



PRESS RELEASE
March 20, 2013

Billy Bosch of ICONIC Wins JEDCO's Cordina Challenge

The **Jefferson Parish Economic Development Commission (JEDCO)** and **Cordina New Orleans Cocktails**, in partnership with the **Jefferson Chamber** and **Idea Village**, are pleased to announce the winner of the first-ever Cordina Challenge. Billy Bosch with Be Well Nutrition was awarded the top prize for his winning pitch at Tuesday's event in Drago's Empire Room.



Bosch, a co-founder of **Be Well Nutrition**, recently launched **ICONIC**, a healthy lifestyle beverage made with all natural ingredients. The unique drink provides customers with a delicious taste experience, healthy energy and increased focus. It is the only all-natural and nutritionist developed and recommended product in the beverage category. With a single daily serving of protein, vitamins, fiber and minerals, **ICONIC** provides consumers with what they need without having to stop for a meal. There's nothing quite like this drink on the market right now.

The **Cordina Challenge** is a Jefferson Parish-based pitch competition for local entrepreneurs, held during New Orleans Entrepreneur Week. In an effort to identify, engage with and assist our up-and-comers, JEDCO and Cordina co-created the competition. The goal of the Cordina Challenge is to elevate opportunities for innovators in the area through direct capital, business services and mentorship.

Four local startups were chosen out of 37 applicants to compete in Tuesday's event. Beau Button of **Memorandum**, Matt Doyle of **Clinicate** and Jim Blitch and Aimee Adatto Freeman of **ZingBoard** joined Bosch in competing for the Jefferson Parish prize package.

Each entrepreneur had just seven minutes to pitch in front of a packed house at **Drago's Empire Room**. The winner was chosen by a panel of Jefferson Parish business leaders: Choose Taurman, co-founder of the **South Coast Angel Fund**; Richard Estrada, President of **Crescent City Packaging**; Jim Hudson, Chairman of the Southeast region of **Iberia Bank**, Rob Wollfarth, **Baker Donelson** attorney and Laney Chouest, founder of the **NOLA Motorsports Park**. The judges scored the entrepreneurs on presentation, innovation, ability to answer questions efficiently, Jefferson Parish impact, viability and scalability.

"I am so impressed with the quality of the competitors who participated in the Cordina Challenge," says Jerry Bologna, JEDCO Executive Director. "Billy truly proved his company has the capacity to grow and create jobs in Jefferson Parish. I look forward to watching Billy position Be Well Nutrition and **ICONIC** for the next level of success."

"It is exciting to witness these early-stage companies preparing themselves for the next steps," says Sal LaMartina, co-founder of Cordina New Orleans Cocktails. "Just a few years ago, I was in their shoes and I can't wait to see what they do next."

“These entrepreneurs are the future of our parish,” says Parish President John Young. “They represent the innovative up-and-comers who play such an important role in the economic viability of our area.

“This is a big milestone for ICONIC,” says Billy Bosch, co-founder of Be Well Nutrition, Inc. “The Jefferson Parish community has been a driving force behind this product at local grocery stores and gyms. With their support, we hope to follow in the steps of Cordina as another local beverage success story.”

Bosch won a prize package worth more than \$50,000 in direct capital and in-kind business services, including:

- Over \$18,000 in direct capital, provided by Cordina New Orleans Cocktails, Iberia Bank, **Entergy**, **MMI Culinary Services**, Crescent City Packaging and **Kushner LaGraize**
- Consultations with Cordina New Orleans Cocktails
- Brand identity package from **Gallinghouse and Associates**
- Design consultation from **Michael Osborne Design**
- Twenty hours of public relations assistance from **Gambel Communications**
- Incubator space at the **Churchill Technology and Business Park** and recognition at JEDCO’s Annual Luncheon
- Jefferson Chamber membership, meeting with Chamber President, Todd Murphy, and recognition at the Chamber’s annual luncheon
- Packaging consultation from Crescent City Packaging
- 48 Hours of **LSBDC** seminars
- Up to \$5,000-worth of IT Technical Training from **New Horizons**
- Ten hours of accounting from Kushner LaGraize
- Ten hours of legal services from Anthony V. Ligi Jr. APLC
- One-on-one meeting with **Parish President John Young**
- Two \$25 karting passes at the NOLA Motorsports Park

The Cordina Challenge would not have been possible without the support from our business community. We’d like to thank the following companies and organizations for their roles in the Cordina Challenge: Cordina New Orleans Cocktails, The Jefferson Chamber, Idea Village, the Louisiana Small Business Development Center, **Launch Pad**, **Good Work Network**, **BioDistrict New Orleans**, New Horizons, Kushner LaGraize, Gallinghouse and Associates, Michael Osborne Design, Crescent City Packaging, Entergy, Iberia Bank, Gambel Communications, MMI Culinary, the **Jefferson Chamber Foundation**, Baker Donelson, Anthony V. Ligi Jr. APLC, Drago’s Seafood Restaurant and NOLA Motorsports





Health drink maker wins the first Jefferson Parish business pitch contest during Entrepreneur Week



By [Mark Waller, NOLA.com | The Times-Picayune](#)

on March 20, 2013 at 6:44 PM, updated March 20, 2013 at 8:01 PM

Be Well Nutrition founder Billy Bosch with his health drink Iconic, which he released in January 2013 with the flavor *(Photo by Kathleen Flynn, NOLA.com | The Times-Picayune)*

The first Jefferson Parish-oriented business pitch contest held in conjunction with New Orleans Entrepreneur Week has named [Be Well Nutrition, maker of a health drink called Iconic](#), its winner. That gives Be Well proprietor Billy Bosch an \$18,000 cash infusion and access to about \$32,000 in donated services.

"It has a real impact on the business," Bosch said. "For me, it's validation that we're on the right track."

The Cordina Challenge competition, presented by the [Jefferson Economic Development Commission](#) and [Cordina New Orleans Cocktails](#), a company that itself got started with help from an Entrepreneur Week pitch contest, unfolded at the Drago's restaurant Empire Room in Fat City, where four finalists had seven minutes to sell their ideas to a panel of judges on Wednesday.

The aim of the contest was to support businesses with Jefferson Parish ties. Bosch, whose office is in the New Orleans BioInnovation Center incubator on Canal Street, said much of his initial customer base comes from Jefferson Parish grocery stores, and he considers the parish a test market for a product he hopes to spread nationally. The company also started in a Jefferson Parish home, said JEDCO spokesperson Kelsey Scram.

Scram said the event filled the Drago's meeting space with more than 100 attendees.

Entrepreneur Week this year has included a proliferation of specialty pitch contests produced by different groups, including the Cordina pitch with the Jefferson Parish angle, the inNOLAvation pitch for minority-owned businesses and the Downtown Development District's arts-focused pitch.

Bosch will compete again Friday in The Idea Village's Power Pitch, which does not include a cash prize but seeks to introduce start-ups to nationwide investors.

SILICON BAYOU NEWS

Fifth annual New Orleans Entrepreneur Week halftime report

[Adriana Lopez](#) | March 20, 2013 | [0 Comments and 8 Reactions](#)



“Here is the thing about smart people,” said author and New Orleans native Walter Isaacson on Monday afternoon at New Orleans Entrepreneur Week. “They are a dime a dozen. It is the creative and imaginative people who really amount to something.”

In New Orleans, the residents are, among other things, creative and imaginative, and that has certainly been evidenced during [New Orleans Entrepreneur Week](#). The startups, attendees, pitches, speakers, and public track session have showcased how diverse, unique, and ambitious New Orleanians can be.

Only two days into the week, the festival’s fifth installment has been eventful. More than \$140,000 worth of business services and financial capital has been awarded, and hundreds of business owners and residents have benefited from the several educational sessions and keynote speeches at Gallier Hall.

The nationally recognized and award-winning [Greater New Orleans Water Challenge](#) was the week’s first business-pitch competition, which awarded inventor Webster Pierce, from Cut-Off, La., \$50,000 in seed capital after a day of panels and speakers from within the water industry. In its third year, the Water Challenge has been successful in supporting entrepreneurs who are committed to creating ways to preserve Louisiana’s water, a commodity that our state and its industries are dependent on.

Pierce’s company, Pierce Industries, won this year’s challenge for the Wave Robber, a patented device that aims to preserve and rebuild the eroding coastlines. The mechanism is a floating step structure that captures sediment from the crashing waves on the shoreline, and piles that sediment along the marsh. The 71-year-old inventor, who has been personally financing his effort until now, will use his winnings to help finance large-scale manufacturing of his product.

The pitch competitions continued on Tuesday with four more challenges. [Ooh La Bra](#), a company that creates designer bra straps, won the Salesforce and Silverline Challenge. At the Downtown Development District’s Downtown NOLA Arts Based Business Pitch, a prize package that included \$25,000 worth of PR, legal, accounting, and real estate services was awarded to [Pelican Bomb](#), an online platform that aims to create support within the arts community. [2-Cent](#) was bestowed the Lagniappe award.

In its inaugural year, the [InNOLAvation](#) challenge aims to support minority owned businesses in the region and encourage them to get involved with entrepreneurship. The recently formed nonprofit also seeks to solve that national problem here in New Orleans and create a precedent that encourages minorities around the country to create high-growth businesses. \$23,000 was awarded to three mobile applications – Memorandum, Snapp, and JoyHound. InNOLAvation originally awarded prizes to only first and second place; however, an additional third place prize of \$3,000 was offered by one of the competition’s sponsors during intermission for the company that was chosen through an audience vote.

While the week’s roster of inaugural competitions show the region’s commitment to New Orleans-based startups and their prosperity, The Cordina Challenge will hopefully be starting what could be a trend for successful entrepreneurs who aim to continue the sustainability of the region’s startup culture. [Cordina Frozen Cocktails](#), who are alums of the Idea Village and previous winners of the Coulter Challenge, have been able to grow their startup into a multi-million dollar business in New Orleans, and are now paying it forward with the formation of their own pitch competition, along with JEDCO, which is designed to support Jefferson Parish entrepreneurs.

The first prize, valued at \$50,000 in direct capital and in-kind services, was awarded to [Be Well Nutrition](#), who just launched a line of health drinks called **ICONIC.**

The day's closing "challenge" did not consist of business pitches, but was more of a challenge to the community's inventors, problem solvers, business owners, researchers, designers, and visionaries to think of ways to create technological solutions for people with disabilities. It was a task given by Steve Gleason, former Saints player and resident hero. An entrepreneur himself, Gleason is currently developing [The Team Gleason House for Innovative Living](#), a residential facility within St. Margaret's Skilled Nursing Residence in New Orleans for patients living with incurable neuromuscular disorders. The facility aims to help patients with disabilities live independently by incorporating sophisticated technologies that allow them to control their environment using only their eyes.

Gleason is now confined to a wheelchair himself, and has the use only of his eyes to control his chair's mobility and type the words that he can no longer speak, because of his amyotrophic lateral sclerosis (ALS). However, as he accepts that scientists have yet to come up with an effective cure for the disease, he is encouraged by the technologies that have given back to him abilities that it has taken away. Inspired by the technologies that have been beneficial to his life, Gleason is now inspiring entrepreneurs to develop technologies that can help others with disabilities when science can't.

While identifying the waves of entrepreneurship marked in the city's history in his speech on Monday afternoon, Isaacson mentioned that diversity and creativity were what uniquely make New Orleans a place that inspires entrepreneurship and innovation. The variety of companies and global problems that entrepreneurs are trying to solve from New Orleans is a testament to that. New Orleans now must use that creativity to continue that momentum, and keep this entrepreneurial "wave" from settling.

Silicon Valley might have the most computer engineers and New York the finance, but New Orleans has the imagination that will solve the solutions of the world through business development.



PRESS RELEASE
March 1, 2013

JEDCO Announces Cordina Challenge Finalists

*Event to be held during
The Idea Village's New Orleans Entrepreneur Week*

The **Jefferson Parish Economic Development Commission (JEDCO)** and **Cordina New Orleans Cocktails**, in partnership with the **Jefferson Chamber** and the **Idea Village**, are pleased to introduce the five entrepreneurs who will compete in the first-ever Cordina Challenge, during New Orleans Entrepreneur Week. In an effort to identify, engage with and assist our up-and-comers, JEDCO and Cordina co-created a pitch competition for Jefferson Parish entrepreneurs. The goal of the Cordina Challenge is to elevate opportunities for innovators in the area through direct capital, business services and mentorship.

JEDCO and Cordina received a high-volume of applications from entrepreneurs who live and work in Jefferson Parish. Through a rigorous review process, a selection committee of business leaders chose four finalists to participate in the pitch event. The finalists have products that span a wide range of industries, from education and mobile technology to healthcare and nutrition. These individuals are a true testament to the exciting future in store for Jefferson.

MEET OUR ENTREPRENEURS:

BE WELL NUTRITION: BILLY BOSCH

Be Well Nutrition has launched ICONIC, a healthy lifestyle beverage made with all natural ingredients. This unique drink provides customers with a delicious taste experience, healthy energy and increased focus. It is the only all-natural and nutritionist developed and recommended product in the beverage category. With a single daily serving of protein, vitamins, fiber and minerals, ICONIC provides consumers with what they need without having to stop for a meal. There's nothing quite like this drink on the market right now.

CLINICATE: MATT DOYLE

The Clinicate™ file-sharing platform gives healthcare providers and patients a unique and easy way to access and electronically share information related to medical and pharmaceutical products, medical conditions, and treatments. Clinicate's web and mobile applications are designed to promote clinical education, awareness and collaboration with the common goal of improving patient care and outcomes.

MEMORANDUM: BEAU BUTTON

Memorandum is a private communication platform that allows individuals to capture and selectively share everyday moments with close friends and family. Think about the last conversation you had with a close friend or family member. Do you remember when it was, where you were or what you talked about? Shouldn't text messaging and other digital communication platforms reflect how we categorize, find and recall those moments? Memorandum seamlessly integrates the privacy of sharing through text messaging and chat while organizing it into a searchable format based on user created tags, location and people – all preserved for posterity.

ZINGBOARD: JIM BLITCH AND AIMEE ADATTO FREEMAN

An online, self-evaluation tool for students in 1st through 8th grades, ZingBoard measures and celebrates individual accomplishments in the school, home and community. Those measurements can then be tied with a school's value systems. ZingBoard is a secure online software to commemorate accomplishments in soft skills. It also provides school administrators with a simple, efficient and powerful tool to analyze a school's impact on student values. This data can be very useful differentiating the school on grant applications, refining the school culture, and individualizing classroom curriculum. ZingBoard measures the school within the child.

"These entrepreneurs are incredibly talented and we feel very fortunate to place them in front of the Jefferson Parish community," says JEDCO Executive Director, Jerry Bologna. "I believe the companies we chose to compete are truly indicative of the bright, innovative minds present in Jefferson Parish right now."

"I was excited to meet with all of the entrepreneurs that applied for the Cordina Challenge. The event is proving that Jefferson Parish has what it takes to grow great companies," says Cordina CEO, Sal LaMartina. "The entrepreneurs chosen to compete represent only a small sample of the talented and innovative startup companies here in Jefferson." The finalists will compete on March 19th at Drago's Empire Room in Fat City at 2:00. They'll pitch their ventures in front of a panel of Jefferson Parish business leaders. The winning pitch will receive a prize package of in-kind services and direct capital, valued currently at more than \$43,000.

Hosted by WWL morning anchor Mike Hoss, with comments from Jerry Bologna and Sal LaMartina, the Cordina Challenge will celebrate creativity and connect our entrepreneurs with the tools they need to find success in the region. This event would not be possible without the support from our business community. We'd like to thank the following companies and organizations for their roles in the Cordina Challenge: The Jefferson Chamber, the Idea Village, the Louisiana Small Business Development Center, Launch Pad, Good Work Network, Bio District New Orleans, New Horizons, Kushner LaGraize, Gallinghouse and Associates, Michael Osborne Design, Crescent City Packaging, Entergy, Iberia Bank, MMI Culinary and Drago's Seafood Restaurant.

Register to attend the Cordina Challenge [online](#) and visit the [Cordina Challenge Information Center](#) for continued updates on our finalists, our judge's panel and our prize package.



JEDCO narrows field for pitch competition

POSTED: 03:59 PM Friday, March 1, 2013

BY: [Jennifer Larino, Staff Writer](#)

TAGS: [Cordina New Orleans Cocktails](#), [finance](#), [Idea Village](#), [Jefferson Chamber](#), [Jefferson Economic Development Commission](#), [New Orleans Entrepreneur Week](#), [startups](#)

Jefferson Economic Development Commission has selected four Jefferson Parish businesses to compete in the Cordina Challenge, one of several pitch competitions that will be held during New Orleans Entrepreneur Week.

JEDCO is partnering with Cordina New Orleans Cocktails, makers of Mar-GO-ritas in a pouch and other portable beverages, the Jefferson Chamber and the Idea Village to host the March 19 event, which will feature pitches from the four finalists in front a live audience and a panel of Jefferson Parish business leaders.

The winning pitch will receive direct capital and in-kind services valued at \$43,000.

The finalists competing in the pitch event include:

- Billy Bosch with Be Well Nutrition, a healthy lifestyle beverage company;
- Matt Doyle with Clinicate, a file-sharing platform that allows health care providers and patients to share information
- Beau Button with Memorandum, a private communication platform for individuals to capture, share and search everyday digital interactions, such as text message conversations, with friends and family; and
- Jim Blitch with ZingBoard, an online, self-evaluation tool for students in grades 1-8.

The four finalists were chosen from a group of 37 applicants. Qualifying companies are required to reside or work in Jefferson Parish, generate no more than \$1 million in revenue, employ one to 10 people and be a for-profit company.

The pitch competition will be a part one of 48 events expected to attract 3,000 business leaders, financiers, entrepreneurs and students during New Orleans Entrepreneur Week from March 16 to 22. [High-profile guests attending](#) the week include Hamid Ulukaya, founder of Chobani, the \$1 billion Greek yogurt company; and Walter Isaacson, CEO of the Aspen Institute and biographer.

The Cordina Challenge will be held at 2 p.m. March 19 at Drago's in Fat City.

Reporter Jennifer Larino can be reached at jennifer.larino@nopg.com.



Jefferson Parish business pitch contest announces finalists



By Mark Waller, NOLA.com | The Times-Picayune
on March 11, 2013 at 4:44 PM, updated March 11, 2013 at 5:11 PM



Craig Cordes and Sal and Antonio LaMartina are the men behind Cordina Cocktails. They make alcoholic drinks in go pouches at a plant in Elmwood. *(Photo by John McCusker/The Times-Picayune archive)*

The inaugural Cordina Challenge, a Jefferson Parish-based business pitch contest that will take place next week in conjunction with the New Orleans Entrepreneur Week celebration of startups, has announced its finalists. The four contestants will make their pitches at Drago's restaurant in Fat City before a panel of Jefferson business leaders as judges and vie for a package of \$43,000 in services and investments.

They are Billy Bosch, whose firm Be Well Nutrition created a health drink called Iconic; Matt Doyle, who developed a file-sharing platform for health-care providers and patients called Clinicate; Beau Button, who created a service called Memorandom that preserves and catalogs conversations among family and friends that take place through text messaging and instant messaging; and Jim Blich, whose online service ZingBoard lets children in first through eighth grades record their accomplishments inside and outside school, giving educators a new view on students' perspectives and school culture.

The competition will unfold March 19, during Entrepreneur Week, produced by The Idea Village and including several business pitch contests along with educational sessions and speakers. The Jefferson Economic Development Commission is organizing the Cordina Challenge with help from Cordina New Orleans Cocktails, which is a previous Entrepreneur Week standout based in Elmwood, the Jefferson Chamber and The Idea Village.

SILICON BAYOU NEWS

[Cordina Challenge Announces Finalists to Pitch During NOEW](#)

Mar 4th, 2013 @ 08:35 am > Julia Ballard

The [Jefferson Parish Economic Development Commission \(JEDCO\)](#) and [Cordina](#) have combined forces to present the Cordina Challenge, a pitch competition for Jefferson Parish entrepreneurs. The Challenge is also in partnership with the [Jefferson Chamber](#) and the [Idea Village](#). Four finalists were chosen from a group of 37 applications that were due on February 19th.



“These entrepreneurs are incredibly talented and we feel very fortunate to place them in front of the Jefferson Parish community,” says JEDCO Executive Director, Jerry Bologna. “I believe the companies we chose to compete are truly indicative of the bright, innovative minds present in Jefferson Parish right now.”

The Cordina Challenge will take place on March 19th, 2013 during NOEW at Drago’s Empire Room at 2:00 pm. The winning pitch will receive a combination of direct capital and in-kind services

valued at more than \$43,000.

“I was excited to meet with all of the entrepreneurs that applied for the Cordina Challenge. The event is proving that Jefferson Parish has what it takes to grow great companies,” says Cordina CEO, Sal LaMartina. “The entrepreneurs chosen to compete represent only a small sample of the talented and innovative startup companies here in Jefferson.”

Be Well Nutrition: Billy Bosch

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Clinicate: Matt Doyle

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Memorandom: Beau Button

Memorandom is a private communication platform that allows individuals to capture and selectively share everyday moments with close friends and family. Think about the last conversation you had with a close friend or family member. Do you remember when it was, where you were or what you talked about? Shouldn’t text messaging and other digital communication platforms reflect how we categorize, find and recall those

moments? Memorandom seamlessly integrates the privacy of sharing through text messaging and chat while organizing it into a searchable format based on user created tags, location and people – all preserved for posterity.

Zingboard: Jim Blich

An online, self-evaluation tool for students in 1st through 8th grades, ZingBoard measures and celebrates individual accomplishments in the school, home and community. Those measurements can then be tied with a school's value systems. More than just a social network to commemorate accomplishments in soft skills, the secure program also provides school administrators with a simple, efficient and powerful tool to analyze a school's impact on student values. This data can be very useful differentiating the school on grant applications, refining the school culture, and individualizing classroom curriculum. ZingBoard measures the school within the child.



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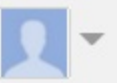
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PRESS RELEASE
March 12, 2013

Celebrating Creativity: January/February Newsletter

(Avondale, La) - In this newsletter, we'd like to celebrate our innovators, the men and women who pursue new business ventures and push the envelope to create something new and different. Our entrepreneurs are the future of Jefferson Parish and we are so proud of the strides they make every day to better the community in which we live. Their contributions have been especially pronounced in this region, where an entrepreneurial ecosystem has been rapidly growing and expanding.

In the first two months of the New Year, [JEDCO](#) took on a new challenge. As part of our mission to increase economic activity in Jefferson Parish, we want to foster an entrepreneurial ecosystem in our area, an interrelated web where entrepreneurs can connect with business leaders, investors, bankers and all the tools they need to find success right here.

We've been incredibly inspired by the entrepreneurial movement happening across the region and we are thrilled to play a role in the creation of opportunities for our local up-and-comers. In December, Sal LaMartina, co-founder of [Cordina New Orleans Cocktails](#), came to us with a solution. Why not create a pitch competition for Jefferson Parish entrepreneurs to be held during New Orleans Entrepreneur Week? We loved the idea!

A little background: In 2010, Sal's company won the Coulter Challenge during [New Orleans Entrepreneur Week](#). Today, Cordina New Orleans Cocktails generates millions of dollars in revenue, employs over 100 people, and has a product that is sold all over the country and internationally. The company's pitch during New Orleans Entrepreneur Week helped put Sal and his partners on the map. As the co-founder of a Jefferson Parish-based company, Sal felt it was time to give back, so he offered Cordina as the title sponsor for the event. In just a few short weeks, the Cordina Challenge was born.

After a rigorous review process, we narrowed down a list of applicants to find our finalists for the competition. The four companies, [Be Well Nutrition](#), [Clinicate](#), [Memorandom](#) and [ZingBoard](#), are a testament to the bright and innovative entrepreneurs living and working in Jefferson Parish.

On March 19th, the five entrepreneurs behind these businesses will pitch their ventures to a panel of Jefferson Parish business leaders. The winning pitch will receive a prize package valued at more than \$50,000, thanks to overwhelming support from the region's business community.

We invite you to join us for the first-ever Cordina Challenge on March 19th at 2:00 in Drago's Empire Room. We're asking everyone to [register online](#) for the free event. Space is limited. Please come out and support our up-and-coming innovators!

In keeping with our entrepreneurial announcements, we'd like to take a moment to recognize a few of our business incubator tenants. [JEDCO's Business Innovation Center](#) is a fully furnished, 10-office incubator with a conference room, SmartBoard technology and access to video conferencing.

Joaneane Smith, owner of [Global Commerce and Services](#), recently graduated from the Goldman Sach's 10,000 Small Businesses Program. Her company, which specializes in software engineering, cyber security, information assurance, and program/ project management, has been recognized over

the years for its excellence in the information technology industry. GCS was awarded the 2010 and 2011 USDA Office of Procurement and Property Management Hubzone Contractor of the Year, as well as the 2011 SBA District Minority Small Business Person of the Year- Louisiana District, MED Week.

[Bright Light Legal](#), which specializes in customized audiovisual presentations to be used in court litigation and mediation, recently graduated from the Business Innovation Center. Founder, Deborah L. Faust, is a 30 year trial attorney with a passion for computer technology. So, she combined her creative passion with classic trial experience to build a company that promises more efficient sharing of information during court proceedings. The BIC offered Deborah the space and tools necessary to move her company forward in Jefferson Parish. Bright Light Legal will move to Regus in Metairie later this month.

It's been a busy couple of months for JEDCO. Please click through the links below to learn more about the Cordina Challenge, Huntington Ingalls' latest announcement regarding the Avondale Shipyard and a recent win one of JEDCO's own.

Featured Story

[JEDCO Announces Cordina Challenge Finalists](#)

JEDCO and Cordina New Orleans Cocktails are pleased to introduce the four finalists who will compete in the Cordina Challenge.

[Huntington Ingalls Industries opens Houston office for Avondale shipyard business development](#)

Huntington Ingalls Industries plans to pursue opportunities in the energy infrastructure market for the Avondale shipyard in Jefferson Parish.

[Jerry Bologna Wins 40 Under 40 Award in Economic Development](#)

JEDCO's executive director, Jerry Bologna, was a recent recipient of the 40 Under 40 award for economic development.

[JEDCO Launches Cordina Challenge for local entrepreneurs](#)

JEDCO has teamed up with Cordina New Orleans Cocktails to launch the first-ever entrepreneur challenge in Jefferson Parish.

UPCOMING EVENTS

[Business and Breakfast](#)

Friday Mar 15, 2013: 7:50 at Copeland's of New Orleans

Attend this early morning meet-and-greet to build contacts over breakfast. You'll get a chance to network with other chamber members over a delicious morning meal. It's \$10 for Chamber members, \$20 for future members.

[New Orleans Entrepreneur Week](#)

March 16th - March 22nd

New Orleans Entrepreneur Week is an entrepreneurial festival that draws nationally-renowned venture capitalists, regional investors and corporate volunteers, along with visiting MBA student teams from the nation's leading business programs, to the region to support select early-stage New Orleans ventures and expose emerging opportunities. NOEW 2012 engaged 1,000 of the best and brightest local and national minds to invest \$1,023,946 in capital, strategic consulting and resources to 475 New Orleans entrepreneurs at 48 different events.

[Cordina Challenge](#)

March 19th at 2:00 in Drago's Empire Room

The Cordina Challenge is a Jefferson Parish-based pitch competition for local entrepreneurs. Four startups will compete for a prize package of in-kind services and direct capital valued at more than \$50,000. [Register online](#) for this free event!

[Business Card Exchange & Networking](#)

Thursday Mar 21, 2013 at Travel Central: 5:30-7:30PM

Attend the Business Card Exchange and Networking event at Travel Central for food, fun and fresh conversations. Meet some Chamber members and add a few new contacts to your professional

network.

JCEL Young Professional Networking Night

Thursday March 28th at Mellow Mushroom: 5:30-7:30

Joining the Jefferson Coalition of Emerging Leaders is a great way for young professionals to meet new people and expand their networks. This is the first JCEL event of 2013. Swing by Mellow Mushroom to learn about all of the new opportunities for members.

Celebration on the Canal

Friday April 5th at Boomtown Casino: Begins at 5:30

Join HCIA for a free outdoor concert to benefit Operation Homefront of Louisiana. The event will have food, music and fun. David Blackwell and the Country Gentlemen will take to the stage at 5:30.

Country Singer/Songwriter, Jaryd Lane from South Louisiana will start at 7:30. Celebration on the Canal is meant to raise awareness to the viability of the Harvey Canal Corridor as well as to help benefit Operation Homefront, a national non-profit organization that supports our military troops, their families and the wounded warriors when they return home. www.operationhomefront.net/louisiana

Elmwood Business Association April Luncheon Meeting

Tuesday, April 16, 2013: 11:30-1:00PM

Location: To Be Determined

Robert Israel, the Director of Leasing for the Lauricella Land Company, LLC will be discussing the explosion of retail opportunities in the Elmwood area as well as plans for the future. It's \$28 for members and \$38 for future members. For more information or to RSVP, visit www.elmwoodba.org, email elmwoodba@gmail.com, or call Barbara at (504) 733-8900.

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Contact:

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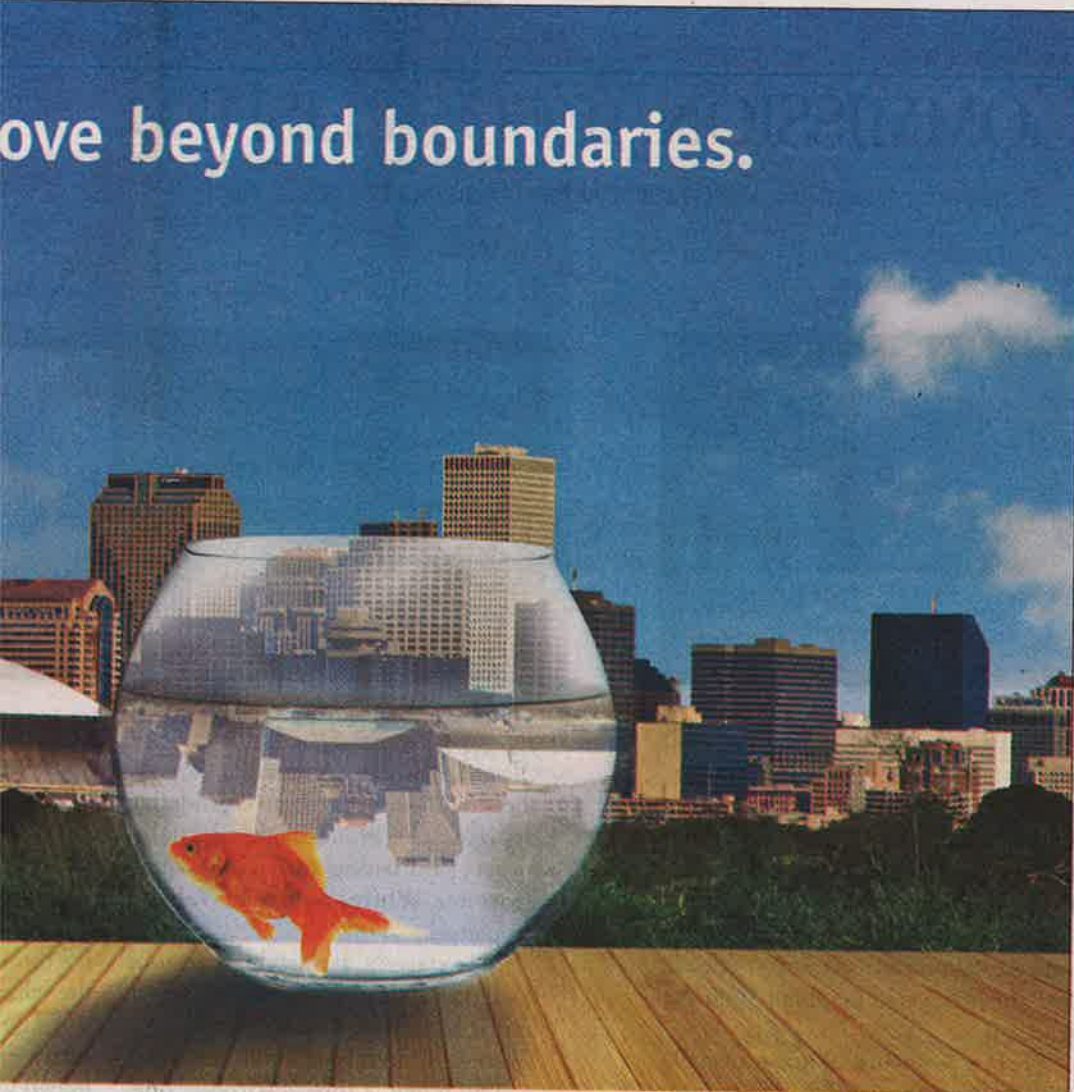
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Lenders are still cagey on backing for condos

CONDO

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Developer Brian Gibbs said much of the new residential construction in the French Quarter, Marigny and CBD has been apartments as part of renovations of older buildings. Lenders are leery of condominium development, he said, and the federal government favors rentals when providing subsidies.

Gibbs also said historic redevelopment tax incentives for renovation of older buildings is spurring much of this new development, with the stipulation that ownership of the property not change for at least five years.

“A condo project built on spec and targeting out of town residents isn't likely to happen right now.”

BRYAN GIBBS

developer

“I think we could get to a point where some of those historic redevelopments