

Dyno Noble deal could be first in wave of new chemical projects

POSTED: 11:40 AM Thursday, April 18, 2013

BY: [Jennifer Larino, Managing Editor](#)

TAGS: [Cornerstone Chemical Co.](#), [Dyno Noble America](#), [Energy](#), [Incitec Pivot Ltd.](#), [Jefferson Parish Economic Development Commission](#), [Jerry Bologna](#), [natural gas](#)

[1](#)

Jefferson Parish economic development leaders are looking to a \$850 million ammonia plant planned for the West Bank to help make the area more attractive to the type of industrial development that has focused on locations further up the Mississippi River.

Explosives producer Dyno Noble America, a subsidiary of Incitec Pivot Ltd., an Australian manufacturing conglomerate, announced on Wednesday that it will build the ammonia production facility at the Fortier Manufacturing Complex in Waggaman.

The new plant is expected to create 65 new jobs and help keep more than 400 existing jobs at the 800-acre complex, which is operated by Cornerstone Chemical Co., which produces chemicals used in plastics, water treatment and agriculture among other industrial and consumer uses.

Jerry Bologna, executive director of the Jefferson Parish Economic Development Commission, said Dyno Noble could be just the beginning of new industrial projects for the manufacturing site. He said Cornerstone has a long history of partnering with chemical manufacturers to utilize the complex.

Bologna noted the new ammonia plant will be built on a site where an ammonia plant existed more than a decade ago allowing the company to integrate its plans with existing plant infrastructure. Surrounding the planned facility are various industrial parcels that could easily support the type of chemical producers that supply Dyno Noble or use raw materials to manufacture another product.

“The attractive part of this deal is that all these companies are all interrelated,” Bologna said. “That’s where we see the future opportunities as well because there are other manufacturers that can also benefit from the products that are being produced there now.”

The Dyno Noble project is one of a string of more than \$62 billion in industrial facilities planned for sites along the Mississippi River as companies seek to take advantage of low natural gas prices. Natural gas is used as a feedstock for many chemical companies as well as an energy source.

Up until this point most of those plans have centered on sites up river, from St. Charles to Ascension Parish. Methanex Corp., a major producer of the alternative fuel methanol, will move an idle plant in Chile to a 225-acre site in Ascension Parish this year. Construction on a \$1.3 billion methanol plant is set to begin in St. James Parish later this year.

But Bologna said the massive Dyno Noble investment could help draw some of that activity closer to the New Orleans area. He said JEDCO is already familiar with the list of suppliers and manufacturers that work with the company and would want to be located nearby the new facility.

“Bringing in a company of their magnitude and their reputation, they certainly have their list of clients and vendors that they do business with,” Bologna said.

And he noted the lead time on many of these manufacturing projects gives economic development leaders time to court new projects.

Dyno Noble’s contractor, KBR, will begin construction on the facility in coming months, but the plant will not begin production until mid-2016 at the earliest.

The company is taking advantage of a number of state tax incentives to build the facility, including industrial tax exemptions and workforce training programs. The Times-Picayune [reported](#) that Cornerstone will receive a \$3 million modernization tax credit.

Bologna added JEDCO is working with the Jefferson Parish Council to structure a “payment in lieu of taxes,” or PILOT, arrangement for the project. Bologna declined to give specifics on the arrangement, citing ongoing negotiations.

Aussie firm plans ammonia plant near New Orleans

POSTED: 10:28 AM Wednesday, April 17, 2013

BY: [The Associated Press](#)

TAGS: [Cornerstone Chemicals Co.](#), [Dyno Nobel Louisiana Ammonia LLC](#), [Incitec Pivot Ltd.](#)

[2](#)

An Australian fertilizer and explosives company plans to build an \$850 million ammonia production plant on the Mississippi River 20 miles from New Orleans.

Incitec Pivot Ltd., of Southbank, Victoria, posted an announcement today on its website.

Incitec says the plant will be able to produce about 881,800 tons of ammonia a year, and the company already has customers for all of it. It's to be built on a brownfield site at the Cornerstone Chemicals Co. complex in Waggaman.

Brownfields are land where expansion, redevelopment, or reuse may be complicated by pollution or contamination.

Incitec says its subsidiary Dyno Nobel Louisiana Ammonia LLC has a contract with KBR Inc. to engineer and build the plant.

Production is planned in the third quarter of 2016.



Jefferson Parish lands new \$850 million Dyno Nobel ammonia plant

By Manuel Torres, NOLA.com | The Times-Picayune.

Email the author | Follow on Twitter

on April 17, 2013 at 2:02 PM, updated April 18, 2013 at 6:39 PM

Explosives maker Dyno Nobel International will build an \$850 million ammonia manufacturing plant in Jefferson Parish near Waggaman, employing as many as 750 during construction and generating tens of millions of dollars in tax revenue, Gov. Bobby Jindal and local officials announced Wednesday (April 17).

The plant is to be built inside Cornerstone Chemical Company's 800-acre complex near the St. Charles-Jefferson parishes line. Once completed, officials said the plant is expected to generate \$45 million in tax revenues for Jefferson Parish over 20 years.



Jindal's office said the state offered "a competitive incentives package" to lure the project, including and Industrial Tax Exemption and Quality Jobs programs for Dyno Nobel and possibly for Cornerstone Chemical. Cornerstone will also get a \$3 million Modernization Tax Credit. The total amount of tax credits and incentives offered to the firms was not immediately available.

Jindal said the new plant is "proof of Louisiana's outstanding business climate, first class energy infrastructure, and our state's affordable, abundant supply of natural gas."

Officials said Dyno Nobel selected the New Orleans area in part because of its easy access to natural gas, railroad lines and the Mississippi River. They said the firm plans to build an advanced chemical manufacturing facility, producing the lowest air pollution of any ammonia facility in the world.

"This plant will set a new standard in clean, efficient ammonia production and will provide a significant economic benefit to the state and regional communities," said James Fazzino, CEO of Dyno Nobel's parent company, Incitec Pivot.

The plant will also play a role in Cornerstone's plans to invest \$175 million in maintenance, upgrades and infrastructure expansion over a six-year period, said the Jefferson Parish Economic Development Commission.

"This further confirms that Jefferson Parish's West Bank is well-positioned to accommodate this type of investment," said Jefferson Parish President John Young.

Contractor KBR is expected to start construction this spring, with ammonia production beginning in mid- to late 2016.

Dyno Nobel was founded by dynamite inventor Alfred Nobel in the 1800s. The firm, headquartered in Salt Lake City, Utah, employs 3,000 people at more than 30 facilities worldwide.

The firm's decision to build the new plant in Jefferson Parish comes almost a year after Dyno Nobel said it would conduct a \$30 million feasibility study of the site. State officials said the new plant will create 65 permanent jobs with annual salaries averaging \$55,700, and will help retain 441 jobs at Cornerstone.

The proposed site was used to manufacture ammonia until about a decade ago, and it's now considered a brownfield site. The feasibility study called for building a plant that would produce 800,000 metric tons of anhydrous ammonia per year.

The material would be used to make explosives at Dyno Nobel plants elsewhere. The company's explosives are used in industrial applications, including mining and at quarries. The firm's website describes the company as the largest supplier of explosives in North America.

The new plant would also supply ammonia to Cornerstone Chemical, which employs more than 400 people.

THE ADVOCATE

Ammonia plant to be built

Production facility will create 65 direct jobs

NEW ORLEANS BUREAU

April 22, 2013

NEW ORLEANS — A global chemical company has announced plans to partner with a Jefferson Parish company to build a new plant on the West Bank.

Dyno Nobel America and parent company Incitec Pivot Ltd. will begin building an \$850 million anhydrous ammonia production facility at Cornerstone Chemical Co.'s Fortier Manufacturing Complex in Waggaman, Jefferson Parish government and business officials announced Wednesday.

The plant will create 65 new direct jobs at an average salary of \$55,700, officials said. The existing 441 jobs at Cornerstone will remain. More than 470 indirect jobs will be created thanks to the new facility.

Salt Lake City-based Dyno Nobel is a major North American supplier of industrial explosives and blasting services. Cornerstone is a leading manufacturer of chemicals used in industrial and consumer industries, including aerospace, automotive and water treatment.

Officials said the partnership will create a combined investment of more than \$1 billion and will result in \$45 million in revenue for the parish during the company's first 20 years of operation.

"This is one of the largest economic projects to come to Jefferson Parish in recent years," Jefferson Parish President John Young said. "This further confirms that Jefferson Parish's West Bank is well-positioned to accommodate this type of investment and demonstrates that Jefferson continues to attract, grow and create new jobs."

The new Dyno Nobel plant will incorporate technology to produce what officials said will be the lowest air pollution of any ammonia facility built to date.

Construction on the plant will begin in the second quarter of 2013, with initial ammonia production beginning in mid- to late 2016.

Plant management hiring will take place next year, followed by additional hiring as the opening of the plant nears in 2016.

The plant will produce 800,000 metric tons of ammonia per year once it is online, officials said.



Aussie firm plans ammonia plant near New Orleans

Updated: Apr 17, 2013 11:50 AM CDT

NEW ORLEANS (AP) - An Australian fertilizer and explosives company plans to build an \$850 million ammonia production plant on the Mississippi River 20 miles from New Orleans. Incitec Pivot Ltd., of Southbank, Victoria, posted an announcement Wednesday on its website.

Incitec says the plant will be able to produce about 881,800 tons of ammonia a year, and the company already has customers for all of it. It's to be built on a brownfield site at the Cornerstone Chemicals Co. complex in Waggaman. Brownfields are land where expansion, redevelopment, or reuse may be complicated by pollution or contamination.

Incitec says its subsidiary Dyno Nobel Louisiana Ammonia LLC has a contract with KBR Inc. to engineer and build the plant. Production is planned in the third quarter of 2016.

Residents Speak Out in Favor of New Ammonia Plant

Thursday April 18, 2013

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John Young, “Waggaman Ammonia Plant Will Have The Highest Safety Standards.”

April 18, 2013



The Texas fertilizer plant explosion raises safety concerns over the many potentially combustible chemical industries closer to home.

A future ammonia plant to be built on the West Bank is now coming under fire

The fertilizer plant explosion in Central Texas blew up just hours after Governor Bobby Jindal announced his support to build the 850 million dollar ammonia plant in Waggaman.

Jefferson Parish Councilman Mark Spears expressed his safety concern, pushing for the parish to seek out more feedback from neighbors.

Spears wrote in an email, “As elected leaders we must ensure that the safety of our residents is the primary focus before this plant is allowed to proceed to construction.”

“It’s an ammonia production facility. Not a fertilizer production facility,” says Jefferson Parish President John Young who assures safety records for the company building the ammonia production plant, Dyno Nobel, are very good, “It’s going to be set up with the highest safety standards. They have gone around the world studying the technology and safety standards to build a first class, world class facility that other companies will use as a model.”

Young is confident Louisiana chemical industries will learn valuable safety lessons once the dust settles at the Texas fertilizer plant, “We will be able to utilize those lessons with respect to Dyno Nobel. It’s a tragedy what happened in Texas. But we’re going to make sure at the local level, state level and at the federal level that we’re not going to impose any undue risk on our citizens.”

The ammonia plant is expected to create 750 jobs and generate tens of millions of dollars in tax revenue to be operational in 2016.



Aussie firm plans ammonia plant near New Orleans

wwltv.com

Posted on April 17, 2013 at 1:08 PM

NEW ORLEANS (AP) — An Australian fertilizer and explosives company plans to build an \$850 million ammonia production plant on the Mississippi River 20 miles from New Orleans.

Incitec Pivot Ltd., of Southbank, Victoria, posted an announcement Wednesday on its website.

Incitec says the plant will be able to produce about 881,800 tons of ammonia a year, and the company already has customers for all of it. It's to be built on a brownfield site at the Cornerstone Chemicals Co. complex in Waggaman.

Brownfields are land where expansion, redevelopment, or reuse may be complicated by pollution or contamination.

Incitec says its subsidiary Dyno Nobel Louisiana Ammonia LLC has a contract with KBR Inc. to engineer and build the plant.

Production is planned in the third quarter of 2016.

Incitec expands its US presence



AAP – Wed, Apr 17, 2013 4:05 PM AEST

Fertiliser and explosives supplier Incitec Pivot is adding to its US enterprises by building a \$US850 million (\$A821.93 million) ammonia plant.

The new plant will be Incitec Pivot's seventh ammonia plant, and the company's 10th major manufacturing facility in North America.

The company says it will build the 800,000 tonne-a-year ammonia production plant at an existing site in an industrial corridor alongside the Mississippi River in Louisiana.

Production is expected to start in the third quarter of calendar 2016 and will be sold out from the first day of operations.

"I'm confident that the compelling financial and strategic criteria applying to this project make it an outstanding investment," Incitec Pivot chief executive James Fazzino said on Wednesday.

The US is the world's largest ammonia market.

Some 300,000 tonnes of the new plant's production volumes will be for Incitec Pivot's own explosives manufacturing facilities in the US, with the balance committed to offtake agreements with Transammonia and Cornerstone Chemicals Company.

Mr Fazzino said the project met the company's investment hurdles, with a payback of less than five years and a 15 per cent internal rate of return.

"That means that in a project that's a 30-year project, every dollar earned after the first five years goes straight to shareholders," Mr Fazzino said.

He said lower gas prices in the US made the Louisiana project compelling.

Eighty per cent of the cost of ammonia production is related to gas.

Mr Fazzino said all regulatory approvals were in hand, so construction could start in six weeks.

The plant will be funded through debt and internally generated cash flows.

Shares in Incitec Pivot were five cents lower at \$2.84 at 1547 AEST.



Incitec Plans \$850 Million U.S. Ammonia Plant on Gas Price

By James Paton - Apr 16, 2013 10:43 PM CT

[Incitec Pivot Ltd. \(IPL\)](#), Australia's largest fertilizer maker, plans to build a \$850 million ammonia plant in Louisiana to take advantage of low natural gas prices and government policies to support manufacturing in the U.S.

The 800,000 metric-ton-a-year project at a site along the [Mississippi River](#) will be funded with debt and cash, the Melbourne-based company said today in a statement. Houston-based KBR Inc. has been hired to build the plant and first output is expected in the third quarter of 2016, it said.

A boom in the production of gas from shale in the U.S. has driven prices down, revitalizing chemicals companies and prompting talk of domestic energy self-sufficiency. Shale is helping to spur a U.S. industrial revival, [BHP Billiton Ltd. \(BHP\)](#) Chief Financial Officer Graham Kerr said last week in Sydney.

"The key driver of this investment is gas," Incitec Chief Executive Officer James Fazzino told reporters today on a call. "The U.S. actually has an energy policy that says, 'Let's keep the gas and give priority to domestic manufacturing and jobs.'"

Gas futures in [New York](#) are trading at more than \$4 per million British thermal units this week after falling to less than \$2 in April 2012 and touching a 10-year low. Prices may range between about \$4 and \$6 per million British thermal units in the next decade even if exports expand, the [American Gas Association](#) said this week.

"Shale gas has enabled a step-change in U.S. gas prices, which is vital in this project because 80 percent of the cost of making ammonia is gas," Fazzino said today. "We see the risk on U.S. gas prices is for them to go down."

The investment in the project, the seventh ammonia plant operated by Incitec globally, is going ahead because of support from the state of Louisiana and U.S. [energy policy](#), he said.

"What's clear in the U.S. is that manufacturing is a priority," he said. The U.S. is the world's largest import market for ammonia, according to a company presentation.

Since 2000, about 3.3 million tons of new capacity has been needed every year to meet global demand for ammonia, used in explosives and fertilizers, according to the presentation.

To contact the reporter on this story: James Paton in Sydney at jpaton4@bloomberg.net

To contact the editor responsible for this story: Jason Rogers at jrogers73@bloomberg.net

Incitec Pivot to build ammonia plant in Louisiana

By Ross Kelly

SYDNEY--Incitec Pivot Ltd. said Wednesday it had approved construction of a US\$850 million ammonia plant in Louisiana, taking advantage of low energy costs driven by a boom in U.S. shale gas production.

The Australian company said its Dyno Nobel explosives division had entered into a contract with KBR Inc. [/quotes/zigman/415260/quotes/nls/kbr KBR +0.61%](#) for the engineering company to build the plant and licence to Dyno Nobel its ammonia technology. Ammonia is used in the production of explosives.

Production from the 800,000 metric tons per year plant is expected to commence in the third quarter of 2016, Incitec Pivot said. It will be built on an existing chemical complex site, meaning it will have access to existing infrastructure including ammonia logistics.

"The plant will sit in the bottom quartile of the global cost curve and takes our U.S. business, and potential future ammonium nitrate expansions, back to U.S. gas economics," Chief Executive James Fazzino said in a statement.

Incitec Pivot said the project would bring to seven the number of ammonia plants it operates globally.

Write to Ross Kelly at ross.kelly@wsj.com

Incitec plans ammonia plant near New Orleans

April 17, 2013

NEW ORLEANS (AP) — Australian fertilizer and explosives company Incitec Pivot Ltd. plans to build an \$850 million ammonia production plant where another ammonia plant once stood on the Mississippi River 20 miles from New Orleans.

The plant will be able to produce 800,000 metric tons — about 881,800 tons — of ammonia a year and the company has customers for all of it, according to an announcement that Incitec posted Wednesday on its website.

The plans are scaled up a bit from those Gov. Bobby Jindal and Simon Atkinson, president of Incitec U.S. subsidiary Dyno Nobel International, described last May, when they said Dyno was making a \$30 million feasibility study.

The company was then considering an \$800 million plant that would produce 750,000 metric tons a year, creating 60 jobs — 10 for Dyno and 50 at Cornerstone Chemical Co., which owns the site in Waggaman. Pay would average \$58,000 a year plus benefits, they said.

Construction also apparently will take longer than initially planned, with production is planned in the third quarter of 2016 rather than in late 2015.

Incitec subsidiary Dyno Nobel Louisiana Ammonia LLC has a contract with KBR Inc. to engineer and build the plant, which will use KBR's ammonia technology, Incitec Company Secretary Kerry Gleeson said in the statement.

Dyno Nobel, which Incitec described as North America's largest manufacturer of industrial explosives, will use 300,000 metric tons and the rest will go to Cornerstone and to Transammonia Inc.

Intertec Managing Director & CEO James Fazzino said the project is expected to pay for itself in less than five years.

The site is a brownfield — land where expansion, redevelopment, or reuse may be complicated by known or possible contamination. The site provides "infrastructure, including ammonia logistics and access to the U.S. ammonia market," Fazzino said.

He said Intertec was attracted by "a brownfield site, competitively-priced energy, labor productivity and responsive regulatory environment."

The ammonia plant will be the seventh worldwide for Incitec, the company said.

Incitec Pivot moves to tap into US shale gas boom

April 18, 2013

Chemicals producer Incitec Pivot will take advantage of the boom in American shale gas, with a new \$US850 million (\$820 million) ammonia plant in the US.

The project marks a change in strategy for the company, which has been hurt by the high dollar, local plant outages and the slump in coal.

Incitec Pivot manufactures explosives and fertiliser inputs for the agriculture and mining sectors and is reliant on gas for production.

Chief executive James Fazzino said the boom in shale had enabled a "step change" in US gas prices.

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"[The plant] takes our North American business and any future expansions back to US gas economics," he said. "This is vital to this project because 80 per cent of the cost of making ammonia is gas."

Incitec Pivot shares were at six-month lows on Wednesday, after analysts downgraded their forecasts before the company's half-year results next month. The company will use debt and cash flows to finance the plant, with production scheduled to begin in 2016.

Mr Fazzino said construction of the plant, at Cornerstone Chemical's brownfield site in Waggaman, Louisiana, could begin in six weeks.

He said he was confident US gas prices would remain competitive despite new export projects.

"The US has got 25 years of gas at current prices. LNG is not going to move the dial," he said.

RBS Morgans analyst Belinda Moore said the project was expected to generate strong returns in the long run, but immediate headwinds would weaken results.

Incitec Pivot shares fell 5¢, or 1.7 per cent, to close at \$2.84.

Incitec Pivot to build new \$US850m plant

PUBLISHED: 17 Apr 2013 11:30:00 | UPDATED: 17 Apr 2013 11:38:46 PRINT EDITION: 17 Apr 2013



Incitec Pivot CEO James Fazzino said the project met the company's investment hurdles, with a payback of less than five years and a 15 per cent internal rate of return. **Photo: James Davies**

Incitec Pivot will spend \$US850 million (\$A821.93 million) building a new ammonia plant in the United States.

The company approved the capital expenditure for the 800,000 metric tonne per annum ammonia production plant to be built in an industrial corridor alongside the Mississippi River in Louisiana.

It will be funded through debt and internally-generated cash flows, [the company said in a statement on Wednesday](#).

Incitec Pivot said production was expected to start in the third quarter of calendar 2016 and would be sold out from the first day of operations.

Some 300,000 tonnes will be for the company's own plants in the US, with the balance committed to offtake agreements with Transammonia Inc and Cornerstone Chemicals Company.

Chief executive James Fazzino said the project met the company's investment hurdles, with a payback of less than five years and a 15 per cent internal rate of return.

Incitec Pivot plans ammonia plant in Louisiana

Big News Network.com Wednesday 17th April, 2013



VICTORIA, Australia - Incitec Pivot Ltd. (IPL), Australia's largest fertilizer maker, Wednesday announced plans to set up a 800,000 metric-ton per annum capacity ammonia plant in Louisiana with an investment of \$850 million (\$A821.93 million) to take advantage of low natural gas prices in the US and pro manufacturing government policies.

The new plant is scheduled to come up at a site in the Cornerstone Chemicals Company's chemical complex in Waggaman, Louisiana, situated on the industrial corridor along the Mississippi River.

It will be funded through a mix of debt and cash, the Melbourne-based company said Wednesday in a statement.

IPL through its subsidiary Dyno Nobel Louisiana Ammonia LLC, has entered into a contract with Houston-based KBR Inc., a global engineering, construction and services company, to build the plant with world leading ammonia technology.

This contract is for the engineering, procurement and construction of the Plant and will include a licence of KBR's ammonia technology. The plant is expected to start production in the third quarter of 2016.

"The key driver of this investment is gas," Incitec Chief Executive Officer James Fazzino told reporters on a call. "The U.S. actually has an energy policy that says, 'Let's keep the gas and give priority to domestic manufacturing and jobs.'"

A boom in the production of shale gas in the U.S. has driven prices down, revitalizing chemicals companies and prompting talk of domestic energy self-sufficiency. Shale is helping to spur a U.S. industrial revival, BHP Billiton Ltd. (BHP) Chief Financial Officer Graham Kerr said last week in Sydney.

Gas futures in New York are trading at more than \$4 per million British thermal units this week after falling to less than \$2 in April 2012 and touching a 10-year low. Prices may range between about \$4 and \$6 per million British thermal units in the next decade even if exports expand, the American Gas Association said this week.

The entire production of the new plant has been committed for offtake from the start of operation with 300,000 tonnes being earmarked for the Group's own plants in the US. The balance is committed to offtake agreements with Transammonia Inc. and Cornerstone Chemicals Company.

The Group's US business, Dyno Nobel, is the largest manufacturer of industrial explosives in North America having 9 major manufacturing sites.

The U.S. is the world's largest import market for ammonia, according to a company presentation. Since 2000, about 3.3 million tons of new capacity has been needed every year to meet global demand for ammonia, used in explosives and fertilizers, according to the presentation.

IPL's Managing Director and CEO James Fazzino said the project met with the company's strict investment hurdles with compelling financial metrics, with a payback of less than five years and a 15n per cent internal rate of return (IRR).

"Two years ago, IPL identified the unique opportunity to capitalise on a potential investment in the US through a brownfield site, competitively-priced energy, labour productivity and responsive regulatory environment," said Fazzino.

"Also, this project leverages the 'one off' benefits of the brownfield site, utilising existing infrastructure, including ammonia logistics and access to the US ammonia market. The Plant will sit in the bottom quartile of the global cost curve and takes our US business, and potential future ammonium nitrate expansions, back to US gas economics."

The new project brings to seven the number of ammonia plants operated by IPL globally. Fazzino said that the project was a good strategic fit for IPL and leverages the Group's core manufacturing competence.

"The confidence to proceed with the project was underpinned by support from the

State of Louisiana, Jefferson Parish and the community. The US Federal administration's energy policy platform and commitment to manufacturing was also a major factor" he said.

Aussie firm plans ammonia plant near New Orleans

[NEW ORLEANS](#) — An Australian fertilizer company and a Jefferson Parish chemical company are investing \$1 billion in a new ammonia plant and related improvements at a site 20 miles from New Orleans, Gov. Bobby Jindal said Wednesday.

The Dyno Nobel Americas plant will provide 65 jobs with salaries averaging more than \$55,700 a year, officials said. Five will be employees of Dyno and the rest will work for Cornerstone Chemical Co., which owns the site in Waggaman.

Dyno's parent company, Incitec Pivot Ltd., of Southbank, Victoria, is investing \$850 million.

The plant will be able to produce 800,000 metric tons — about 881,800 tons — of ammonia a year and the company has customers for all of it, according to an announcement that Incitec Pivot Ltd. posted Wednesday on its website.

Dyno Nobel, which Incitec described as North America's largest manufacturer of industrial explosives, will use 300,000 metric tons and the rest will go to Cornerstone and to Transammonia Inc.

Incitec Managing Director & CEO James Fazzino said the project is expected to pay for itself in less than five years.

State officials said it also will provide the foundation for Cornerstone to continue its planned investment of \$175 million in maintenance, upgrades and infrastructure expansion at its site over a six-year period. It also will keep 441 existing Cornerstone jobs.

Both companies are expected to get Louisiana's industrial tax exemption and rebates under the state's [qualityjobs](#) program, which provides a 5- or 6-percent cash rebate of annual gross payroll for new jobs for up to 10 years, and can provide a 4 percent sale and use tax rebate on capital spending or a 1.5 percent investment tax credit.

Cornerstone will also get a \$3 million modernization tax credit over five years and use the state's job training program.

Dyno Nobel estimated that construction employment will peak at 750.

Incitec subsidiary Dyno Nobel Louisiana Ammonia LLC has a contract with KBR Inc. to engineer and build the plant, the Australian company said.

"This plant will set a new standard in clean, efficient ammonia production and will provide a significant economic [benefit](#) to the state and regional communities," Fazzino said.

The plans are scaled up a bit from those Jindal and Simon Atkinson, president of Incitec U.S. subsidiary Dyno Nobel International, described last May, when they said Dyno was making a \$30 million feasibility study.

The company was then considering an \$800 million plant that would produce 750,000 metric tons a year, creating 60 jobs — 10 for Dyno and 50 at Cornerstone.

Construction also apparently will take longer than initially planned, with production slated for the third quarter of 2016 rather than in late 2015.

The site is a brownfield — land where expansion, redevelopment, or reuse may be complicated by known or possible contamination. The site provides "infrastructure, including ammonia logistics and access to the U.S. ammonia market," Fazzino said.

He said Incitec was attracted by "a brownfield site, competitively-priced energy, labor productivity and responsive regulatory environment."

The ammonia plant will be the seventh worldwide for Incitec, the company said.



\$1 Billion ammonia production project announced in Jefferson Parish, will create 540 new jobs



Good News!

Office of the Governor

[POSTED: Wednesday, April 17, 2013 - 3:30pm](#)

[UPDATED: Wednesday, April 17, 2013 - 3:34pm](#)

Wagman, LA — Today, Governor Bobby Jindal – along with Dyno Nobel Americas President Daniel McAtee and Cornerstone Chemical CEO

Greg Zoglio – announced the companies will invest a combined \$1.025 billion for a new ammonia production facility and related upgrades in Waggaman.

Incitec Pivot Ltd., the Australia-based parent company of Dyno Nobel, will invest \$850 million to build the ammonia plant, providing a commercial foundation for Cornerstone to continue its planned investment of \$175 million in maintenance, upgrades and infrastructure expansion at its site over a six-year period. The new Dyno Nobel plant will produce 800,000 metric tons of ammonia per year at Cornerstone Chemical's Fortier Manufacturing Complex on the west bank of the Mississippi River in Jefferson Parish.

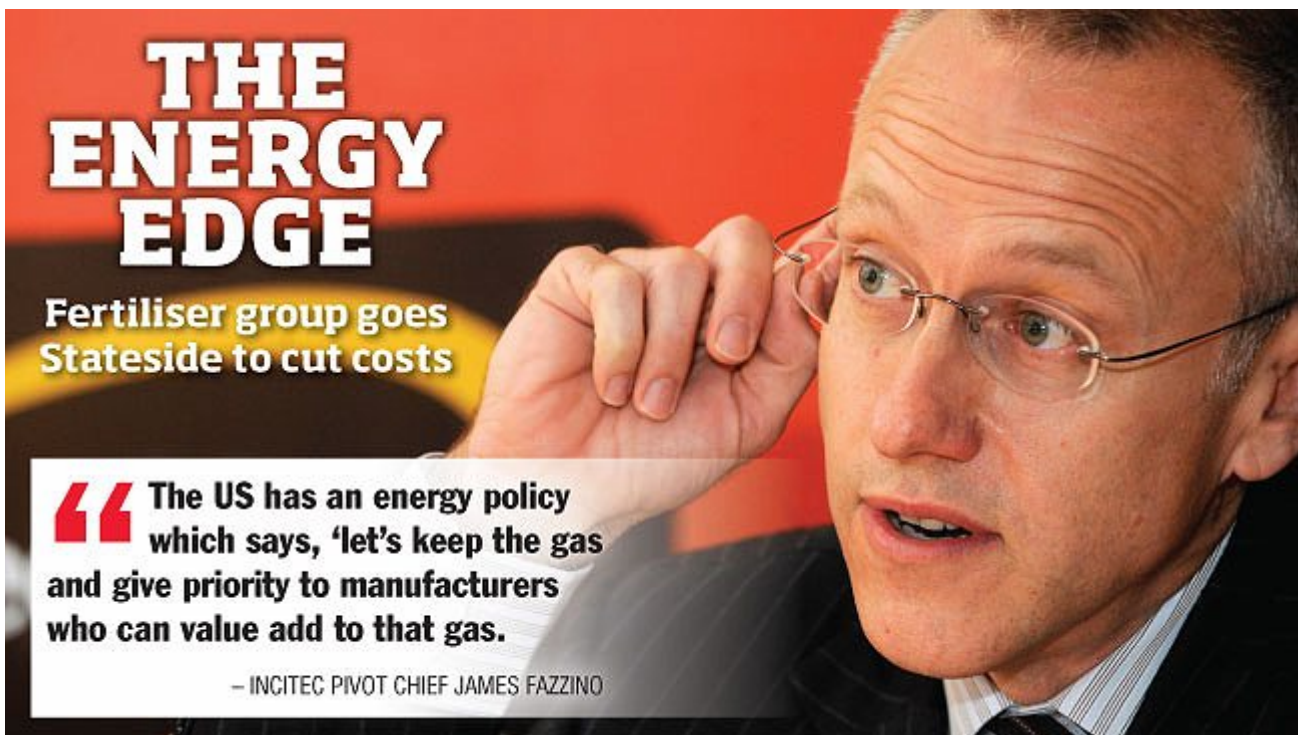
The project will create 65 new direct jobs by employing 60 new personnel at Cornerstone Chemical and another five at Dyno Nobel, which is owned by Australia-based Incitec Pivot Ltd. LED estimates the project will result in another 477 new indirect jobs, for a total of more than 540 new jobs. Salaries for the new direct jobs will average more than \$55,700 per year, plus benefits, and the project will retain 441 existing Cornerstone jobs. In addition, Dyno Nobel estimates construction employment will peak at 750 jobs over the three year construction period.

Gov. Jindal said, "Dyno Nobel's new ammonia facility in Jefferson Parish is proof of Louisiana's outstanding business climate, top notch workforce and first class energy infrastructure—including our state's affordable and abundant supply of natural gas. Louisiana is uniquely positioned to provide major supplies of natural gas to critically important energy and chemical manufacturers, and more and more companies are taking notice and investing right here in our state. But they're not just coming here for our resources. Companies from around the globe are locating operations in Louisiana because they recognize we have a world class workforce capable of getting results. We're confident that this new facility will help us continue to build on our state's energy and chemical manufacturing legacy, all while we move our economy forward by providing more great jobs for our people."

Dyno Nobel will develop the anhydrous ammonia plant on a site where an ammonia plant previously operated before closing more than a decade ago. Cornerstone already produces acrylonitrile, melamine and sulfuric acid at the Waggaman complex, and the ammonia plant will be integrated with Cornerstone's existing infrastructure.

Power play as Australia eyes US

- by: *John Dagge*
- From: [Herald Sun](#)
- April 17, 2013 11:00PM



Incitec Pivot chief executive James Fazzino at a press conference in Melbourne. Picture: Mark Griffin *Source:* Herald Sun

INCITEC Pivot has shelved its Australian expansion plans after giving the green light to an ammonia plant in the US worth more than \$800 million.

In a blow for Australia's ailing manufacturing sector, the fertiliser and explosives company says it will not consider other expansion projects for several years.

Chief executive James Fazzino said cheap energy in the US, along with limits on gas exports, were key drivers behind the decision to push ahead with the \$US850 million (\$820 million) Louisiana plant.

The chief of the world's second biggest explosives maker has repeatedly called for Australia to introduce a gas-reservation system to insulate manufacturers from rising energy costs.

"The key driver of this investment is gas," Mr Fazzino said.

"The US has an energy policy which says 'let's keep the gas and give priority to manufacturers who can value add to that gas'."

Incitec had been considering new ammonia plants in NSW and Queensland but had cited high costs in Australia as significant obstacles to such projects.

In June, production began at a \$1 billion ammonium nitrate plant at Moranbah in Queensland.

Yesterday, Mr Fazzino said the company would not consider any further expansion projects for at least three years. "Clearly we will focus on finishing this project before we look at anything else," he said.

Mr Fazzino said the plant, which will produce 800,000 tonnes of ammonia annually, would be cheaper to run than its European rivals even if the US gas price rose.

He said the company would recoup its investment within five years.

Engineering firm KBR will build the plant at an existing industrial site and production is due to start by the third quarter of 2016.

Shares in Incitec closed 1.7 per cent lower at \$2.84 yesterday.

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Australian Market Advances On Wall Street Cues

By RTT News, April 16, 2013, 09:39:00 PM EDT

(RTTNews.com) - The Australian [stock market](#) is trading firm on Wednesday with investors picking up stocks, tracking cues from Wall Street where the major averages surged higher overnight on some upbeat earnings and economic reports.

Financial, industrial, consumer discretionary, information technology and property trusts stocks are mostly trading higher. Energy and mining stocks are trading mixed.

The benchmark S&P/ASX [200](#) index, which surged to 5,001.7, is currently trading at 4,996, up 45.2 points or 0.9 percent from its previous close. The broader All Ordinaries index is up 44.8 points or 0.9 percent at 4,988.9.

Among bank stocks, ANZ Bank, Commonwealth Bank of Australia, National Australia Bank and Westpac (WBK) are up 0.7 to 1.2 percent. Bank of Queensland is up nearly 1.5 percent, while Bendigo & Adelaide Bank is up marginally.

Mining giant BHP Billiton (BHP) has maintained full-year production guidance despite weather-related disruptions in its Queensland coal and Western Australia iron ore operations. The stock is up marginally.

Fortescue Metals and Newcrest Mining are also trading modestly higher, while Rio Tinto (RIO) is trading lower by 0.5 percent.

Incitec Pivot announced that it will spend A\$821.93 million for building a new ammonia plant in the United States. It will be funded through debt and internally-generated cash flows, the company said in a statement on Wednesday. The stock is currently trading 0.3 percent down.

Alumina (AWC) is up nearly 5 percent. Lynas Corp., Downer EDI, PanAust and Crown are trading higher by 3 to 4 percent.

Carsales.Com, News Corp (NWSA), Toll Holdings, Adelaide Brighton, Harvey Norman Holdings and Dexu Property Group are all up more than 2.5 percent.

Macquarie Group, Myer Holdings, Stockland, Aurizon Holdings, Suncorp Group, GPT Group and Treasury Wine Estates are also trading sharply higher.

In the currency market, the Australian dollar opened higher against the U.S. dollar. In early trades, the Aussie was quoting at US\$1.0391, up 0.2 percent from Tuesday's close of US\$1.0372.

On [Wall Street](#), stocks ended higher on Tuesday, with upbeat earnings and economic data inspiring traders to indulge in some buying following the previous session's sell-off.

The major averages ended near their highs for the session. The Dow jumped 157.6 points or 1.1 percent to 14,756.8, the **Nasdaq** soared 48.1 points or 1.5 percent to 3,264.6 and the S&P 500 surged up 22.2 points or 1.4 percent to 1,574.6.

Major European markets drifted lower on Tuesday. While the German DAX index dipped by 0.4 percent, the U.K.'s FTSE 100 index and the French CAC 40 index lost 0.6 percent and 0.7 percent, respectively.

U.S. crude oil ended a tad higher on Tuesday, ahead of the weekly supply data, on a slew of positive macroeconomic data from the U.S. lifting hopes of demand growth prospects. Crude for May delivery edged up \$0.01 to close at \$88.72 a barrel on the New York Mercantile Exchange.

For comments and feedback: contact editorial@rttnews.com

<http://www.rttnews.com>

Australian-based Dyno Nobel and Cornerstone Chemical Invest More Than \$1 Billion In Waggaman, La., Ammonia Production Facility

Area Development Online News Desk (04/18/2013)

Incitec Pivot, the Australian-based parent company of Dyno Nobel and Cornerstone Chemical will invest a combined \$1.025 billion in a new ammonia production facility and related upgrades in Waggaman, Louisiana.

Louisiana Economic Development said Incitec Pivot Ltd. will invest \$850 million to build the ammonia plant, providing a commercial foundation for Cornerstone to continue its planned investment of \$175 million in maintenance, upgrades and infrastructure expansion at its site over a six-year period. The new Dyno Nobel plant will produce 800,000 metric tons of ammonia per year at Cornerstone Chemical's Fortier Manufacturing Complex on the west bank of the Mississippi River in Jefferson Parish.

Dyno Nobel will develop the anhydrous ammonia plant on a site where an ammonia plant previously operated before closing more than a decade ago. Cornerstone already produces acrylonitrile, melamine and sulfuric acid at the Waggaman complex, and the ammonia plant will be integrated with Cornerstone's existing infrastructure.

The project will create 65 new direct jobs by employing 60 new personnel at Cornerstone Chemical and another five employed at Dyno Nobel. LED estimates the project will result in another 477 new indirect jobs, for a total of more than 540 new jobs. The project will also retain 441 existing Cornerstone jobs. In addition, Dyno Nobel estimates construction employment will peak at 750 jobs over the three-year construction period.

Gov. Bobby Jindal said, "Dyno Nobel's new ammonia facility in Jefferson Parish is proof of Louisiana's outstanding business climate, top-notch workforce and first-class energy infrastructure – including our state's affordable and abundant supply of natural gas. Louisiana is uniquely positioned to provide major supplies of natural gas to critically important energy and chemical manufacturers, and more and more companies are taking notice and investing right here in our state."

"Incitec Pivot Limited and its U.S.-based operations, Dyno Nobel, are pleased to announce the construction of a world-class ammonia facility in Waggaman, Louisiana," said Incitec Pivot Managing Director and CEO James Fazzino. "This plant will set a new standard in clean, efficient ammonia production and will provide a significant economic benefit to the state and regional communities. We are honored to be a part of the Waggaman, Jefferson Parish and Louisiana communities."

"We are excited to welcome the investment by Incitec Pivot to Louisiana," said Cornerstone Chemical CEO Greg Zoglio. "The U.S. Gulf Coast economic model has changed due to the advent of advanced drilling and extraction techniques and the associated impact on natural gas pricing. Incitec Pivot's foresight of this paradigm shift, coupled with the brownfield offering by Cornerstone Chemical Company and project support provided by the State of Louisiana, will allow the resurgence of world-class ammonia production in the state."

As an incentive to secure the project, the state will offer a competitive incentives package that will include the Industrial Tax Exemption and Quality Jobs programs for Dyno Nobel. Cornerstone Chemical will receive a Modernization Tax Credit of \$3 million, payable in five annual installments, along with the services of LED FastStart, the nation's top-ranked state workforce training program. Cornerstone Chemical also is expected to utilize the Industrial Tax Exemption and Quality Jobs programs.



Incitec signs off \$US850m Louisiana plant on shale cheap energy boom

• by: *Ross Kelly*

INCITEC Pivot has approved construction of a \$US850 million (\$818.8 million) ammonia plant in Louisiana, taking advantage of low energy costs driven by a boom in US shale gas production.

The company said its Dyno Nobel explosives division had entered into a contract with KBR for the engineering company to build the plant and licence to Dyno Nobel its ammonia technology. Ammonia is used in the production of explosives.



Blueprint plans: An Australian fertilizer and explosives company plans to build an \$850 million ammonia production plant where another ammonia plant once stood on the Mississippi River, about 20 miles from New Orleans. The plant will be able to produce 800,000 metric tons—about 881,800 tons—of ammonia a year and the company has customers for all of it, according to an announcement that Incitec Pivot Ltd. posted on its website today.

Read more from Business Report here:

[http://www.businessreport.com/News_roundup:_Supervisors_OK_naming_field_at_Alex_Box_after_Bertman_%26%238230;_Aussie_firm_plans_\\$850M_ammonia_plant_near_New_Orleans_%26%238230;Legislature_doesn%26%238217;t_cutt_its_budget#ixzz2RDMq1FeH](http://www.businessreport.com/News_roundup:_Supervisors_OK_naming_field_at_Alex_Box_after_Bertman_%26%238230;_Aussie_firm_plans_$850M_ammonia_plant_near_New_Orleans_%26%238230;Legislature_doesn%26%238217;t_cutt_its_budget#ixzz2RDMq1FeH)



PRESS RELEASE
April 17, 2013

JEDCO Welcomes Incitec Pivot's Dyno Nobel America to Jefferson Parish
*Global industry leader to build \$850 million ammonia production facility at
Cornerstone Chemical Complex*

(Avondale, La) -- A global leader in the chemical industry officially announced plans to partner with a major Jefferson Parish company Wednesday. The Jefferson Parish Economic Development Commission (JEDCO), in conjunction with Governor Bobby Jindal, Jefferson Parish President John Young, the Parish Council and Greater New Orleans, Inc., welcomed Dyno Nobel America, and parent company Incitec Pivot Ltd., to Jefferson Parish during a press conference at JEDCO's administrative facility in Avondale.

Dyno Nobel America will begin building an \$850 million ammonia production facility at Cornerstone Chemical Company's Fortier Manufacturing Complex in Waggaman. The global industry leader chose the site based on a number of factors, including Cornerstone's successful record of strategic alliances. Cornerstone currently partners with several chemical manufacturers, but they plan to leverage investment from other companies to broaden their global reach.

The new anhydrous ammonia plant will be built on a site where an ammonia plant once operated more than a decade ago. Dyno Nobel's new facility will be integrated with Cornerstone's existing infrastructure. This major partnership will create a combined investment of more than a billion dollars. The new ammonia facility will provide a commercial foundation for Cornerstone to continue a planned investment of \$175 million in maintenance, upgrades and infrastructure expansion over a six-year period.

The combined investment will create 65 new direct jobs at an average salary of \$55,700 and will retain 441 jobs at Cornerstone. It will also employ over 470 people indirectly. In addition, Dyno Nobel estimates construction employment will peak at 750 jobs over the three-year construction period. JEDCO has worked closely with Jefferson Parish leaders and Greater New Orleans, Inc. to prepare an incentive package for the project. The negotiations will result in \$45 million in revenue to the parish over the company's first 20 years of operation.

"After an extensive and competitive international site selection process, we are thrilled to see this project come to fruition," said JEDCO Executive Director Jerry Bologna. "In terms of capital investment, this represents the largest project this organization has ever had the pleasure to work on. This investment will be a tremendous boost to the economic development of Jefferson Parish and highlights the diversity of our industries."

"It is truly an exciting day for Jefferson Parish," Parish President John Young said. "This is one of the largest economic projects to come to Jefferson Parish in recent years. I attribute the attraction of this global industry leader to the strong collaboration among local, regional, and state organizations. This further confirms that Jefferson Parish's West Bank is well-positioned to accommodate this type of investment, and demonstrates that Jefferson continues to attract, grow, and create new jobs. We couldn't be happier to welcome Dyno Nobel to our community."

Jefferson Parish continues to remain the economic engine of the region with a distinct competitive advantage found in its transportation assets, proximity to the Mississippi River and reliable workforce. The business-friendly environment fostered in Jefferson Parish provides businesses with access to the tools they need in order to grow and experience success.

Gov. Jindal said, "Dyno Nobel's new ammonia facility in Jefferson Parish is proof of Louisiana's outstanding business climate, first class energy infrastructure, and our state's affordable, abundant supply of natural gas. Louisiana is uniquely positioned to provide major supplies of natural gas to critically important energy and chemical manufacturers, and more and more companies are taking notice and investing right here in our state. We're confident that this new facility will help us continue to build on our state's energy and chemical manufacturing legacy, as well as move our economy forward by providing more great jobs for our people."

"Greater New Orleans, Inc. is delighted to welcome the development of Dyno Nobel's new ammonia production facility in Waggaman, which was made possible through a partnership with Cornerstone Chemical," added Greater New Orleans, Inc. President and CEO Michael Hecht. "This announcement proves again that Louisiana's combination of unparalleled logistics, Top 10 business climate and affordable natural gas makes it an unbeatable location for large industrial projects."

The new Dyno Nobel plant will also incorporate state-of-the-art technology to produce the lowest air pollution of any ammonia facility to date. This will become the benchmark for other ammonia plants around the world.

"Incitec Pivot Limited and its U.S.-based operations, Dyno Nobel, are pleased to announce the construction of a world-class ammonia facility in Waggaman, Louisiana," said Incitec Pivot Managing Director and CEO James Fazzino. "This plant will set a new standard in clean, efficient ammonia production and will provide a significant economic benefit to the state and regional communities. We are honored to be a part of the Waggaman, Jefferson Parish and Louisiana communities."

"We are excited to welcome the investment by Incitec Pivot to Louisiana," said Greg Zoglio, the Cornerstone Chemical CEO. "The U.S. Gulf Coast economic model has changed due to the advent of advanced drilling and extraction techniques and the associated impact on natural gas pricing. Incitec Pivot's foresight of this paradigm shift, coupled with the brownfield offering by Cornerstone Chemical Company and project support provided by the State of Louisiana, will allow the resurgence of world-class ammonia production in the state."

Dyno Nobel's contractor, KBR, will begin construction in the second quarter 2013, with initial ammonia production beginning in mid- to late 2016. Hiring of plant management will take place in 2014, followed by additional hiring as the commissioning of the plant approaches in 2016. The new Dyno Nobel plant will produce 800,000 metric tons of ammonia per year in Jefferson Parish.

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About Incitec Pivot

Incitec Pivot (ASX: IPL), an ASX Top 50 company, is a leading global company that manufactures,

markets and distributes a range of chemical products and services to customers around the world. A leader in its chosen markets, Incitec Pivot holds a portfolio of recognized and trusted brands and is the No. 1 supplier of fertilizers in Australia. Employing approximately 5,000 people, Incitec Pivot owns and operates manufacturing plants in Australia, the U.S., Canada, Turkey, Mexico, Chile and Indonesia, and has joint venture operations in South Africa, Malaysia and China.

About Dyno Nobel

With headquarters in Salt Lake City, Dyno Nobel is the North American market leader in supplying industrial explosives and blasting services. The company adheres to safety standards among the highest in the commercial explosives industry. Dyno Nobel employs more than 3,000 people internationally and operates 10 manufacturing facilities. Dyno Nobel traces its roots back to the 19th century and the discovery by Alfred Nobel of nitroglycerin-based dynamite. Today, Dyno Nobel serves customers in the mining, quarry, construction, pipeline and geophysical exploration industries.

About Cornerstone Chemical Company

Cornerstone, based in Waggaman, La., is a leading manufacturer of key intermediate chemicals that are used in diverse industrial and consumer applications, including aerospace, automotive, water treatment, oil recovery, agriculture, plastics, furniture and flooring, and performance coatings. Cornerstone is the sole manufacturer of melamine in North America, a leading manufacturer of acrylonitrile in the U.S. and a top supplier of sulfuric acid in the Gulf region. Located on an 800-acre site just outside New Orleans, Cornerstone safely operates a world-class, highly synergistic manufacturing facility near the Mississippi River. Known for its high-quality products, Cornerstone is recognized worldwide for its reliability as a critical global supplier of intermediate chemicals.

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THE WALL STREET JOURNAL

Bering Exploration Completes the Installation of Production Equipment and Begins Producing Oil & Gas on Its N. Edna Prospect

HOUSTON, April 18, 2013 (GLOBE NEWSWIRE) -- Bering Exploration, Inc., (OTCBB:BERX) announced today that it has completed the installation and testing of the production equipment at the LeJeune No. 1 well, in the N. Edna prospect. This will allow the Company to tie into the pipeline system of the first purchaser of our production. The well is producing at 400 mcf of natural gas per day. Bering owns a 78% net revenue interest in the production. This 384 acre prospect is located in Jefferson Parish, Louisiana and has potential gross reserves of the equivalent of 1 million barrels which, based upon today's prices, equates to a gross value of more than \$85 million dollars.

"This installation of the production equipment, combined with the pipeline installation by our first purchaser, provides Bering with a consistent source of revenues," stated Steven Plumb, VP of Finance of Bering, "and will enable us to begin seeking capital for additional drilling efforts."

About Bering Exploration, Inc.

Headquartered in Houston, Texas, Bering Exploration, Inc. is an independent oil and natural gas company that focuses on identifying, evaluating, developing and acquiring potential natural gas and oil wells in the Gulf Coast onshore region. Additional information about Bering can be found on the web at www.beringexplore.com.

Safe Harbor Statement

This press release contains statements that may constitute forward-looking statements and are based upon assumptions that management believes to be reasonable. A number of risks and uncertainties could cause actual results to differ materially from these statements, including, without limitation, the success rate of exploration efforts and the timeliness of development activities, leasing of the target acreage, fluctuations in oil and gas prices, access to acquisition and development capital, achieving economically viable wells, and other risk factors described from time to time in the Company's reports filed with the SEC. In addition, the Company operates in an industry sector where securities values are highly volatile and may be influenced by economic and other factors beyond the Company's control. For additional information about Bering's future business and financial results, refer to Bering's Quarterly Reports on Form 10-Q and Annual Report on Form 10-K and other reports, which are on file with the Securities and Exchange Commission. Bering undertakes no obligation to update any forward-looking statement that may be made from time to time by or on behalf of the company, whether as a result of new information, future events or otherwise.



Friends of The Idea Village:

Were you there?

Last Friday, the final day of the 2013 Entrepreneur Season, I stood next to three local entrepreneurs on a stage in the Manning's Restaurant courtyard in front of Jim Coulter, Archie Manning, Wendell Pierce, and Mary Matalin. With 1,700+ people cheering them on, each had the opportunity to make a three minute pitch for \$50,000. One venture was for healthy food, one for coastal restoration, and one for education.

After equal applause from the inspired audience, I conferred with the judges. "We need them all," they said in unison.

All three entrepreneurs walked away from New Orleans Entrepreneur Week with \$50,000 in seed capital, as **education everytime** and **Your Nutrition Delivered** were announced as the winners of The Big Idea and **Pierce Industries** won the Water Challenge on Monday, March 18th.

The final scene: Lorenzo Castillo, entrepreneur and teacher in one of our charter schools, was surrounded by his students hugging on stage as the New Orleans ecosystem cheered (pictured above).

it was the perfect ending to a nine-month Entrepreneur Season of impact and engagement.

Walter Isaacson's Keynote address during NOEW focused on New Orleans' 300 years of entrepreneurship. He said "**New Orleans is in its [third wave](#) of entrepreneurship.**"

I believe that we have the rhythm to ride this wave with a shared vision to make New Orleans a top 10 city for entrepreneurs by 2018, New Orleans' tri-centennial.

We are part of a global conversation. Everyone has a role. Strengthen the network. Be inclusive.

Who are the [New Bienvilles](#)?

Tim Williamson, Co-founder & CEO
The Idea Village

P.S. The 2014 Entrepreneur Season begins on July 15, 2013. We have some good ideas. Do you?

New Orleans Embraces Innovative Blueprint for Entrepreneurial Ecosystem Engagement

The Idea Village's 2013 Entrepreneur Season Connects over 3,000 People to Support 975 Local Entrepreneurs

New Orleans, LA (March 26, 2013) – The 5th New Orleans Entrepreneur Week (NOEW) concluded the 2013 Entrepreneur Season on March 22nd with *The Big Idea*, the nation's largest crowd-sourced investor pitch where more than 1,700 people awarded \$140,050 in startup funds to 15 new ventures. The nine-month Entrepreneur Season is an innovative platform comprised of educational programming, strategic consulting, and competitions to grow the entrepreneurial community in New Orleans. The 2013 Season engaged over 3,000 of the nation's most innovative corporations, business leaders, investors, entrepreneurs, and MBAs to invest a total of \$3.07 million* in resources to 975 New Orleans startups through over 150 events.

"New Orleans connects like no other city in the world and the Entrepreneur Season offers a blueprint for entrepreneur support that is tailored to our unique culture, traditions, and assets," said Tim Williamson, Co-founder and CEO of The Idea Village. "This year, our diverse network of partners and professionals embraced this platform, which resulted in broader community engagement in the entrepreneurial movement. As Walter Isaacson said last week at NOEW, '*New Orleans is in its third*

wave of entrepreneurship' and now we have the rhythm to ride this wave with a vision to make New Orleans a top 10 city for entrepreneurs by 2018, New Orleans' tri-centennial."

The 2013 Entrepreneur Season gave New Orleans-based entrepreneurs direct access to the following global network:

- **Innovative Individuals & Corporations** such as *Google, Blackstone Charitable Foundation, Penny & Jim Coulter, Kevin Clifford Family, Greater New Orleans Foundation, Harrah's, IBERIABANK, Jones Walker, The Booth-Bricker Fund, Brees Dream Foundation, Chase, Goldman Sachs 10,000 Small Businesses, JP Morgan, Chaffe McCall, LLP, Downtown Development District of New Orleans, French Market Coffee, NOLA Media Group, David Oreck, Tulane University, TPG Capital, 4.0 Schools, Baker Donelson, Baldwin Haspel, Ernst & Young, Foundation for Louisiana, MassMutual, salesforce.com, Silverline, Urban League of Greater New Orleans, Wells Fargo, Margaret & Ken Beer, Ella West Freeman Foundation, Faith Savage & Michael Gollner, Leslie & Scott Jacobs, Elly & Merritt Lane, Hugh Uhalt, Diane & Alan Franco, Jordan Marye, TDF Foundation, Jennifer & Doug Walner, Ginny Wise & Kevin Wilkins*, and government agencies such as the *Delta Regional Authority, Economic Development Administration, and Office of Community Development-Louisiana Recovery Unit*.
- **National Investors** including partners from *Andreessen Horowitz, Battery Ventures, Calvert Funds, Canaan Partners, Denham Capital Management, General Atlantic, Kleiner Perkins Caufield & Byers, Louisiana Buyout Fund, New Markets Venture Partners, Revolution Ventures, TD Funds, and TPG Capital*.
- **Global Thought Leaders** including *Walter Isaacson, President and CEO of Aspen Institute; Jim Coulter, Founding Partner of TPG Capital; Avram Glazer, Co-Chairman of Manchester United; Hamdi Ulukaya, President, Founder, and CEO of Chobani; Margaret Spellings, Former U.S. Secretary of Education*.
- **MBAs from National Universities** including *Columbia, Cornell, Dartmouth, Harvard, Loyola, Stanford, Tulane, and Yale*.
- **350 Local and National Professionals**, who provided mentorship and technical assistance.

In addition, NOEW 2013 hosted the Entrepreneurial Ecosystem Summit, in partnership with New Orleans Mayor Mitch Landrieu, Blackstone Charitable Foundation, Goldman Sachs 10,000 Small Businesses, and Google. Participants designed a plan for sustaining the local entrepreneurial ecosystem utilizing global best practices. Delegations from *Israel and Latvia* as well as *Chicago, Cleveland, Houston, Los Angeles, Long Beach, Miami, New York, Nicaragua, Philadelphia, and*

Washington, D.C. observed the Summit as part of an effort to learn from New Orleans' efforts to grow an ecosystem in their own communities.

According to Idea Village Co-founder and Entrepreneur-in-Residence Robbie Vitrano, "New Orleans has become a global model for entrepreneur ecosystems not by teaching people how to be like us, but by reminding them to find themselves."

The 2013 Entrepreneur Season capital competition winners announced last week, during NOEW, are in partnership with local entrepreneurial ecosystem partners including *4.0 Schools*, *Abstraction Ventures*, *Creative Alliance of New Orleans*, *Downtown Development District*, *GNO Inc.*, *Goldman Sachs 10,000 Businesses*, *Good Work Network*, *Jefferson Parish Economic Development Commission*, *Launch Pad*, *Louisiana Cultural Economy Foundation*, *New Orleans Bioinnovation Center*, *New Orleans Business Alliance*, *New Orleans Startup Fund*, *Propeller*, *South Coast Angel Fund*, *Tulane University*, and *Urban League of Greater New Orleans*. Each partner provided resources and nominations for events in an effort to showcase the creative diversity of the New Orleans community.

The 2013 Entrepreneur Season Capital Competition winners include:

- ***education everytime*** and ***Your Nutrition Delivered*** each won \$50,000 in The Big Idea, presented by IBERIABANK. ***Atelier Vie***, ***Birthmark Doula Collective***, ***Clothesline***, ***Dinner Lab***, ***Dyverse City***, ***Enriched Schools***, ***Memorandum***, ***Ooh La Bra!***, ***Pierce Industries***, ***sidework***, ***ShopLocalStyle.com***, ***SocialChomp***, and ***Traverst*** also received capital.
- ***ChapterSpot*** won the Coulter IDEApitch and a trip to Silicon Valley to meet with venture capitalists.
- ***Haystack EDU*** and ***Zlien*** won the Power Pitch and trips to Silicon Valley, Houston, New York, and Baltimore.
- ***Pierce Industries*** won \$50,000 in the 3rd Water Challenge, in partnership with the **Greater New Orleans Foundation**.
- ***mSchool*** won \$25,000 in the **4.0 Schools** Education Challenge Pitch and ***Haystack EDU*** won \$5,000.
- ***Dyverse City*** won \$10,000 in the **Urban League of Greater New Orleans** Women in Business Challenge Pitch.
- ***Pelican Bomb*** won \$25,000 in cash and in-kind resources in the **Downtown Development District's** Arts Business Pitch and ***2-Cent Entertainment*** received the "lagniappe" prize of \$10,000 in cash and in-kind services.

- **Memorandum** won \$12,000 in the **inNOLAvation** Challenge to encourage minority high-growth startups. **Snapp** won second place receiving \$7,000, and last minute \$3,000 was awarded to third place winner **Joyhound**
- **Be Well Nutrition** won \$25,000 in cash and in-kind resources in the Cordina Challenge produced by **JEDCO**.
- **Ooh La Bra!** won \$25,000 of in-kind services in the **Salesforce-Silverline** Challenge.
- **Dyverse City** and **Bissap Breeze** each won \$35,000 in professional services and office space through the **Chaffe McCall** Challenge.
- **Lusher Charter** School won the 3rd annual **Brees Dream Foundation** Trust Your Crazy Ideas Challenge, receiving a \$10,000 grant. **Cohen College Prep, St. Augustine,** and **Newman** each received \$2,500.

The 2014 Entrepreneur Season launches on July 15, 2013. For more information, please visit www.ideavillage.org.

*The total resource allocation for the 2013 Season: \$344,550 cash; \$2.58 million consulting; \$150,000 in-kind resources



Starr Textiles, commercial laundry for major New Orleans hotels, moving to Jefferson Parish



By Manuel Torres, NOLA.com | The Times-Picayune.

on April 02, 2013 at 2:22 PM, updated April 02, 2013 at 2:24 PM

A commercial laundry company that serves some of New Orleans' largest hotels is moving its Warehouse District operations to an expanded facility in Jefferson Parish, in a \$10 million investment that will employ 65 people, officials said Tuesday (April 2). Representatives with Jefferson Parish, the Jefferson Economic Development Commission and the firm, Starr Textile Services, made the announcement in an afternoon press conference.



The company, based in Foley, Ala., is buying a warehouse at 312 Time Saver Ave., in the Elmwood business area. It plans to move its New Orleans operations there, including 40 employees, officials said. The new facility will be larger than the company's current metro area location, at 1152 Magazine St., and will add 25 more employees.

"The New Orleans area has been very good to us," said Sheila Hodges, owner of SH Enterprises, the umbrella company that operates Starr. "Therefore, our commitment back to this area, and now to Jefferson Parish as well, is that we will continue to invest in the community."

The company said it expects to move into the new facility sometime in the late summer.

Starr Textiles, founded in 2008, provides laundry services to several New Orleans hotels, including the 1,193-room Hyatt Regency New Orleans downtown, Hyatt, Hotel Monteleone, Royal Sonesta, and the J.W. Marriott.

Starr also is moving near the plant of Pellerin Milnor, a Jefferson Parish-based manufacturer of commercial laundry equipment -- a factor that may have played a role in Starr's decision to relocate.

"Not only did Starr find a new home in Jefferson Parish, where the company can expand and find success, but it also moves closer to a company that can service its equipment needs," Jefferson Parish President John Young said.

The new facility will allow Starr Textiles to provide laundry service for about 5,000 hotel rooms daily. The new location will allow Starr to double its capacity to more than 6,000 pounds of laundry per hour, officials said.

The firm is receiving a \$4.3 million U.S. Small Business Administration loan through JEDCO, the largest in the commission's history.

Starr operates a 30,000-square-foot facility in Alabama. The firm's website also alludes to a 70,000-square-foot location in the New Orleans area, though it was not immediately clear if that is the downtown facility or the new location in Elmwood.

The firm, which serves hotels from Louisiana to Florida, boasts of using environmentally friendly cleaning chemicals, heat reclamation systems and the laundry industry's lowest water usage per pound.

Commercial laundry service to open \$10M facility in Elmwood

POSTED: 02:44 PM Tuesday, April 2, 2013

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

TAGS: [Elmwood Business Park](#), [Jefferson Parish Economic Development Commission](#), [John Young](#), [manufacturing](#), [Pellerin Laundry Machinery Sales Co.](#), [real estate](#), [Starr Textile Services](#)

Starr Textile Services, a commercial laundry service with hubs in New Orleans and Alabama, has closed financing needed to open a new \$10 million facility in Jefferson Parish and add 40 new local jobs.

Company representatives joined Jefferson Parish President John Young and economic development officials today to announce the new facility, which will be in Elmwood Business Park. The facility will increase Starr's capacity by 6,000 pounds of laundry per hour, allowing it to serve more customers in its Louisiana and Mississippi markets. The facility will create 40 jobs immediately and another 25 by 2015.

Starr worked with the Jefferson Parish Economic Development Commission to secure a \$4.3 million loan through the Small Business Administration's 504 loan program. The program offers long-term, fixed-rate financing for real estate and equipment purchases through a government-approved Certified Development Company.

The loan is the largest in JEDCO's history as a CDC.

Starr is also partnering with Kenner-based Pellerin Laundry Machinery Sales Co. and its subsidiaries to manufacture equipment in Jefferson Parish and assemble the facility. Pellerin specializes in laundry equipment manufacturing and sales and helped design Starr's original 30,000-square-foot facility in Foley, Ala.

Starr Textile Services provides commercial laundry, dry cleaning and textile rental services for hotels, restaurants and condominium property management companies in Louisiana, Mississippi, Alabama and Florida.

The company plans to move into the Elmwood facility by August.

Starr to move to Harahan location

BY DANNY MONTEVERDE

New Orleans bureau

NEW ORLEANS — A New Orleans-based commercial laundry service announced Tuesday that it will relocate to the Elmwood industrial area.

Starr Textile Services, which services the hospital-ity industry and some of the area's largest hotels, restaurants and condominiums, will move its operations from 1152 Magazine St. on the edge of the Lower Garden District to a location it purchased at 312 Time Saver Ave. in Harahan.

In making the announcement, Jefferson Parish President John Young said that Starr's move to his parish shows that the area has everything companies need to be successful.

"We're happy to have Starr here," Young said.

Michael Hecht, president of Greater New Orleans Inc., an economic-development alliance that serves a 10-parish area in southeast Louisiana, said the move shows the strength of Jefferson Parish and the metro area.

"The heart of the region in terms of the geography and in terms of the economy is Jefferson Parish," Hecht said. "I think the fact that the region is doing so well is because Jefferson as a parish really has been the parish that was best at doing business and is doing even better under its current leadership."

The new facility, which will be equipped by Kenner-based Pellerin Laundry Machinery Sales Co., will be 56,000 square feet, company officials said.

The move means the company, based out of Foley, Ala., will create 40 new jobs locally. Another 25 people will be hired at a later point.

► See ESCAPEE, page 2B

► See STARR, page 2B



Advocate staff photo by JOHN MCCUSKER

Chief's farewell

Cyril Green, known in the Mardi Gras Indian community as 'Big Chief Iron Horse,' was laid to rest Tuesday after a service at Our Lady Star of the Sea Church on St. Roch Avenue. Green, who was quadriplegic, came out as an Indian in his wheelchair. Indians from around the city gathered to escort his casket as it was brought out of the church.

4 accused of aiding escapee

BY JIM MUSTIAN

Advocate staff writer

Keana Barnes, the convicted killer who broke out of the Louisiana Correctional Institute for Women in January, hitched a ride to New Orleans with four people shortly after her escape from the St. Gabriel prison, according to new federal court filings.

The four suspects, who have admitted their involvement, could face federal charges as authorities try to piece together Barnes' escape and her nearly three months on the run, U.S. Marshal Kevin Harrison said Tuesday.

"Once we do a more in-depth

investigation and have an opportunity to interview and interrogate Barnes, then that information will be presented to the U.S. Attorney's Office for consideration for federal charges," Harrison said. "We've got a little more work to do before we get to that point."

Barnes, 33, of New Orleans, was captured in Los Angeles last week. She has since appeared in federal court and is expected to be returned to Louisiana later



Barnes

this week, said Pam Laborde, spokeswoman for the state Department of Public Safety and Corrections.

"We are working out travel arrangements now," Laborde said. "Because of security reasons, however, I will not be able to divulge any further details publicly."

St. Gabriel Police Chief Kevin Ambeau said police will book Barnes with simple escape after she is returned to the prison. Barnes could face an additional two to five years in prison if convicted.

An affidavit filed in U.S. District Court offers new details of Barnes' escape and law en-

forcement efforts to locate her.

Barnes, who was serving a 25-year sentence for manslaughter for killing two men, had been added last month to the U.S. Marshals Service's 15 Most Wanted fugitive list.

In the days following the escape, the affidavit says, authorities received several anonymous tips that Derrick Thompson, Cherie Breard, Jonathan Bringier and Brandon Glover had given Barnes a ride to New Orleans.

U.S. marshals located all four and they "admitted" their involvement, the affidavit says.

Lawyers seek to fill judicial seat

BY SARA PAGONES

New Orleans bureau

NEW ORLEANS — Covington lawyers Scott Gardner and Alan Zaunbrecher both point to their professional experience as reasons why they should be elected to fill the state 22nd Judicial District Court seat left vacant when William J. Crain was elected to the state 1st Circuit Court of Appeal last year.

Gardner, who resigned his post as an assistant district attorney in St. Tammany to run for the Division G judgeship, said his 25 years as a prosecutor has shown him the immense impact a judge can have on people's lives.

Zaunbrecher, a lawyer in private practice, says his 33-year career has provided a diversity of legal experience, including 11 years as a mediator, that is important for a judge.

The election for the seat in the 22nd Judicial District, which covers St. Tammany and Washington parishes, is Saturday.

Gardner said he has tried about 400 jury trials involving child abuse, rape, murder and narcotics trafficking.

As a judge, he said, "if someone is violent or they prey on our children, they'll be tried swiftly and, if convicted, sentenced harshly."

Gardner said he will make

sure young people in trouble with the law are drug-tested on Mondays to ensure that they are not using illegal substances during weekends.

"We'll do our best to save as many of our young people as we can," he said. "We'll find out if they can read and write. ... We'll find out if mental illness is driving their criminal behavior, and we'll use our best practices to rehabilitate them rather than incarcerate them."

Gardner promised to operate a prompt, courteous and respectful courtroom that is accessible to everyone.

► See JUDICIAL, page 3B



Advocate staff photo by JOHN MCCUSKER

Blighted site demolished

Demolition of the Christopher Park housing development in Algiers began Tuesday. The housing development, which opened in 1971, consisted of rental units and town homes available to low-income residents as rent-to-own. In 2011, the administrative receiver for the Housing Authority of New Orleans agreed to buy out the remaining owners. Demolition is expected to be finished in July.

ers came roaring back after the that pickup sales have outpaced Chevrolet Silverado in March, during the economic downturn crossover.

Commercial hotel laundry moving to Jefferson

Starr Textile facility will be in Elmwood

By Manuel Torres
Staff writer

A commercial laundry company that serves some of New Orleans' largest hotels is moving its Warehouse District operations to an expanded facility in Jefferson Parish, in a \$10 million investment that will employ 65 people, officials said Tuesday. Representatives with Jefferson Parish, the Jefferson Economic Development Commission and the firm, Starr Textile Services, made the announcement in an

afternoon press conference. The company, based in Foley, Ala., is buying a 56,000-square-foot warehouse at 312 Time Saver Ave., in the Elmwood business area. It plans to move its New Orleans operations there, including 40 employees, officials said. The new facility will be larger than the company's current metro area location, at 1152 Magazine St., and will add 25 more employees over the next two years. "The New Orleans area has been very good to us," said Sheila Hodges, owner of SH Enterprises, the umbrella company that owns Starr. "Therefore, our commitment back to this area, and now to Jefferson Parish as well, is that we will continue to invest in the community."

The company said it expects to move into the new facility sometime in the late summer. Hodges founded Starr Textiles in 2008 and set up a New Orleans facility two years ago, when it acquired Royal Laundry. Starr provides laundry services to several New Orleans hotels, including the 1,193-room Hyatt Regency New Orleans downtown, Hotel Monteleone, Royal Sonesta, and the J.W. Marriott. Hodges said Starr's local facility has been running at capacity, and the firm is trucking laundry to Alabama for cleanup. Compared to that 24-hour cycle, she said, transporting laundry from downtown to Elmwood will be a breeze. Starr also is moving near

the plant of Pellerin Milnor, a Jefferson Parish-based manufacturer of commercial laundry equipment — a factor that played a role in Starr's decision to relocate. Pellerin Milnor officials said they prepared specs for 15 different possible facilities Starr considered as it hunted for a new location for more than a year. "Not only did Starr find a new home in Jefferson Parish, where the company can expand and find success, but it also moves closer to a company that can service its equipment needs," Jefferson Parish President John Young said. The firm is receiving a \$4.3 million U.S. Small Business Administration loan through JEDCO, the largest so-called

SBA 504 loan in the commission's history. The new facility will allow Starr to essentially double its capacity in our region to more than 6,000 pounds of laundry per hour, officials said. That will allow the firm to provide laundry service for about 5,000 hotel rooms daily, the parish said. Starr operates a 30,000-square-foot facility in Alabama. The firm, which serves hotels from Louisiana to Florida, boasts of using environmentally friendly cleaning chemicals, heat reclamation systems and the laundry industry's lowest water usage per pound.

Manuel Torres can be reached at mtorres@nola.com or 504.826.3434.

the previous week. The four-week month such claims decreased from the previous of 27,576.

Kinder Morgan in Geismar plant

GEISMAR — Hous Morgan Energy Facility it will invest around expand its chemical plant to support Methanol plant in the long-term complex, Kinder Morgan own and operate and related infrastructure. Morgan will also a dock at the Chemicals Terminal. facility will provide rail and truck access. Methanex's \$550 plant. Kinder Morgan improvements will and in service due half of 2014.

— From wire reports

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<p>Metairie Holiday Inn 2261 N. Causeway Blvd 10:00-11:00am</p>	<p>Gretna Quality Inn & Suites 100 Westbank Expressway 3:00-4:00pm</p>	<p>Slidell Holiday Inn 372 Voters Rd 10:00-11:00am</p>	<p>Covington Clarion Inn & Suites 501 N. Hwy 190 3:00-4:00pm</p>
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Tuesday, April 9th

Wednesday, April 10th

from very pleased to recommend the Rabalais Law Firm to anyone in need of estate planning help. I found the staff to be efficient, and expeditious in the way they managed my estate. And, out of all the issues, I am most appreciative of the waiver of probation of my deceased wife's will. Donald Ray, Slidell, LA

Report shows many La. families eligible for health subsidies

A recent report commissioned for a California state agency found that premiums for many people buying insurance creates marketplace

Affordable Car Act

Lawmakers seek injunction against fiscal budget

Lawmakers on Monday asked a court to block the state's budget. The report is the first since the state was headed in the same direction. The report is the first since the state was headed in the same direction. The report is the first since the state was headed in the same direction.



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[Latest News](#)

[SBA 504 Program in the News](#)

NADCO News Digest - April 3, 2013

Small Business Lending News From Around the Nation

[Sacramento's Camblin Steel Buys New Rocklin headquarters](#)

Mark Glover, Sacramento Bee, April 2, 2013

Report that a Sacramento company specializing in rebar and dating back to 1954, has closed on a \$4 million building deal in Rocklin and ultimately will move operations there, under a transaction financed via an SBA loan.

[SBA Chief is Proud of Work in Financial Crisis](#)

Oliver St. John, USA TODAY, April 2, 2013

Interview with Karen Mills, who says SBA stepped into the financial crisis and helped small business get access to capital, says sequester is bad for small businesses, says Obamacare will not affect 90% of small businesses, recalls that the president this summer met someone who didn't know SBA loans were available, and he sent a message, "Karen, you've got to make sure everybody knows about it!"

[Mpls. Loan Program Doesn't Give Up on Struggling Businesses](#)

Curtis Gilbert, Minnesota Public Radio, April 2, 2013

Report about Muslim immigrant small business owners who are delinquent on their Alternative Finance Program loans. Says city still supports program, and has not yet classified loans as bad debt. City Council Member Lisa Goodman is not concerned about the problems. Goodman, the chairwoman of the committee that oversees the program, pointed out that it has created more than 100 jobs in a community that needs them.

[Challenges for Female Entrepreneurs Seeking Small Business Loans](#)

Rohit Arora, Fox Business, April 2, 2013

Piece by CEO of Biz2Credit says gender gap in small business financing does exist, as loan approval rates for women-owned companies are 15-20% lower than they are for male-owned companies. Profiles Nisha Khanna, the owner of a successful Sweet & Sassy franchise in Old Bridge, New Jersey, who had difficulty obtaining the financing she needed to open, but was eventually connected with a regional bank that specialized in helping immigrant entrepreneurs.

[New Orleans Laundry Company Announces Move to Elmwood](#)

Danny Monteverde, The Advocate, April 2, 2013

Report on A New Orleans-based commercial laundry service that will relocate to the Elmwood industrial area, says the company, with the assistance of the Jefferson Parish Economic Development Commission, applied for an SBA loan that will be used to pay for the land and building.

[Out of Hotel's Demise, Mayor Hopes for Redevelopment](#)

George Barnes, Worcester Telegram & Gazette, April 2, 2013

Report on 28 business that are relocating from a MA building that caught on fire, notes that the SBA assisted some of the business tenants in December when it opened a temporary disaster relief office.

Starr Textile Services Invests \$10 Million In Jefferson Parish, Louisiana, Commercial Laundry Facility

Area Development Online News Desk (04/03/2013)

Starr Textile Services, which provides commercial laundry services to the hospitality industry, plans to invest more than \$10 million to renovate a Jefferson Parish, Louisiana, facility at Elmwood Business Park, installing new commercial laundry equipment, with plans to hire 65 employees during the next two years.

The Jefferson Parish Economic Development Commission will finance over \$4.3 million of the investment, making this the largest SBA 504 loan in its history.

During a press conference, Starr announced the completion of the loan allows the Louisiana plant to undertake additional customers in both the Louisiana and Mississippi markets. The new facility will create 40 new jobs immediately, with another 25 people being hired in the first two years of receiving loan funding. The expansion will also allow Starr to increase its capacity to over 6,000 pounds of laundry per hour to service hotels, restaurants and condominium property management partners 24 hours a day, seven days a week.


Starr also announced a partnership with Pellerin Laundry Machinery Sales Company and sister company, Pellerin Milnor Corporation. The local laundry equipment manufacturing and sales companies, based out of Kenner, will design and equip the new facility. Starr expects to purchase over \$4.5 million-worth of state-of-the-art equipment, including the Milnor PulseFlow tunnel washer that uses as low as 0.3 gal/lb fresh water, without compromising wash/rinse quality.

“This move has been a long time in the making,” says JEDCO Executive Director, Jerry Bologna. “I commend the JEDCO team, the Parish President and Parish Department directors for their unwavering commitment to this project. We are confident that Starr Textile Services will find unprecedented success in Jefferson Parish. JEDCO remains dedicated to Starr and their team as they expand their operations in Louisiana.”

Sheila Hodges, owner and Chairman of SH Enterprises, the umbrella company over Starr Textile Services LLC of Louisiana said, “Pellerin and Starr make great partners because our business principles and high standards for customer service are aligned. The New Orleans area has been very good to us. Therefore, our commitment back to this area, and now to Jefferson Parish as well, is that we will continue to invest in the community. We will continue to train, improve and grow our workforce. We will continue to be the driving force in the advancement of our industry. Thank you for that opportunity.”

“Starr Textile Services’ decision to expand business in Jefferson Parish is another sign that our region is the right fit for companies looking to grow,” says Michael Hecht, President and CEO of Greater New Orleans, Inc. “Not only does Starr’s partnership with Pellerin Milnor highlight the unique opportunities for expansion that exist in our region, it’s also a sign of the strength of our tourism industry, one of the biggest employers in Greater New Orleans.”

Starr Unveils Plans for New Orleans Facility

 Posted Apr 3rd 2013 at 3:13PM



(l/r) Les Williams, Steve Florence, Wayne Braefield and Sheila Hodges of Starr Textile Services; Jefferson Parish Councilman Paul Johnston, District 2; Jefferson Parish President John Young, Jerry Bologna and Dottie Stephenson of JEDCO; Curtis Pellerin of Pellerin Laundry Machinery Sales and Jim Pellerin of Pellerin Milnor Corp.

Starr Textile Services, Foley, AL, recently announced plans to relocate its New Orleans laundry from its current location in the city into a new 70,000-square-foot facility in suburban Elmwood, LA, located in Jefferson Parish. Starr partnered with Pellerin Milnor Corp., Kenner, LA, on the design of the new laundry and equipment for the plant, according to a news release.

“Pellerin and Starr make great partners because our business principles and high standards for customer service are aligned,” said Sheila Hodges, owner and chairman of SH Enterprises, the umbrella organization for a family of companies that includes Starr Textile Services. “The New Orleans area has been very good to us; and, therefore, our commitment back to this area, and now to Jefferson Parish as well, is that we will continue to invest in the community. We will continue to train, improve and grow our workforce. We will continue to be the driving force in the advancement of our industry.”

Scott McClure, vice president of sales for Pellerin Milnor, said that, “We are very proud to be partnering with Starr Textile Services on this state-of-the-art laundry facility. In 2008, we designed and equipped Starr’s laundry facility in Foley, AL, and we’re excited about their new facility to serve the New Orleans market. This new laundry will be minutes away from our Kenner plant and will have some of the latest energy-saving technology.”

Starr invested more than \$10.7 million in the building, renovations and equipment purchases for the new location. The company will bring 40 existing positions from the current plant to the larger facility and add more than 25 new jobs in the next year, according to Les Williams, Starr Textile Services COO. Starr worked with the Jefferson Parish Economic Development Commission (JEDCO) and Jefferson Parish in its relocation efforts, securing a \$4.3 million SBA 504 Loan from JEDCO. The building will allow Starr to increase its capacity to more than 6,000 lbs. of laundry per hour to its hotel, restaurant and condominium property management clients, according to the release.

Opinion: Elmwood deal involves proper use of incentives

POSTED: 09:39 AM Friday, April 5, 2013

BY: [CityBusiness Editorial](#)

Dirty laundry gets the credit for the latest good news regarding economic development in Jefferson Parish.

Starr Textile Services, a commercial laundry service, announced Tuesday it will open a \$10 million facility in Elmwood and hire 40 local employees, and an additional 25 hires are expected by 2015. The company plans to serve a growing customer base in Louisiana and Mississippi from its new location

Though modest in scope, Starr Textile Services provides a stellar example of how local economic development officials can effectively incentivize a company to locate and expand without hedging limited public resources. The Jefferson Parish Economic Development Commission and local Small Business Administration deserve commendation for pulling together the pieces of the deal that allowed the laundry service to stake a claim in Elmwood.

Starr worked with JEDCO and the SBA to obtain a \$4.3 million loan from the administration's 504 loan program. It offers long-term, fixed-rate financing for real estate and equipment purchases through a government-certified development company. JEDCO served as the CDC in this instance, and the loan is the largest in its history through the designation.

There wasn't any need to provide Starr with tax breaks, rebates or any other incentive that steers revenue away from public coffers. The company simply needed the required oversight to obtain a loan, which it must repay, to locate in Jefferson Parish.

Other than that, the reasons Starr chose to open a site here were entirely tied to the business opportunity the move presents. At a time when the hyper-competitive world of economic development involves costly incentives being thrown at companies that often don't need the breaks, the Starr deal is a refreshing event that speaks to the core mission of job creation and retention.

Worth noting is that, as part of the Starr expansion, the company will partner with Pellerin Laundry Machinery Sales Co. of Kenner to build equipment and assemble the Elmwood facility. The two businesses had already worked together on Starr's original site in Foley, Ala., so again it was just plain good business sense that led Starr to establish a presence in Jefferson Parish.

The deal is also a feather in the cap of Elmwood, which is expected to go through its own transition once the Huey P. Long Bridge expansion is complete this summer. A renewed industrial presence in the area would complement the recent commercial development along Clearview Parkway, fulfilling predictions that improved access will promote additional development on the East Bank.

More businesses means more laundry, and Starr appears ready to handle the job.



PRESS RELEASE
April 2, 2013

JEDCO Welcomes Starr Textile Services to Jefferson Parish

The Jefferson Parish Economic Development Commission (JEDCO) and Jefferson Parish are pleased to welcome Starr Textile Services to the Elmwood Business Park. The woman-owned company, which provides commercial laundry services to the hospitality industry, has purchased a new facility in Jefferson Parish.

JEDCO and Starr Textile Services have worked closely for more than two years to secure the right site to host the expanding business. With the new building chosen and big plans for growth, Starr applied for an SBA 504 Loan. JEDCO's finance team worked tirelessly to secure the loan, which is to be used for acquisition of land and building, new commercial laundry equipment and funding of building renovations.



Of the more than \$10 million investment, JEDCO will finance over \$4.3 million of it, making this the largest SBA 504 loan in JEDCO history. At Tuesday's press conference, Starr announced the completion of the loan allows the Louisiana plant to undertake additional customers in both the Louisiana and Mississippi markets. The new facility will create 40 new jobs immediately, with another 25 people being hired in the first two years of receiving loan funding. The expansion will

also allow Starr to increase its capacity to over 6,000 pounds of laundry per hour to service hotels, restaurants and condominium property management partners 24 hours a day, seven days a week.

"This move has been a long time in the making," says JEDCO Executive Director, Jerry Bologna. "I commend the JEDCO team, the Parish President and Parish Department directors for their unwavering commitment to this project. We are confident that Starr Textile Services will find unprecedented success in Jefferson Parish. JEDCO remains dedicated to Starr and their team as they expand their operations in Louisiana."

Starr announced a partnership with Pellerin Laundry Machinery Sales Company and sister company, Pellerin Milnor Corporation. The local laundry equipment manufacturing and sales companies, based out of Kenner, will design and equip the new facility. Starr expects to purchase over \$4.5 million-worth of state-of-the-art equipment, including the Milnor PulseFlow® tunnel washer that uses as low as 0.3 gal/lb fresh water, without compromising wash/rinse quality. The equipment will be built in Jefferson Parish by

the dedicated employees of Pellerin Milnor.

"A partnership between Starr Textile Services, Pellerin Laundry Machinery Sales Company and Pellerin Milnor Corporation is truly indicative of Jefferson Parish's versatile business-base," says Parish President John F. Young. "Not only did Starr find a new home in Jefferson Parish, where the company can expand and find success, but it also moved closer to a company that can service its equipment needs. Jefferson Parish businesses don't have to look beyond the region to find what they need. What they need is right here in their own backyard."

Sheila Hodges, owner and Chairman of SH Enterprises, the umbrella company over Starr Textile Services LLC of Louisiana, is an entrepreneur and visionary, and thus the driving force behind this venture. Sheila is committed to the highest standards of quality services to enhance the visitor experience and the businesses that serve them. Sheila's first 30,000-square foot state-of-the-art laundry was built in Foley, Alabama. It was also designed/equipped by Pellerin Laundry Machinery Sales Company, which utilized laundry machinery manufactured by Pellerin Milnor.

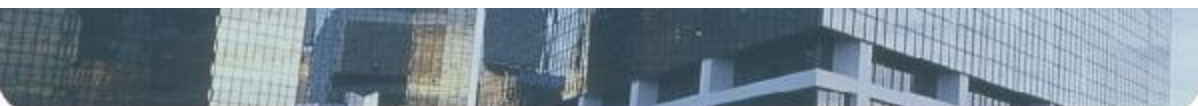
Sheila explained, "Pellerin and Starr make great partners because our business principles and high standards for customer service are aligned. The New Orleans area has been very good to us. Therefore, our commitment back to this area, and now to Jefferson Parish as well, is that we will continue to invest in the community. We will continue to train, improve and grow our workforce. We will continue to be the driving force in the advancement of our industry. Thank you for that opportunity."

"We are very proud to be partnering with Starr Textile Services on this state-of-the-art laundry facility," adds Scott McClure, Vice President of Sales of Pellerin Laundry Machinery Sales Company, Inc. "In 2008, we designed and equipped Starr's laundry facility in Foley, AL and are excited about their new facility to serve the Greater New Orleans market. This new laundry will be minutes away from our Kenner plant and will have some of the latest energy saving technology, including a Milnor PulseFlow® Wash System that will annually process millions of pounds of linen while utilizing less than half a gallon per pound. Considering that conventional washers can utilize up to 3.5 gallons per lb., this laundry will be one of the most efficient laundry facilities in the country."

"Clean, pressed linen is a must in the hospitality industry, and that's what Starr provides all day, every day: consistent quality and consistent customer service," says Les Williams, Starr Textile Services COO. "Starr does this while 'in the green.' Environmentally friendly chemicals, heat reclamation systems, the commercial laundry industry's lowest water usage per pound, and recycling programs make our declaration of being 'green' more than just words."

"Starr Textile Services' decision to expand business in Jefferson Parish is another sign that our region is the right fit for companies looking to grow," says Michael Hecht, President & CEO of Greater New Orleans, Inc. "Not only does Starr's partnership with Pellerin Milnor highlight the unique opportunities for expansion that exist in our region, it's also a sign of the strength of our tourism industry, one of the biggest employers in Greater New Orleans."

Starr Textiles plans to fully move into the new building by August 2013.





Jefferson Economic Development Commission touts job gains in Kenner



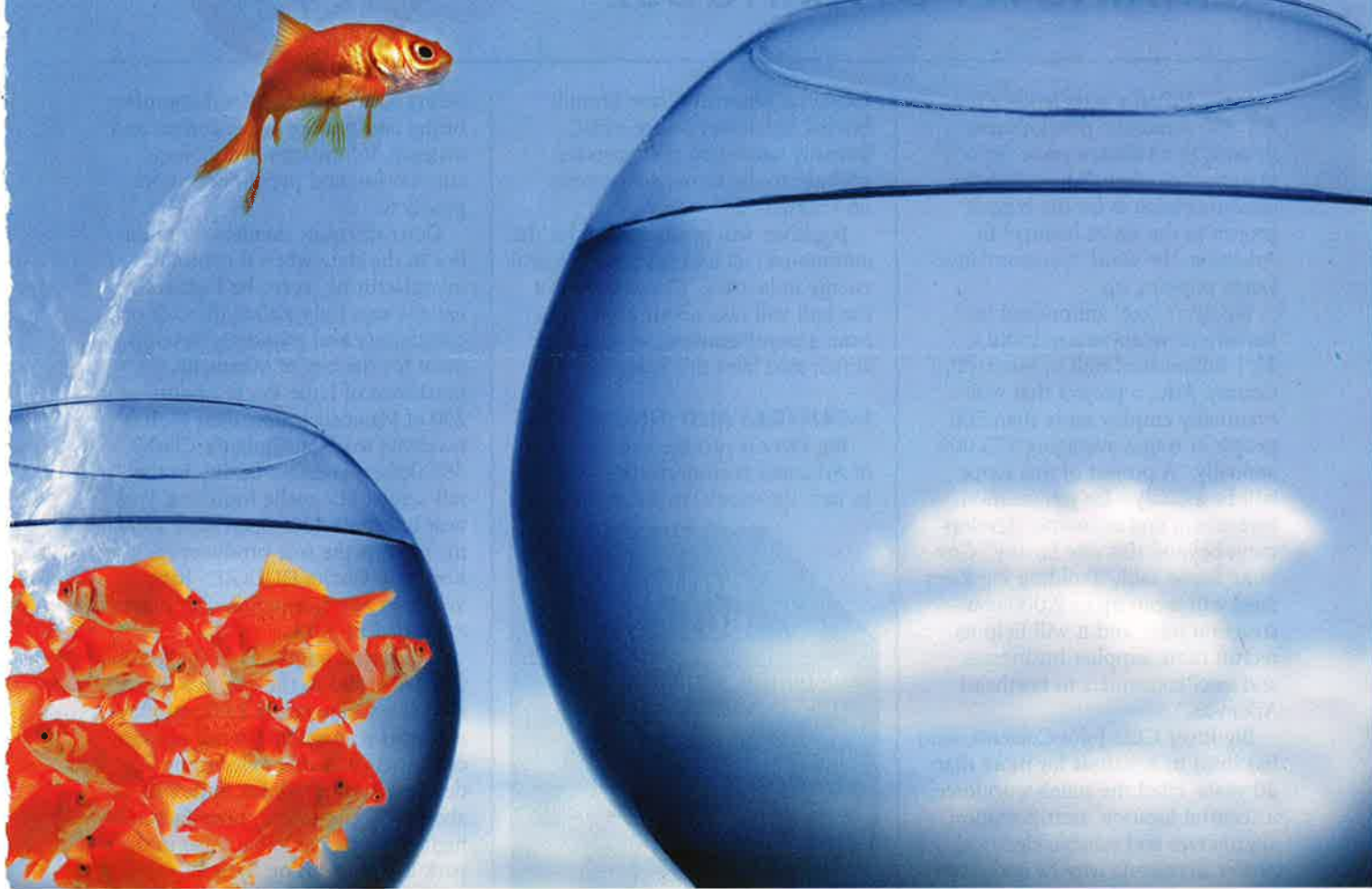
By Drew Broach, NOLA.com | The Times-Picayune
Email the author | Follow on Twitter
on April 08, 2013 at 3:16 PM
ECONOMIC DEVELOPMENT NEWS

- Jefferson Economic Development Commission touts job gains in Kenner
- Weekend sprint of business building ends with win for a health care referral service
- New Orleans preparing to host its first Startup Weekend business building marathon
- Claiborne Avenue study looks at removing ramps but leaving elevated expressway
- Starr Textiles, commercial laundry for major New Orleans hotels, moving to Jefferson Parish

Kenner employers using tax incentives have created 732 new jobs since Kenner partnered in 2009 with the Jefferson Economic Development Commission, JEDCO says. That includes Revolution Foods, which opened a Kenner warehouse last year with 50 employees and now has 90 workers there.

The numbers come from a JEDCO presentation delivered last week to the City Council. Under the 2009 agreement, JEDCO created a full-time position focused on Kenner.

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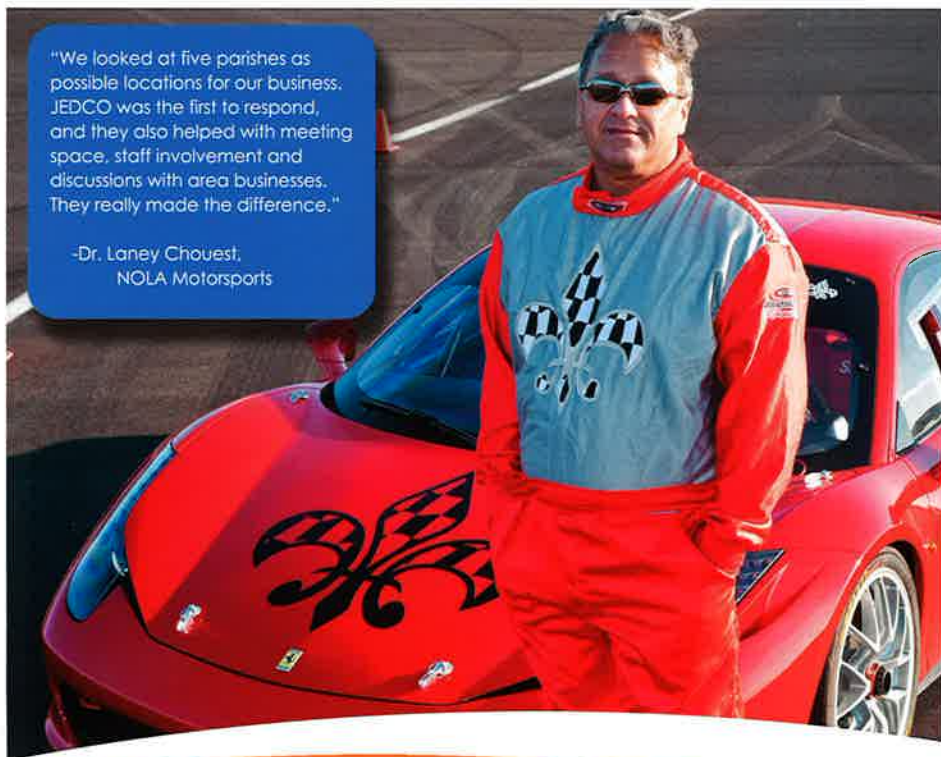
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Jefferson Chamber - Jubilation Gala Report

"We looked at five parishes as possible locations for our business. JEDCO was the first to respond, and they also helped with meeting space, staff involvement and discussions with area businesses. They really made the difference."

-Dr. Laney Chouest,
NOLA Motorsports



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NO EW NEW ORLEANS ENTREPRENEUR WEEK

Epic Fail

Business leaders share what they've learned from lowest moments

By Jennifer Larino

Staff Writer

jennifer.larino@nopg.com

KELLY CUSIMANO, a third-generation owner at Louisiana Fresh Produce, said business owners should view their fear of failure not as an obstacle to growing a business, but as a sign of a



priced footwear product.

Berner said reversing that perception has been an uphill battle over the past three years. He still receives emails from potential customers inquiring about the next sale. But Berner said he sees each email as a springboard to rethink the com-

Water Challenge

Winner: Pierce Industries

Principal: Webster Pierce

Concept: "The Wave Robber," a floatable device that steals energy and sediment from waves to aid in coastal preservation.

Prize: \$50,000 in seed capital

InNOLAvation Challenge

Winner: Memorandum

Principals: Sami Khan, founder and CEO; cofounders Beau Button, Brian Danos, Kameron Alexander and Rob Caraway

Concept: A web platform that allows users to capture and selectively share texts, Facebook posts, Google chats and other digital content.

Prize: \$20,000 in seed capital and donated services from Goldman Sachs and the New Orleans Startup Fund.



Sami Khan

Downtown NOLA Arts-Based Business Pitch

Winner: Pelican Bomb

Principals: Cameron Shaw, editor; Amanda Brinkman, chief operating officer and creative director

Concept: A website for arts criticism and discussion with plans to use vacant downtown commercial spaces for temporary art exhibits.

Prize: \$5,000 in seed capital and \$20,000 in donated professional services.

Cordina Challenge

Winner: Be Well Nutrition

Principal: Billy Bosch, co-founder

Concept: Iconic, an active lifestyle beverage

Prize: \$18,000 in seed capital and \$32,000 in professional services.

Urban League Women in Business Challenge

Winner: Dyverse City

Principals: Nicole and Brent Balthazar, cofounders

Concept: A Broadmoor arts market designed for entrepreneurs in search of rental space for an affordable price.

Prize: \$10,000 in seed capital

4.0 Education Challenge

Winner: mSchool

Principal: Elliot Sanchez, founder



NEW ORLEANS ENTREPRENEURSHIP WEEK

Leaders want innovation movement to grow

City wants third wave of entrepreneurs

By Mark Waller
Staff writer

More than a dozen people, including New Orleans Mayor Mitch Landrieu, Goldman Sachs 10,000 Small Businesses academic director Patricia Greene and Google Global Entrepreneurship Manager Bridgette Sexton Beam, spoke to about 100 attendees on Wednesday in a three-hour session weighing the direction the entrepreneurial movement could go in New Orleans. Organizers said the

message of the summit, part of Entrepreneur Week, ended up being that the city needs to spread its energy for enterprise to every field and group.

"The way to sustain this movement is to bring more people into this ecosystem and strengthen relationships," said Tim Williamson, chief executive of the Idea Village entrepreneur network that organizes the annual business festival. "It's all about creating connections that allow anyone to be involved."

Robbie Vitrano, co-founder of the Idea Village and Naked Pizza, said the session emphasized the importance of reminding people not directly involved with entrepreneurship that "they're included in the conversation."

Williamson said he saw the



Tim Williamson
Idea Village
CEO wants to see more connections

including panelists from around the country and internationally, he said, the event sought to begin connecting the burgeoning start-up scene in New Orleans to the rest of the world.

"New Orleans is in the game," he said. "New Orleans is part of the global conversation."

summit as a sequel to a 2000 meeting in a bar where The Idea Village founders discussed launching an effort to cultivate start-ups and a precursor to the city's tricentennial in 2018. By

Participants included Amy Stursberg, executive director of the New York-based Blackstone Charitable Foundation; Matt Erskine, deputy assistant secretary in the U.S. Economic Development Administration; Lisa Hagerman, program director for San Francisco venture capital firm DBL Investors; Eyal Lifschitz, co-founder of Israeli venture capital firm Peregrine Ventures; Jamie Naughton, corporate culture manager for online retailer Zappos, based in Las Vegas; Ben Powell, founder of Agora Partnerships, a non-profit organization that encourages entrepreneurship in Latin American countries; Scott Shickler, chief executive of Excent, a Georgia-based education software company; Bral Spight, who

serves as executive director of the Goldman Sachs 10,000 Small Businesses program in Chicago; and Derek Thompson, business editor for the Atlantic magazine.

"I really do think you have all the pieces to the puzzle here," Stursberg said about the New Orleans business start-up landscape.

"You have the potential for this to be the third wave," she said, referring to author and New Orleans native Walter Isaacson's Monday speech identifying current conditions as the third surge in entrepreneurship in the city's almost 300-year history.

Powell, of the Latin American entrepreneurship group, said the energy and sense of belonging and identity in New Orleans

give it advantages.

"You have this momentum," said Erskine, the federal official. "You have pulled together crucial partnerships."

Erskine said the city should involve more people and develop upcoming leaders to keep it going. "Who's not at the table that needs to be here?" he asked.

Shickler of the education software firm stressed the idea of teaching entrepreneurship in schools.

"Every young person needs to learn the skill set of entrepreneurship," he said.

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Health drink maker wins Jeff business pitch contest

Be Well Nutrition awarded \$18,000

By Mark Waller
Staff writer

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 Bio-Innovation 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 today in The Idea Village's Power Pitch, which does not include a cash prize but seeks to introduce start-ups to nationwide investors.

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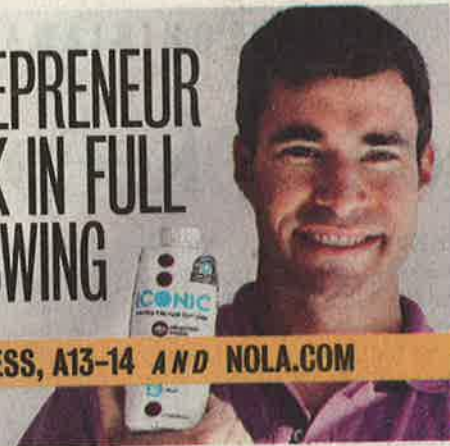
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Be Well Nutrition founder Billy Bosch

A look back at winter

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By Emily Jones, Market Research Director

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