



Jefferson Parish, LA

Think Big. Move Beyond

There is no place quite like Jefferson Parish, La. With its emphasis on good food, southern hospitality and long-standing traditions, the New Orleans metropolitan region is the true embodiment of uniqueness. While Mardi Gras celebrations and swamp tours may entice people to visit Jefferson, it's the easy accessibility, talented workforce pool and a dedication to local business that convince people to stay.

Located in southeast Louisiana, Jefferson Parish stretches 60 miles between the south shore of Lake Pontchartrain and the Gulf of Mexico. Bordered by the city of New Orleans, Jefferson is the second largest parish in the state with a population of 432,640 people.

Jefferson plays host to the Louis Armstrong International Airport and is conveniently located at the core of the largest intermodal transportation network in the South. Its proximity to the Gulf of Mexico, major ports along the Mississippi River, multiple rail lines and major

interstates offers a strategic advantage to companies moving products, services and ideas throughout the global economy.

Jefferson Parish Economic Development Commission

Jefferson Parish business and community leaders are dedicated to creating jobs and growing business every day. New businesses and companies that have been in the parish for years receive strong support from local, regional and state economic development agencies. These organizations collaborate often to make doing business in Jefferson easy.

The Jefferson Parish Economic Development Commission (JEDCO) is an independent, yet, complementary arm of Jefferson Parish government with the main objective of attracting, growing and creating new business in the area. JEDCO is a premier economic development organization in the state, with a mission to proactively influence the economy through the retention and creation of quality jobs, entrepreneurship and investment in Jefferson Parish.



Kelsey Scram is the Marketing and Public Relations Manager for the Jefferson Parish Economic Development Commission (JEDCO). Before joining the JEDCO team, Kelsey was a television reporter for local Baton Rouge stations, Fox44 and NBC33 News, where she often covered stories regarding economic activity in the community. Kelsey is a graduate of Syracuse University's S.I. Newhouse School of Public Communications.

Led by a Certified Economic Developer, JEDCO is an Accredited Economic Development Organization. With a long list of financing options and tax incentives available, JEDCO can carve out a personalized package to fit the needs of each company that walks through the organization's doors, whether the business is looking to expand or start anew in Jefferson.

Churchill Technology and Business Park

JEDCO also played a major role in the development of the Churchill Technology and Business Park. Located just 20 minutes from downtown New Orleans, the park is the largest master-planned site in the metropolitan area. With 500 acres, Churchill provides ample land to grow new business and to expand moving forward. Churchill is a one-stop-shop to meet business expansion needs. JEDCO can streamline the zoning and permitting process while coordinating leasing strategies to help every company succeed in the park.



In 2011, JEDCO moved its administrative offices to Churchill. The state-of-the-art facility served as the starting point for other projects, like the Patrick F. Taylor Science and Technology Academy. Jefferson's best and brightest students will be housed right at the tech park, with all of the tools they need to succeed in a technology-based career. Construction on the \$36 million project is set to be complete in time for the start of the 2013-14 school year.

JEDCO's Business Innovation Center (BIC) is also located in the Churchill Technology and Business Park. The program was re-established in 2011 to grow the community's young technology companies. With 10 fully-furnished offices, a conference room and access to wireless Internet and Smartboard technology, the BIC offers start-up companies access to technological tools, counseling and a connection to experts in their professions.

Crescent Unmanned Systems, which develops affordable, small multi-rotor and fixed wing Unmanned Aerial Systems (UAVs) for law enforcement applications, graduated from the program earlier this year after receiving angel investment funds. The money allowed them to expand to their next stage of growth. They are currently working out of NASA's Michoud Assembly Facility.

Churchill is just one of the many recent developments in the area, providing an array of services and amenities. The Tournament Players Club (TPC) golf course (home of PGA's Zurich Classic), the Alario Center & Sports Complex and

Bayou Segnette State Park are within two miles of the tech park.

Why Jefferson

Jefferson Parish has attracted the attention of a number of major companies in 2012; and it's no surprise. Louisiana's strong business climate, tax incentives and dedication to exports and international trade encouraged large companies to consider locating to the region. Louisiana Economic Development's (LED) workforce training program, Fast Start, has been touted as one of the best in the nation.

The region was ranked number one in the nation for recession recovery by Brookings Institute this year. It was also named the number one metro area for IT growth in the United States by Forbes. The region has been recognized time and time again for its emphasis on digital technology and film, as well as its fast-emerging entrepreneurial community.

New Projects

Dyno Nobel, a leading global chemical company with a massive worldwide reach, spent \$30 million on a feasibility study earlier this year to decide if Jefferson Parish is the right fit for an \$800 million ammonia plant.

The NOLA Motorsports Park celebrated their grand opening with hundreds of people from across the state in attendance. The 720-acre, \$70 million development is almost adjacent to the Churchill Technology and Business Park and it has garnered national attention. Subaru held the launch of their new sports car at the park in May. In October, the American Motorcyclist Association held their final race of the year at the park, drawing thousands of people from across the country to experience the unique facility. Just 20 minutes from downtown New Orleans, NOLA Motorsports has created something incredibly unique in Jefferson Parish.

In November, Smoothie King announced plans to relocate their international corporate headquarters back to Jefferson Parish. The company was founded in Jefferson in 1973, and it returned home because of access to the international airport, excellent incentives and a vast workforce to pull from. The move will create an additional 60 jobs in Jefferson and retain 45 in the region. From Jefferson Parish, the global smoothie giant will launch an aggressive growth strategy to place 1,000 new franchises in the United States and internationally.

Petrotech, which specializes in installing turbomachinery controls for oil and

gas platforms and power companies, relocated to Jefferson Parish over the summer. That move created 50 new jobs in the area.

Revolution Foods, a company that creates healthy, affordable school lunches, opened in Jefferson Parish in July. The company has created 50 new positions and began serving area students at the start of the 2012 school year.

JenCare Neighborhood Medical Centers made their Louisiana debut in Jefferson Parish in 2012. The senior citizen medical center opened two facilities in the area in October and they plan to create between 60 and 120 jobs as they continue to grow.

Retailers and restaurants are investing in Jefferson Parish in record numbers, speaking volumes about the desirability of the community. The Elmwood Shopping Plaza recently completed a 65,000 square-foot expansion on the east bank of Jefferson Parish. Restaurants and retailers quickly filled the 16 available units at the shopping center. Dick's Sporting Goods is set to become an anchor tenant for a shopping mall, Oakwood Center, on the west bank of the parish.

Work. Live. Play.

Jefferson Parish isn't just a great place to start a business; it's a wonderful region in which to live as well. With more than a dozen two and four year colleges and universities to choose from, and a wide array of private, public and charter schools, students will receive the education they need to find success. Jefferson has a long list of parks, museums and unique public spaces to provide entertainment for families. With events like Family Gras and the Tarpon Rodeo, there's always something unique to experience.

Jefferson Parish is unique. Rooted in Louisiana tradition, Jefferson Parish leaders get to know their business community. They are present in the efforts to grow the economy and improve the quality of life for every person living in the area. The passion that Louisiana locals have for life and the communities in which they live is projected in the way they interact. This interconnectivity creates a business community unparalleled by any other place. More than that, the vast array of resources available to local businesses gives them a chance to truly excel, so they can stay, grow and invest in the place they call home.

For more information about tax incentives, business financing or the Churchill Technology and Business Park, call JEDCO at (504) 875-3908 or log onto www.jedco.org.

Move beyond boundaries.



In today's challenging economy, emerging business leaders know what it takes to get ahead: the ability to move quickly and confidently into the global economy. With over 500 acres in close proximity to railways, interstates, international airlines and shipping ports,

Churchill Technology and Business Park offers unbridled opportunity. We're conveniently located just 20 minutes from downtown New Orleans in thriving Jefferson Parish.

If you're ready to move, we're ready to help with customized growth strategies, loan programs and incentive packages. Call to talk about your future at **504-875-3908**.



Think big. Move beyond.

Churchillpark.org



Jerry Bologna Wins “40 Under 40” Award in Economic Development

JANUARY 31, 2013

Orlando, Fla. – Jerry Bologna, the executive director of the Jefferson Parish Economic Development Commission (JEDCO), has been selected as a winner in the economic development profession’s “40 Under 40” awards, the first-ever awards program recognizing young talent in the economic development profession.

A five-member selection committee chose the winners from a pool of more than 150 candidates based on their exceptional contributions to the economic development industry. The award’s program was managed by Development Counsellors International (DCI), a New York-based firm that specializes in economic development marketing.

A certified economic developer, Jerry has served JEDCO for more than twelve years in various capacities. In January, he was chosen to lead JEDCO as the new executive director of the organization. Before accepting the new role, he was JEDCO’s Deputy Director, overseeing the JEDCO Business Innovation Center, Marketing, Financing and Economic Development Services, which includes the parish’s Business Retention and Expansion Program. That program previously garnered international acclaim from the International Economic Development Council (IEDC). In 2011, Jerry was chosen as IEDC’s “Young Economic Development Professional of the Year.”

Jerry has played a vital role in some of the major business accomplishments in Jefferson Parish in recent years, including bringing the Smoothie King headquarters back to Jefferson Parish, keeping People’s Health in the area and assisting NOLA Motorsports in their plans to develop in Avondale.

Jerry has also been recognized by both business and political leadership for his contributions to business recovery efforts in the aftermath of Hurricane Katrina. He was invited by the Business Civic Leadership Center of the US Chamber of Commerce and the IEDC to assist in the development of a business and economic recovery plan for Galveston, Texas following Hurricane Ike.

DCI’s “40 Under 40” award was designed to discover the economic development profession’s rising stars.

“We are so proud that Jerry has been chosen as a recipient of this prestigious award,” says Stan Salathe, JEDCO Board Chairman. “Jerry is an asset to JEDCO and to the community. We are honored to have such a talented individual on our team.”

“The people chosen by the selection committee represent a bright future for the economic development world,” said Andy Levine, president of DCI. “They are a new breed of results-driven, place makers. We’re very pleased to see Jerry among the winners.”

DCI officially announced the winners Sunday night at an awards reception during the International Economic Development Council (IEDC) Leadership Summit in Orlando and will feature an in-depth profile of each on its website during 2013.



Pair of New Orleans area economic developers wins industry praise

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

on February 18, 2013 at 6:33 PM, updated February 18, 2013 at 9:58 PM

Two New Orleans area **economic developers** have won industry-wide recognition in a new "**40 Under 40**" award bestowed by Development Counsellors International, a New York economic development and tourism marketing firm. The firm plans to grant the awards once every three years, so the next round won't be until 2016.

Development Counsellors on Monday began featuring one of the local honorees, Jerry Bologna, **newly named as executive director** of the Jefferson Economic Development Commission after serving as its deputy director, as "rising star of the week" on its website. The other local winner is Rodrick Miller, president of the New Orleans Business Alliance.



A **profile of Bologna** listed some of his business accomplishments for Jefferson. "Jerry recently worked closely with Peoples Health in the retaining of 600 jobs, which resulted in the subsequent creation of another 125 jobs," said the DCI profile. "Jerry was influential in landing the NOLA Motorsports Park, a \$65 million state-of-the-art facility that includes the longest kart and road courses in North America."

Of **Miller**, the group said: "Results in his first 20 months in the role include state legislation allowing for benefit corporations, a policy framework to guide the use of tax incentives in economic development, and the attraction of more than \$200 million in new investment and 3,500 new jobs," through attracting and expanding businesses in New Orleans.



A panel of five leaders of economic-development or business-site-selection agencies or firms selected the 40 nationwide honorees from a pool of 150 candidates. This year's awards were for people who had not yet turned 40 as of Jan. 1. A statement about the plaudit describes it as honoring "those who have brought innovation, high standards, strong character and a track record of success to their community and the profession."

DCI unveiled the awards in Orlando in January at the Leadership Summit of the International Economic Development Council, a nonprofit organization for economic developers based in Washington.



Rising Star of the Week: Jerry Bologna

by [Susan](#) on February 18, 2013 in [40 under 40](#)



Jerry Bologna, 37, is the Executive Director of the Jefferson Parish Economic Development Commission (JEDCO). DCI is pleased to honor him as a winner of our 40 Under 40 awards, the first-ever competition to identify the economic development profession's rising stars.

Jerry has been with JEDCO for more than 12 years and was previously JEDCO's Deputy Director where he oversaw all economic development functions of the organization. Jerry has been instrumental in industry recruitment, having partnered with the Louisiana Department of Economic Development, Greater New Orleans, Inc. and other agencies in the attraction of new businesses to Jefferson Parish. Jerry recently worked closely with Peoples Health in the retaining of 600 jobs, which resulted in the subsequent creation of another 125 jobs. Jerry was influential in landing the NOLA

Motorsports Park, a \$65 million state-of-the-art facility that includes the longest kart and road courses in North America.

Additionally, Jerry's contributions to the region's recovery efforts following Hurricane Katrina have been recognized by both business and political leadership, including members of the U.S. Senate. He was invited by the Business Civic Leadership Center of the U.S. Chamber of Commerce and the International Economic Development Council to assist in the development of a business and economic recovery plan for Galveston, Texas following Hurricane Ike. More recently, he has been invited to help craft business recovery plans for communities hit by the BP oil spill and Hurricane Sandy.

What have you learned so far in your career? Economic development is not about making big announcements; it's about delivering results and developing longstanding relationships that lead to an improved economic landscape.

What's the most overlooked issue facing economic development? Understanding that most of your job creation and all of your job loss is coming from existing companies – there remains a lack of resources available to help companies already in your community. Business retention and expansion is still paramount.

Where do you see yourself in five years? Despite recently experiencing multiple hurricanes and the worst oil spill in history, I see myself successfully directing the economic development efforts of Jefferson Parish to become the most populous parish in Louisiana while maintaining a thriving, diverse economy.

In addition to his work at JEDCO, Jerry serves on the boards of the Jefferson Chamber, Greater New Orleans, Inc. and Café Hope. In 2011, Jerry was recognized by the International Economic Development Council as the New Economic Development Professional of the Year. He also achieved the Certified Economic Developer designation in 2011. In 2004, he was named by *New Orleans Citybusiness* as one of the “Top 40 Under Forty.”

Jerry has a bachelor’s degree in business administration with a major in management from the University of New Orleans. He was also a 2004 graduate of Leadership Jefferson. Jerry regularly lectures to entrepreneurship classes at the University of New Orleans and speaks to various business and civic groups throughout Southeast Louisiana.

Jefferson Parish Economic Development Commission

The Jefferson Parish Economic Development Commission (JEDCO) is an independent, yet complementary arm of Jefferson Parish government with the main objective of attracting, growing and creating new business in the area. Since its inception in 1987, JEDCO has aided thousands of companies through business incubator and loan programs, tax incentives and rebate programs, workforce development and information services. While dedicated to assisting existing Jefferson Parish businesses, JEDCO’s efforts also target the recruitment of new businesses for the area. For more information, visit www.jedco.org.

Click [here](#) to learn about the other 39 winners of the 40 Under 40 awards competition.

AROUND TOWN

PEOPLE



Jerry Bologna



Eldon Fallon



Jay Zainey

Award

The Development Counsellors International has honored **Jerry Bologna**, executive director at JEDCO, with the "40 Under 40" Award in economic development.

The Louisiana Bar Foundation has honored **Eldon Fallon** with the 2012 Distinguished Jurist award and honorable **Jay Zainey** with the 2012 Calogero Justice Award.

The Jefferson Parish Human Services Authority has honored **Sandra Sumler** with the Employee of the Quarter award.

Accounting

Ericksen, Krentel & LaPorte has hired **Karyn Kingsbery-Grigsby** as supervisor in the Consulting Department.



Karyn Kingsbery-Grigsby

Health care

Ochsner Baptist Medical Center has hired **Dr. Reda Tolba** as an interventional pain medicine specialist.

Avita

Drugs Pharmacy has hired **Mark Roth** as account manager.



Reda Tolba



Mark Roth

Hospitality

Fillmore Hospitality has hired **Steve Farren** as managing direct of The Maison Dupuy Hotel.



Steve Farren



Rose Sher



Bernette Johnson



Campbell Fetzer

Law

Sessions, Fishman, Nathan &



Debby Nuccio



Maria Diaz



Jodie LeBoutillier



Paul Sandhu



Kentrella Jones



Gladys Binder

office and **Kentrella Jones** and **Gladys Binder** as agents in the eastern New Orleans office.

The New Orleans Metropolitan Association of Realtors has elected **Craig Mirambell**, owner of Mirambell Realty, as vice president of the political action committee.



Craig Mirambell

Admission is \$20 for members, \$25 for nonmembers and \$5 for students. Registration is required. For more information, call 862-1377.

The St. Tammany West Chamber of Commerce will host **Northshore Rising Professionals Monthly Meeting** from 11:30 a.m. to 1 p.m. at WOW Café American Grill & Wingery at 501 N. Highway 190, Covington. Admission is \$14 for members and \$16 for nonmembers. For more information, visit www.sttammany.com.

Women & Wine on Wednesday will host its Business and Social Networking event from 5:30-7 p.m. at The Cannery, 3803 Toulouse St. Admission is free and open to all women. For more information, visit www.womenwinewednesday.com.

Feb. 20-21

The Louisiana Mid-Continental Oil and Gas Association will host its 2013 LMOGA Annual Meeting beginning at noon on Feb. 20 at the Ritz-Carlton, 921 Canal St. The meeting will focus on Louisiana as a leader in today's evolving energy industry. Registration varies. For more information, visit www.lmoga.com.

F Y I

Planet Fitness has opened at 131 W.



REG10N REPORT

Volume 37, February 2013

Also, special congratulations are owed to Jerry Bologna, JEDCO's executive director, and Rod Miller, President and CEO of the New Orleans Business Alliance, winners in the economic development profession's ["40 Under 40" awards](#).

From the President's Desk

(NEW!) Chamber President Blog



The Jefferson Chamber of Commerce is poised for great accomplishments in 2013. Thanks to a completed lengthy [Accreditation Survey to the US Chamber](#); a focused strategic plan compiled after two leadership retreats; and a committed board of directors for 2013, the Jefferson Chamber will be steadfast in achieving its goals. Paramount to its success will be the continuance of establishing strong parish and regional relationships and a fundamental plan to be relevant to its members and parish stakeholders through public policy and quality of life initiatives. In the end, the results should speak for themselves!

Please continue to follow my blog at jeffersonchamber.org/category/thepresidentsdesk and feel free to [connect with me on LinkedIn](#).



Todd P. Murphy,
President

Entrepreneur Challenge

We are excited to announce the first-ever Jefferson Parish entrepreneur challenge, the [Cordina Challenge](#)! Partnering with [JEDCO](#) and [Cordina](#), we hope this collaboration connects our young professionals with our established business leaders through direct capital, business resources and mentorship. (See [Sal LaMartina of Cordina accept the LA SBA Young Entrepreneurs of the Year Award on our Facebook Page](#)) Held in conjunction with The Idea Village's New Orleans Entrepreneur Week, entrepreneurs are urged to apply on JEDCO's website. The company with the winning pitch will receive a business-building prize package including a membership in the Jefferson Chamber! You can find the application by [clicking here](#).





[Cordina Challenge Seeks Jefferson Parish Entrepreneurs for Pitch Competition](#)

[Silicon Bayou](#) | January 25, 2013 | [0 Comments and 3 Reactions](#)



Once a member of the Idea Village IDEAxcelerator class, frozen beverage company Cordina has since expanded and has created a pitch competition of their own by teaming up with the Jefferson Economic Development Commission (JEDCO). Now, they are focusing on finding entrepreneurs in Jefferson Parish to assist by providing direct capital and business development services.

[The Cordina Challenge](#), as it has been named, will officially kick off on March 19th, 2013 during New Orleans Entrepreneur Week. In order to compete, entrepreneurs must: live, work or market in Jefferson Parish, generate between \$0-\$1 million in revenue; have between 0-10 employees, and be a for profit company. Applications are due next month on February 19th, 2013.



JEDCO is looking for, “big ideas with the high potential to grow and positively impact the community.” The competition is a great way to connect Jefferson Parish entrepreneurs and companies with those in Orleans Parish. The Challenge is also in partnership with Idea Village and the Jefferson Parish Chamber of Commerce.

Applications are now being accepted through JEDCO’s [website](#). Winners will be announced on February 1st so they will have time to prepare pitches.



Huntington Ingalls Industries opens Houston office for Avondale shipyard business development

FEBRUARY 5, 2013

Huntington Ingalls Industries (HII) announced Tuesday the opening of a new office in Houston, TX. According to a press announcement released by the naval shipbuilder, the Houston office will serve as a business development center as the company pursues opportunities in the energy infrastructure market for the Avondale shipyard.

Northrup Grumman Corp announced plans to close the Avondale shipyard in 2010. The 268-acre facility was set to close by the end of 2013. The Jefferson Parish Economic Development Commission (JEDCO), along with Greater New Orleans Inc. and Louisiana Economic Development, has been engaged in working with the Huntington Ingalls team to develop new lines of business since the announcement.

“The retention of the Avondale Shipyard has been one of Jefferson Parish’s biggest priorities for some time,” says JEDCO Executive Director, Jerry Bologna. “We believe this announcement signals Huntington Ingalls’ clear commitment to identifying future work for the Avondale yard. Meanwhile, JEDCO and Jefferson Parish will remain vigilant to ensure the long-term stability of this great economic asset in our community.”

“We have a great workforce at Avondale with unique engineering and manufacturing capabilities that have been demonstrated for many decades,” said Mike Petters, HII’s president and chief executive officer, in the press announcement. “Additionally, these skilled men and women are located in the heart of a region where there is more manufacturing demand than the current suppliers can meet, particularly in the energy markets. Coupling this talent with our world-class facilities leads us to believe we have everything in place at Avondale to excel in this market.”

Chris Kastner, HII’s corporate vice president and general manager, corporate development, who is leading this effort for Avondale, added, “We are in active discussions with respected companies in the oil and gas infrastructure market. We’ve satisfied ourselves that the engineering and construction elements of these projects are very comparable to shipbuilding, and we are working very hard, both internally and with prospective customers, evaluating and competing for new opportunities. These upcoming large projects should be made in America by American craftsmen and craftswomen.” Avondale plans to transition into the market by building upon years of expertise in areas of modular engineering, construction and heavy manufacturing. The facility is located on the Mississippi River in Jefferson Parish. It has the potential to employ up to 10,000 people.

Huntington Ingalls Industries designs, builds and maintains nuclear and non-nuclear ships for the U.S. Navy and Coast Guard and provides after-market services for military ships around the globe. For more than a century, HII has built more ships in more ship classes than any other U.S. naval shipbuilder. HII also provides a wide variety of products and services to the commercial energy industry and other government customers, including the Department of Energy. Employing about 37,000 in Virginia, Mississippi, Louisiana and California, its primary business divisions are Newport News Shipbuilding and Ingalls Shipbuilding. For more information about Avondale, visit: <http://www.hii-avondale.com> For more information about HII, visit www.huntingtoningalls.com