

LOUISIANA BUSINESS JOURNAL

VOLUME 4 EDITION 15

Diversity in Action Published by SBE certified SBE/DBE/MBE

March 2017

Louisiana Ranks No. 4 For Per Capita Project Wins

State's ranking in Site Selection Governor's Cup among national leaders for economic development projects during 2016

Site Selection magazine's annual Governor's Cup rankings placed Louisiana No. 4 in the U.S. for states that announced the most new and expanded corporate facilities on a per capita basis in 2016. Louisiana ranked No. 2 among all Southern states, trailing only Kentucky on a per capita basis. Baton Rouge, New Orleans and Alexandria were cited among high-performing metropolitan areas, with Baton Rouge ranking No. 2 in the U.S. for mid-sized metro regions and No. 1 among cities along the Mississippi River corridor.

The Governor's Cup measures the quantity of significant business development projects for the calendar year. Site Selection tallies the number of projects in a state that represent one or more of the following criteria: a minimum capital investment of \$1 million, 20 or more new jobs created, and 20,000 square feet or more of new building space.

Louisiana recorded 169 such projects in 2016 and, on an absolute basis, ranked No. 3 in the

■ Continued on page 8



New Orleans mayor spokesman: Immigrants 'make considerable impacts' on economy

New American Economy (NAE) has released a Map the Impact report, which highlights the economic, voting and other impacts immigrants have on their respective states, cities, congressional districts and industries and uses that data as a basis for its call for immigration reform efforts across the country.

"Mayor (Mitch) Landrieu believes America is a nation of immigrants and our diversity is a strength," Tyronne B. Walker, senior adviser and communications director for the Office of New Orleans Mayor Mitch Landrieu, told the Louisiana Record. "It is a fact that immigrants make considerable impacts to our local and national economy."

Map the Impact includes information on immigrant tax contributions, spending power, entrepreneurship, workforce, homeownership, demographics and voting power.

"This data puts the economic power of America's immigrants in stark relief," NAE chairman John Feinblatt said in a release. "Across the map, and in

every industry, immigrants strengthen the economies of big cities and small towns alike."

According to the information specific to Louisiana, an influx of immigrants came to the state between 2010 and 2014 to assist in rebuilding the areas affected by Hurricane Katrina. The report shows that those immigrants stayed in Louisiana and are helping the local economy as taxpayers, entrepreneurs and consumers.

Professions with the highest share of foreign-born employees in Louisiana include crop production, building service, household workers, ship and boat building, travel agents, painters, construction and maintenance workers and factory workers.

In addition, NAE found that 7.5 percent of science, technology, engineering and math (STEM) workers in the state are immigrants. Foreign nationals also make up 27.2 percent of STEM field master's degree students and 50.4 percent of STEM Ph.D. candidates.

According to the report, a total of 4 percent, or 184,304 residents, in Louisiana in 2014 were immigrants. Those foreign-born workers paid \$1.4 billion in taxes in that year and brought \$3.6 billion in spending power to the region.

■ Continued on page 6

Index

Success Stories
Events & Seminars
Construction Activity in New Orleans MSA
New Orleans Airport to add five additional gates and \$110 million to current expansion

Page 3
Page 4
Page 5
Page 6

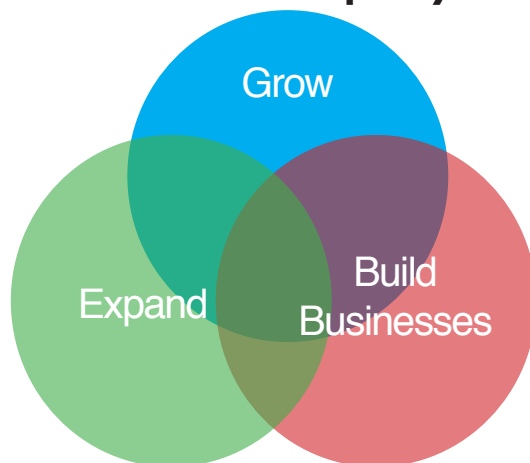
Helton To Lead Award-Winning Led
Faststart Workforce Program
JPMorgan Chase, LiftFund offer capital to women-, minority-owned businesses
Doreen's Jazz New Orleans

Page 7
Page 8
Page 10

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

Tyson Construction

By Pamela Marquis

Zachary Tyson's first job was cutting grass for his mother's construction company, Tyson Construction.

"I was always around the business," says Zachary, who along with his parents oversees the 24-year old family business.

Patricia and Larry Tyson built their success by paying faithful attention to details. Zachary also brings many assets to the Tyson team.

"I think my focus and preparation are my greatest strengths," he says. "I got that from playing four years of college basketball at Loyola."

Living in New Orleans he loves food but believes experiencing a good meal is more important. His best meal was in the mountains outside Telluride.

"My wife and I hiked about six miles up to an alpine lake," he says. "It was the most beautiful turquoise-blue water I'd ever seen. We sat in a snowfield looking down at the lake and up at the mountains, waterfalls and the gorgeous scenery beyond. We ate simple turkey sandwiches and chips, but the view was priceless."

Tyson is the 2017 Parade of Homes Chairman and serves on the 2017 Home Builders Association Board of Directors, but he is most proud of the company's collaboration with Operation Finally Home, and Southern Living magazine.

"We coordinated the design and construction of a mortgage-free home

for a wounded veteran. The home was designed with the wounded veteran's physical and physiological needs in mind."

Website: tyson-construction.com

SOURCE: www.myneworleans.com



Zachary Tyson



Tired Of Bad Networking Leads? Join Us For Free Training
by Tim Dodd

FREE

Date and Time
Sun, March 12, 2017
11:00 AM – 12:30 PM CDT

Description

What Are We Teaching You?

Learn how to build a massive client base spending 15-20 minutes a day on LinkedIn, even if you've never used it before and don't have an advertising budget.

Business Networking Training For LinkedIn

This is a mini-condensed LinkedIn Marketing training seminar where I'm going to show you step by step how to use LinkedIn to grow your business.

Connect With:

- Client
- Referral Partner
- Press Connection
- Investors

Register here:

<https://tinyurl.com/gs8x58e>



Conversations in Color:
Bernice L. McFadden and Alexis De Veaux
by Amistad Research Center

FREE

Date and Time
Thu, March 16, 2017
6:30 PM – 8:00 PM CDT

Location
Ashé Cultural Arts Center
1712 Oretha Castle Haley Boulevard
New Orleans, LA 70113

Description

Black Women Writers and the Re-imagination of American Culture

The Amistad Research Center will host Bernice L. McFadden, 2017 NAACP Image Award Winner for Outstanding Literary Work in Fiction in a dialogue with Alexis De Veaux, 2015 Lambda Literary Award for Fiction about black women's literature and its shaping of American culture.

Register here:

<https://www.eventbrite.com/e/conversations-in-color-bernice-l-mcfadden-and-alexis-de-veaux-tickets-32300588931?aff=es2>

Construction Activity in New Orleans MSA

Dodge Data & Analytics today reported on January 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:

	2017	2016	Percent Change
Nonresidential	\$52,797,000	\$59,354,000	-11
Residential	\$104,510,000	\$43,146,000	+++
TOTAL BUILDING	\$157,307,000	\$102,500,000	53

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

	2017	2016	Percent Change
Nonresidential	\$52,797,000	\$59,354,000	-11
Residential	\$104,510,000	\$43,146,000	+++
TOTAL BUILDING	\$157,307,000	\$102,500,000	53

-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>.

New Orleans Airport to add five additional gates and \$110 million to current expansion

By David Malone

The project is being hailed as the city's most transformative since the construction of the Superdome.

The replacement and expansion project for the North Terminal at Louis Armstrong New Orleans International Airport has just about reached the midway point in construction. Originally projected to have 30 terminals across 650,000 sf and cost \$650,000,000, increased passenger demand has caused all of these numbers to inflate.

According to city officials, the project is adding an additional five gates for \$110 million, bringing the total price tag up to about \$917 million. The terminal now sits at an estimated 802,000 sf.

Pelli Clarke Pelli Architects and Atkins collaborated on the design for the new terminal, which, despite being designed with 30 gates, allowed for the easy expansion of up to 42 gates, if necessary. Some of the design's features include a 2,000-space parking garage, Interstate-10 highway connection, retail development, airline ticketing offices, and consolidated security screening.

Construction on the terminal began one year ago and, despite the addition of the five extra gates, the project is still scheduled to open on Oct. 1, 2018. Construction is being led by a joint venture between Hunt Construction, Gibbs Construction, Boh Brothers, and Metro Service Group.

SOURCE: www.bdcnetwork.com



Rendering courtesy of Leo A Daly.



Rendering courtesy of Leo A Daly.



Immigrants 'make considerable impacts' on economy

Continued from page 1

NAE data showed that there were 16,440 immigrant entrepreneurs in Louisiana in 2014, and 39,052 Louisiana residents were employed by firms owned by immigrants.

Walker said the report found that 26.6 percent of main street businesses in the Greater New Orleans Area are owned by immigrants.

"These businesses are creating valuable jobs, often helping to revitalize blighted commercial corridors, and provide key neighborhood services to local residents," Walker said.

Additionally, NAE said "immigrants are far more likely to be of working age" in Louisiana than those who were born in the United States. In fact, NAE reported that 72.7 percent of the population share in the state between the ages of 25 and 64 in Louisiana are foreign-born.

"Map the Impact shows that the foreign born are helping to grow the economy everywhere," NAE said in the release. "The map serves as a go-to resource on the power that immigrants wield in the United States."

Finally, NAE's data revealed that 78,442 of immigrants in Louisiana will be eligible to vote in the 2020 presidential election. Given the relatively slim

margin of victory in the state for the 2012 presidential election, these immigrants could have a significant voice in the state and country's future.

"Voting is a key tenet of American democracy," Walker said. "Anyone eligible for citizenship is encouraged to gain citizenship and participate fully in our democracy."

U.S. Sen. Bill Cassidy did not respond to a request for comment on the report, and U.S. Sen. John Kennedy declined an interview request, citing scheduling conflicts.

SOURCE: <http://louisianarecord.com>

Workforce Development

Helton To Lead Award-Winning Led Faststart Workforce Program

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 opera-

tion 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 ad-

ministering 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

New Orleans mulls mandatory affordable housing requirement

Dive Brief:

New Orleans city officials are considering a proposal that would require developers to include a percentage of affordable housing units in their projects as the city struggles to bridge its housing affordability gap, according to The Times-Picayune, citing a new study from the City Planning Commission.

Under the plan, developers would be required to earmark 12% of units for low-income tenants on projects with 10 or more units that are located in key neighborhoods, including the city's downtown.

The Smart Housing Mix program would loosen density rules, reduce parking requirements and afford tax breaks for developers to help manage the addition of affordable units. The affordability requirement is proposed for 50 to 99 years.

Dive Insight:

New Orleans' widening affordability gap comes as developers there have largely focused on the higher-end of the housing market, fueling inventory shortages on the lower end, while home prices trend higher across the board.

The focus on development in the upper tiers of the market was underlined earlier this month as developer and real estate investment firm The Domain Companies unveiled plans for a \$100 million, 29-story residential tower in the city's mixed-used South Market District. It joins other buildings that have recently risen in or are planned for the district, including The Standard, an \$80 million luxury condo building for which financing was recently secured.

Meanwhile, a proposal to redevelop a former grocery store near the city's downtown into a 211-unit apartment building got the green light this month from the City Planning Commission and is now awaiting approval by the City Council, the Uptown Messenger reported.

Many cities in the U.S. are facing a critical shortage of affordable housing as home prices continue to rise on the back of strong demand and limited inventory, especially at the lower end of the market.

Rising home prices, along with lot and labor shortages, helped to push housing affordability to its lowest level in eight years during the fourth quarter of 2016, according to the National Association of Home Builders/Wells Fargo Housing Opportunity Index.

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

JPMorgan Chase, LiftFund offer capital to women-, minority-owned businesses

Minority- and women-owned small businesses in Louisiana will be able to get access to loans in a few days rather than weeks under a new LiftUP loan program organized by JP Morgan Chase & Co. and LiftFund.

JP Morgan Chase is providing \$4.6 million to the not-for-profit's loan program. The funds will go to small businesses in Louisiana, Texas and Georgia. LiftFund will reduce the approval time for this type of loan from an average of 5 weeks to 4 days.

"This grant from Chase allows us to continue the work that we've been doing for the last 22 years," LiftFund President and Chief Executive Officer Janie Barrera said. "As a not-for-profit organization we are a financial institution without depositors. We're not a bank, so we have to rely on people who believe in the mission and want to either provide us with grants or investments."

LiftFund's status means it can make loans to small business people whose credit scores would prevent them from getting a conventional loan, Barrera said. Banks want to make the loans but regulations prevent them from doing so.

LiftFund expands the financing box, so to speak, she said. But borrowers still have to repay the loan, and 96 percent do.

This is JPMorgan Chase's second round of funding for the program. In 2011, JPMorgan Chase provided \$5 million to LiftFund, then called Accion Texas, to increase lending in Louisiana and Texas. The grant allowed the not-for-profit to make more than 2,500 loans over three years. The money helped minority and women entrepreneurs create or retain an estimated 5,000 jobs.



Advocate staff photo by PATRICK DENNIS -- Kasie Coleman, owner of Sugarbelle, a bakery in Delmont Village Shopping Center, made a batch of tea cakes Wednesday. Coleman founded her business three years ago with a loan and other assistance from a micro- and small-business lender, now known as LiftFund.

In total from 2010 to 2015, LiftFund made almost \$11 million in loans to Louisiana businesses, which created 1,495 new jobs that paid an average of \$46,860. From 2009 to 2015, LiftFund made 338 loans totaling \$3.7 million to New Orleans businesses. In Baton Rouge, the not-for-profit provided 186 loans totaling \$2 million.

Small businesses are considered a key to creating jobs and opportunity. But small business owners live month-to-month, according to the JPMorgan Chase Institute, with an average of 27 days of cash reserves on hand.

"Increasing access to capital is vital to the success of small businesses — and to the economic growth of our communities," Ken Sample, credit risk director for central Texas region at JPMorgan Chase and longtime LiftFund board member, said in a news release.

U.S. Small Business Administration Regional Administrator Yolanda Garcia Olivarez said the loan announcement is good news.

"We're very excited, we're very enthusiastic about trying to provide these dollars to the right folks in the various prospective districts that the LiftFund will cover for women-owned businesses," Olivarez said.

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

Louisiana Ranks No. 4 For Per Capita Project Wins

■ **Continued from page 1**

South Central Region in 2016 after a No. 4 finish in 2015. In 2016, Louisiana ranked No. 11 for most Governor's Cup-eligible projects on an absolute basis, up from No. 13 the prior year. The state has posted rankings in recent years that exceed its prior historical performance.

"Site Selection's latest Governor's Cup rankings demonstrate what we have known for a long time: Louisiana is a leading destination for business expansion and relocation projects for good reason," Gov. John Bel Edwards said. "We remain committed to creating good jobs for our citizens and growing our economy. Quality education and job training are essential for sustaining our outstanding workforce, which contributes to our strong business climate."

Since 2012, Louisiana has attracted \$125 billion in active capital investment projects, with \$65 billion of that investment now under construction or in the engineering and permitting phases. Louisiana's No. 4 per capita ranking included dozens of major business development projects the state successfully recruited in 2016, including expansion announcements by existing companies in Louisiana and the attraction of new companies to the state.

For example, Venture Global LNG announced an \$8.5 billion investment in a natural gas liquefaction facility and LNG export terminal in Plaquemines Parish; CSRA announced a 300-job customer engagement center in Bossier City, where the IT solutions leader dedicated an 800-job Integrated Technology Center later in the year; and Monsanto unveiled plans for a \$975 million expansion at its St. Charles Parish chemical plant. Other 2016 project announcements included a 100-job expansion by Paychex in Baton Rouge; Crown Bioscience establishing a pharmaceutical research and development facility at the New Iberia Research Center; and Occidental Chemical's \$145 million expansion of its Geismar plant, including equipment for producing a new raw material to be used in making next-generation, climate-friendly refrigerants.

Louisiana's 38 largest projects in 2016 represented a capital investment of more than \$21 billion, resulting in 6,607 new direct and indirect jobs and retaining 5,412 jobs at companies already established in the state.

In the 2016 Governor's Cup awards, Site Selection also recognized high-performing metro areas across the U.S., and Baton Rouge, New Orleans and Alexandria earned honors among Louisiana cities.

Among top-performing metropolitan areas with populations of 200,000 to 1 million, Baton Rouge ranked No. 2, marking the Capital Region's fourth consecutive Top 5 finish. Baton Rouge ranked No. 5 in 2015, No. 2 in 2014 and No. 4 in 2013.

Baton Rouge and New Orleans ranked No. 1 and No. 3, respectively, for total projects among Mississippi River corridor metropolitan areas; on a per capita basis, Baton Rouge was No. 2 and New Orleans was No. 6. Among metro areas with populations of less than 200,000, Alexandria tied for No. 4.

About Site Selection

Site Selection magazine, published by Conway Inc., is the senior publication in the corporate real estate and economic development fields and is the official publication of the Industrial Asset Management Council. The magazine delivers expansion planning information to 48,000 executives of fast-growing firms. Read more about the Site Selection Governor's Cup Awards at SiteSelection.com.

SOURCE: www.opportunitylouisiana.com

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

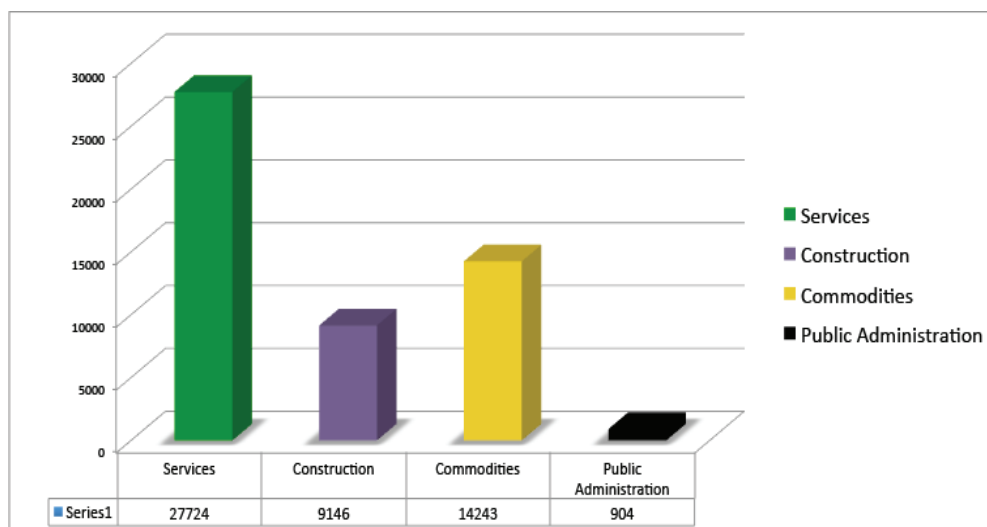
- FEDERAL / STATE / LOCAL JURISDICTIONS

**DATA IMPORT THROUGH LEGACY SOFTWARE ON IBM 520 I SERIES
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 Doa 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)

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 800-800-8534 Ext. 301

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 _____

Corporate Address

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