

- Assistance in exceeding recruitment, purchasing, & contracting goals
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- 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.
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 - 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

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Phone (415) 778-6250 • Toll Free (800) 800-8534

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Publishes monthly

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