

THE NEW ORLEANS ADVOCATE

Jefferson Parish pitch competition finalists chosen

ADVOCATE STAFF REPORT

Feb. 12, 2015

[0 Comments](#)

Five companies have been chosen to participate in a Jefferson Parish-based pitch competition during New Orleans Entrepreneur Week presented by IberiaBank, which is produced by the Idea Village.

The Jefferson Parish Economic Development Commission chose the five companies from more than 30 applications to the JEDCO Challenge, powered by First NBC Bank.

The finalists will compete at 2 p.m. March 23 at Southport Hall, 200 Monticello Ave., New Orleans. Each company will have seven minutes to present a live pitch in front of a panel of Jefferson Parish business leaders. Entrepreneurs will be scored based upon the live pitch, a condensed business plan submitted in advance of the competition and crowd vote. The entrepreneur with the winning pitch will receive a prize package of in-kind business services and direct capital.

The finalists are:

AxoSim Technologies, which uses “nerve-on-a-chip” technology pioneered by J. Lowry Curley and Michael J. Moore to assess the neurological safety and effectiveness of a new drug early in its development.

Cook Me Somethin’ Mister, which markets a jambalaya mix based on a recipe from Jambalaya Girl Kristen Preau’s father.

InnoGenomics Technologies, which develops innovative genetic testing solutions that solve crimes and save lives. The company is developing a liquid biopsy method to detect and monitor cancer through a minimally invasive blood test.

myMix Nutrition, an e-commerce store that allows individuals and organizations to formulate and purchase their own custom protein powder products.

Sock Spot (Pleasantree LLC), which addresses the problem of lost socks with an organizing toy rack that installs in the laundry area with suction cups. The rack is packaged with colorful character sock clips and an illustrated storybook about the adventure of a boy and his lost sock. Sock Spot teaches children order and tidiness, while saving time and money. Each purchase helps to fund autism research and family support.

Meet The 2015 JEDCO Challenge Entrepreneurs



By 1-29-15



FAIRFIELD, LA – The Jefferson Parish Economic Development Commission (JEDCO) and First NBC Bank, in partnership with the Jefferson Chamber, have announced the five companies scheduled to compete in the third annual Jefferson Parish-based pitch competition during New Orleans Entrepreneur Week (NOEW) presented by IBERIABANK, which is produced by The Idea Village.

JEDCO received more than 30 applications for the JEDCO Challenge, powered by First NBC Bank, from entrepreneurs with ties to Jefferson Parish. A selection committee of business leaders chose five companies to participate in the live pitch event.

The JEDCO Challenge features a diverse group of companies with backgrounds in a variety of industries in Jefferson Parish:

AxoSim Technologies

Pioneered by J. Lowry Curley, PhD, and Michael J. Moore, PhD, AxoSim's advanced "nerve-on-a-chip" technology can determine the level of neurological safety and effectiveness of a new drug early in its development. The company developed a 3D cell-based model that acts and functions like a nerve, which serves as an alternative to costly animal testing or less effective cell models. This "nerve-on-a-chip" gives pharmaceutical companies access to high content data faster, earlier and at a lower cost than currently possible, which increases the chance of clinical success and prevents harmful drugs from reaching vulnerable patients.

AxoSim's ultimate goal is to accelerate medical breakthroughs and improve people's health.

For more information

Cook Me Somethin' Mister

The Jambalaya Girl's locally owned family business, Cook Me Somethin' Mister, is bringing an authentic taste of Greater New Orleans to the world, starting with the company's easy to prepare jambalaya and gumbo made with the finest ingredients in the region.

Drawing from her upbringing in the New Orleans cooking scene and her creation of a nationwide tailgating fundraiser following Hurricane Katrina, owner Kristen Preau, (Jambalaya Girl) created Cook Me Somethin' Mister from her Dad's jambalaya recipe. All products are packaged for retail and foodservice with more recipes to come. Distribution is rapidly growing nationally and internationally, as products are currently available in more than 100 grocery stores, 10 Sam's Clubs, 10 major food service distributors and can be ordered online and on Amazon Prime.

For more information

InnoGenomics Technologies

InnoGenomics Technologies is dedicated to the development of innovative genetic testing solutions that solve crimes and save lives.

The company's patented technology has multiple applied science applications, including the ability to enable forensic scientists to unlock answers from the most challenging DNA evidence. Currently, the company is developing a liquid biopsy method to detect and monitor cancer through a minimally invasive blood test. InnoGenomics' scientific team has in-depth expertise in molecular biology, forensic genetics and molecular diagnostics; and the company's management team has over 85 combined years of experience in successful biotechnology commercialization.

InnoGenomics is focused on harnessing the power of genomics to transform healthcare and forensic investigations.

For more information

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myMix Nutrition is an e-commerce store that allows individuals and organizations to formulate, and purchase their own custom protein powder products.

Created by husband and wife team, Crutcher and Sarah Reiss, myMix Nutrition enlisted the assistance of registered dietitians, licensed nutritionists and internal medicine doctors to review the business plan, ingredient offerings and dosage control systems to ensure product safety. myMix's menu of available ingredients to mix spans the gamut to fit the needs of any and all health and fitness enthusiasts. myMix is wholly dedicated to delivering the highest quality products, creating transparency and comfort, and tailoring each mix to their customers' exact needs.

For more information

Sock Spot (Pleasantree, LLC)

A family of four loses more than 60 pairs of socks a year! Sock Spot is the educational solution to that household problem.

Sock Spot is a book and toy combo packaged together to include an organizing toy rack with colorful character sock clips and an illustrated storybook. The Sock Spot installs horizontally or vertically on your washer/ dryer or anywhere in your laundry room with kid-friendly suction cups. The book tells an adventure of a boy and his lost sock, which incorporates the same characters found on the toy and a jingle to help kids remember what to do with that single unpaired sock. Sock Spot teaches children order and tidiness, while saving time and money.

Each purchase helps to fund autism research and family support.

For more information

"Jefferson Parish is fortunate to have such a dynamic entrepreneurial community and this competition helps to recognize those companies," Jerry Bologna, JEDCO's Executive Director, said. "This year's finalists represent a wide range of industries and talent which showcase the diversity and quality of our startup community."

"The JEDCO Challenge provides a wonderful platform for the companies participating," First NBC Bank President & CEO Ashton Ryan said. "Not only does it connect these entrepreneurs with businessmen and women who can help them grow and achieve success in Jefferson Parish, but it also gives our community a real opportunity to see the true talent, energy and creativity present in our community right now."

The finalists will compete during New Orleans Entrepreneur Week on Monday, March 23, 2015, at Southport Hall, at 2:00 p.m.

Each company will have seven minutes to present a live pitch in front of a panel of Jefferson Parish business leaders. Entrepreneurs will be scored based upon the live pitch, a condensed business plan submitted in advance of the competition and crowd vote. JEDCO will give the crowd an opportunity to choose their favorite pitch. A small number of points will be awarded to the crowd favorite and added to the overall score. The entrepreneur with the winning pitch will receive a growing prize package of in-kind business services and direct capital.

JEDCO created the Challenge in 2013 to identify, engage with and assist up-and-coming innovators. The goal of the competition is to elevate opportunities for local entrepreneurs in the area through direct capital, business services, increased visibility and mentorship.

For more information

Meet the Entrepreneurs Presenting at Jefferson Parish Pitch Competition



[Julia Ballard](#) | February 6, 2015 | [0 Comments](#)



[Jefferson Parish Economic Development Commission](#) (JEDCO) has announced its collaboration with First NBC Bank for the second consecutive year to host the annual [JEDCO Challenge](#), a pitch competition showcasing the brightest entrepreneurs living and working in Jefferson Parish with unique ideas that have the high potential to grow and positively impact the area.



JEDCO has also partnered with Jefferson Parish to make the third annual event a success. Out of over 30 applications, five companies have made it to the final pitch competition scheduled during New Orleans Entrepreneur Week on March 23rd at Southport Hall beginning at 2:00 PM.

“Jefferson Parish is fortunate to have such a dynamic entrepreneurial community and this competition helps to recognize those companies,” says Jerry Bologna, JEDCO’s Executive Director. “This year’s finalists represent a wide range of industries and talent which showcase the diversity and quality of our startup community.”

Meet the entrepreneurs selected for the 2015 JEDCO Challenge:

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The Jambalaya Girl's locally owned family business, [Cook Me Somethin' Mister](#), is bringing an authentic taste of Greater New Orleans to the world, starting with the company's easy to prepare jambalaya and gumbo made with the finest ingredients in the region. Drawing from her upbringing in the New Orleans cooking scene and her creation of a nationwide tailgating fundraiser following Hurricane Katrina, owner Kristen Preau, (Jambalaya Girl) created Cook Me Somethin' Mister from her Dad's jambalaya recipe. All products are packaged for retail and foodservice with more recipes to come. Distribution is rapidly growing nationally and internationally, as products are currently available in more than 100 grocery stores, 10 Sam's Clubs, 10 major food service distributors and can be ordered online and on Amazon Prime.

InnoGenomics Technologies

[InnoGenomics Technologies](#) is dedicated to the development of innovative genetic testing solutions that solve crimes and save lives. The company's patented technology has multiple applied science applications, including the ability to enable forensic scientists to unlock answers from the most challenging DNA evidence. Currently, the company is developing a liquid biopsy method to detect and monitor cancer through a minimally invasive blood test. InnoGenomics' scientific team has in-depth expertise in molecular biology, forensic genetics and molecular diagnostics; and the company's management team has over 85 combined years of experience in successful biotechnology commercialization. InnoGenomics is focused on harnessing the power of genomics to transform healthcare and forensic investigations.

myMix Nutrition

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NOEW News: JEDCO, DDD, & Propeller Pitch Finalists Announced

Posted February 6th, 2015 by [Summer Suleiman, Blackstone Correspondent](#)

New Orleans Entrepreneur Week is near, and we've had some exciting announcements this week!

Our partners at the Jefferson Economic Development Commission (JEDCO), the Downtown Development District (DDD), and Propeller announced their respective finalists for the JEDCO Challenge, the Downtown NOLA Arts Based Business Pitch, and the Water Challenge.

All of the pitches are taking place during Pitch Local, brought to you by JPMorgan Chase and Co., on Monday, March 23rd at NOEW.

In case you missed the news, we've rounded up all of the finalists for you below.

JEDCO Challenge Finalists

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high content data faster, earlier and at a lower cost than currently possible, which increases the chance of clinical success and prevents harmful drugs from reaching vulnerable patients. Learn more on AxoSim's [website](#).

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Downtown NOLA Arts Based Business Pitch Finalists

The Business Pitch is aimed at identifying and supporting entrepreneurs that have an arts-based project or product situated in the creative, architecture, technology, digital media or film/entertainment fields that benefits the Downtown Development District and is scalable.

CAD Printing LLC

CAD Printing is enhancing downtown media by applying concrete adhesive material on pavement corners to guide visitors to various landmarks in the CBD. To learn more, visit their [website](#).

CineCorps

CineCorps is a nonprofit production company that builds relationships between satellite Hollywood productions and locally-based filmmakers.

Passion Dance Center

Passion Dance Center is a school for commercial dance and performing arts in New Orleans. To learn more, visit the [website](#)

The Wild Life Reserve

The Wild Life Reserve preserves, protects and promotes a creative ecosystem by creating a foundation for fashion designers to learn, brand and design. Learn more on their [website](#).

Tutti Dynamics

Tutti Dynamics develops a multimedia platform that enables users to study the techniques of experts in the arts and sciences. Learn more on their [website](#).

Water Challenge Finalists

Finalists were selected out of thirteen water entrepreneurs in Propeller's Social Venture Accelerator and participants in the Water Challenge Peer Mentorship Program, a 12-week mentorship and peer-learning program to help nonprofit and for-profit water innovators gain the business expertise they need to launch their startups.

Advanced Berm Technologies

Advanced Berm Technologies is a berm design and deployment process that will increase the rate at which marshes are restored.

Magnolia Land Partners

Magnolia Land Partners develops wetland restoration projects in Louisiana through the sale of mitigation credits.

Greenman Dan Inc

Greenman Dan provides an underground rainwater containment system designed to solve water runoff problems while reducing landscape irrigation costs. Learn more on their [website](#)

Wetland Resources LLC

Wetland Resources provides storm protection to coastal Louisiana through massive planting of hurricane-resistant bald cypress and water tupelo.

Riverbottom Tech

Riverbottom Tech creates technology for restoring and maintaining coastal areas on a sustainable basis.

Stay tuned for more news next week! For real-time NOEW News, Follow [@helloNOEW](#) on Instagram, Twitter, and Facebook!

Week in Review: February 9, 2015

[Julia Ballard](#) | February 9, 2015 | [0 Comments](#)



The Silicon Bayou has been buzzing with tech and entrepreneurial news. Here are the most popular stories published on [Silicon Bayou News](#) in the past seven days:



- [New Coworking Space Opens Doors to Social and Creative Entrepreneurs](#)
- [Norwegian Maritime Tech Company Invests in Louisiana](#)
- [Teen Tech Day Seeking STEM-Focused Teens for 5th Annual Conference](#)
- [Five Finalists Selected for Water Challenge During New Orleans Entrepreneur Week](#)
- [Meet the Entrepreneurs Presenting at Jefferson Parish Pitch Competition](#)
- [Student Creators Will Demo Projects at 10th Annual Satellite Center Video and Animation Festival](#)
- [NOEW News: Drew Brees, Big Dreams & Kid Treps](#)
- [Fulcrum Launches Exchange Quality Program](#)
- [Legal Corner: Employment Issues Affecting Your Startup](#)



PRESS RELEASE
January 28, 2015

Finalists chosen for 2015 JEDCO Challenge powered by First NBC Bank

(Fairfield, La) -- [The Jefferson Parish Economic Development Commission \(JEDCO\)](#) and [First NBC Bank](#), in partnership with the [Jefferson Chamber](#), are pleased to introduce the five companies scheduled to compete in the third annual Jefferson Parish-based pitch competition during [New Orleans Entrepreneur Week \(NOEW\) presented by IBERIABANK](#), which is produced by [The Idea Village](#).

JEDCO received over 30 applications for the [JEDCO Challenge, powered by First NBC Bank](#), from entrepreneurs with ties to Jefferson Parish. Through a rigorous review process, a selection committee of business leaders chose five companies to participate in the live pitch event. The JEDCO Challenge features a diverse group of companies with backgrounds in a variety of industries in Jefferson Parish.

MEET OUR ENTREPRENEURS

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"The JEDCO Challenge provides a wonderful platform for the companies participating," says First

NBC Bank President & CEO Ashton Ryan. "Not only does it connect these entrepreneurs with businessmen and women who can help them grow and achieve success in Jefferson Parish, but it also gives our community a real opportunity to see the true talent, energy and creativity present in our community right now."

The finalists will compete during New Orleans Entrepreneur Week on March 23rd at Southport Hall. The event starts at 2:00 p.m. Each company will have seven minutes to present a live pitch in front of a panel of Jefferson Parish business leaders. Entrepreneurs will be scored based upon the live pitch, a condensed business plan submitted in advance of the competition and crowd vote. JEDCO will give the crowd an opportunity to choose their favorite pitch. A small number of points will be awarded to the crowd favorite and added to the overall score. The entrepreneur with the winning pitch will receive a growing prize package of in-kind business services and direct capital.

JEDCO created [the Challenge](#) in 2013 to identify, engage with and assist our up-and-coming innovators. The goal of the competition is to elevate opportunities for local entrepreneurs in the area through direct capital, business services, increased visibility and mentorship.

Visit the [JEDCO Challenge website](#) for continued updates on our finalists, our judge's panel and our growing prize package.

This event would not be possible without assistance from our Jefferson Parish businesses and organizations. We would like to thank the following for their sponsorship and support of the JEDCO Challenge: [First NBC Bank](#), [Ardyn Thriffily and Associates](#), [Business Innovation Center at Churchill, Carver, Darden, Koretzky, Tessier, Finn, Blossman & Areaux, LLC](#), [Cox Communications](#), [Gambel Communications](#), [Jefferson Chamber of Commerce](#), [LSBDC GNOR](#) and [Sandler Training](#).

We would also like to thank our supporting partners: The Jefferson Chamber of Commerce, Idea Village, Elmwood Business Association, Goldman Sachs 10,000 Small Businesses, Greater New Orleans, Inc., Jefferson Parish, New Orleans BioInnovation Center and Propeller.

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About JEDCO: 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 our area. JEDCO's mission is to proactively influence the economy through the retention and creation of quality jobs, entrepreneurship and investment in Jefferson Parish.

About First NBC Bank: First NBC Bank received a charter to begin operation from the Louisiana Office of Financial Institutions in May 2006. Through overwhelming support from the local community, the Bank's initial capital footings exceeded \$60 million, which set a record for the largest initial capital raised by a Louisiana chartered institution. There are 31 banking offices on the South and North Shores of the Greater New Orleans metropolitan area. First NBC Bank has been selected as one of the Best Places to Work six times in a row *New Orleans CityBusiness*.

The bank's mission is to deliver world-class service through developing long-term relationships with clients while providing a great place to work for its employees and demonstrating outstanding

corporate citizenship within its communities, resulting in exceptional returns for its shareholders.

About New Orleans Entrepreneur Week: New Orleans Entrepreneur Week (NOEW), presented by IBERIABANK, is the annual business festival celebrating entrepreneurship, innovation, and advanced thinking in New Orleans. Produced by the Idea Village, NOEW engages a dynamic global community to support growing companies and elevate entrepreneurial successes through eight days of discussion, debate, education, competition, and celebration. This year, NOEW 2015 will take place March 20-27, 2015 and 10,000+ are expected to engage through over 70 events. www.NOEW.org

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www.facebook.com/JeffersonParishEconomicDevelopment



'Sock Spot' solves problem of lost socks in dryer



Natalie Shepherd / Eyewitness News 11:33 p.m. CST February 12, 2015
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NEW ORLEANS -- It's a universal problem that most people can relate to. What to do with the lone sock that's left in the dryer?

But one local man has come up with an answer to that question.

As part of a New Year's resolution a few years ago, Niel Pierson created a tool called "The Sock Spot."

"It has been incredibly grueling and arduous, but no regrets," he said with a smile recently at his father's home in Metairie.

The spark of the idea started for Pierson when he was growing up in this house.

"The idea originally was my dad's," he explained. "We had one as a kid, and it was this funky thing that he constructed."

But it wasn't until years later, when his son needed it, that necessity really turned out to be the mother of invention.

"When you can't get something your kid needs, you go a little nuts," Pierson said.

Roman Pierson is 10 years old. He loves flags and can name every state capitol. He also has autism, and Pierson said medical bills started piling up.

"When I was no longer able to pay it, when I had done every song and dance for the therapist and had begged and borrowed from my family, we finally hit the wall," he said of the moment he decided he needed to make a change in his life.

And that's what brought Pierson to his New Year's resolution.

He started with his own funky prototype, and turned it into an interactive tool aimed at the whole family.

"The message is of tidiness, organization and to pick up your stuff," he said with a laugh.

It's a simple, but ingenious, idea for that lone sock left in the dryer, and it's called "The Sock Spot."

It sticks to the side of the dryer with suction cups and has five clips that hold the single socks until their match is found.

But Pierson didn't stop there.

"I called my friend Derek Comisky, who's an illustrator, and he's a teacher, actually, at Christian Brothers," Pierson said.

Together, they created a children's book to go along with "The Sock Spot". From there, it turned into a family affair.

"Roman and Paisley have a dog named Meanie Weenie. Meanie Weenie loves dirty socks," Jan Pierson read aloud to the couple's two children.

Both Roman and little sister, Paisley, star in the story. Roman goes on an adventure after their dog takes off with one of his socks.

Along the way, he meets all kinds of helpful Cajun-inspired creatures, including a crawfish and a lazy lizard.

"With names like Couyon, T-Boy, Lay-Zay. Yeah, it's a Louisiana theme," Jan explained.

Of course, the kids have their favorite character.

"It's going to have to be Meanie Weenie," said 8-year-old Paisley. "I'm in love with dogs."

All of the characters are featured on the sock spot clips.

"People lose a lot of socks, so we made big, kid-friendly, cute clips," Neil said.

The Piersons hope that kids will not only be entertained, but also inspired to help out around the house.

"If it starts with socks, maybe it'll spread on to clothing and books," said Jan.

It's working so well, in fact, that the family got their first 3,600 copies of the Sock Spot in August.

"We're in over 40 stores throughout Louisiana," Jan said. "I did a big submission with Barnes and Noble, so we're in the Metairie store and the Mandeville store."

Each purchase helps fund autism research and family support for families with kids like Roman.

"He's come such a long way," Jan said. "Long journey, but he's doing beautifully now."

And, much like Neil's dad inspired him, Paisley loves seeing her dad's idea come to life.

"I'm really proud of him," she said. "It's actually really cool to be a little girl with a dad who made this huge thing."



Louis Armstrong International Airport surpasses pre-Katrina passenger numbers in 2014

[Print](#)



By [Jed Lipinski, NOLA.com | The Times-Picayune](#)

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on January 30, 2015 at 10:46 AM



Louis Armstrong International Airport served more passengers in 2014 than it did in 2004, surpassing pre-Katrina numbers for the first time since the storm, the airport said Friday.

About 9.79 million passengers traveled through the airport last year, a 6.3 percent increase over 2013 and the fifth year consecutive year of growth, according to a news release.

On Wednesday, the airport **announced** that it will add three new non-stop flights to Branson, Mo.; Cincinnati, Ohio; and Cancun, Mexico starting May 6 through Branson AirExpress, operated by Orange Air. The announcement brings the number of non-stop destinations out of Louis Armstrong International to 45--a record for the airport--and increases the number of airlines to 13.

Louis Armstrong International handles 80.3 percent of Louisiana's overall passengers, director of aviation Iftikhar Ahmad said in a statement.

"With five years of continued growth, we have broken numerous records including our total number of non-stops and U.S. enplanement ranking," Ahmad added. "But surpassing pre-Katrina passenger numbers was the most important to our team."



Kenner searching for new lakefront attraction developer



The city of Kenner is one step closer to having its own lakefront attraction. This month, city officials began a nationwide search to find a developer that can turn the city's ambitious plans into a reality.

Jaclyn Kelley / Eyewitness News 6:50 p.m. CST January 29, 2015
CONNECT [7](#) [TWEETLINKEDIN](#) COMMENT EMAIL MORE

KENNER, La. - The city of Kenner is one step closer to having its own lakefront attraction. This month, city officials began a nationwide search to find a developer that can turn the city's ambitious plans into a reality.

At the Laketown redevelopment site, the Treasure Chest Casino sits alone at the small marina, but Mayor Mike Yenni is ready to make it the anchor of a major lakeshore destination. City officials say the opportunities are endless.

"It is very open ended. We're thinking for sure some restaurants, some type of night life," says Mike Quigley, the city's chief administration officer. "Maybe retail related to the waterfront."

In artist renderings, the city shows all the possibilities: from a Ferris wheel and family-friendly recreational areas, to restaurants, retail shops, hotels and boardwalks that overlook the water.

Now the city has started the search for a developer ready to deliver something spectacular for the roughly 15-acre site.

"It will be our option to select the one that works best for Kenner," Quigley said. "We're looking forward to what the proposals are."

Not only have several local developers been interested in the project, but Quigley said the city is also accepting proposals from developers from all over the country.

"We have been very proactive. We've gone out to perspective developers," Quigley said. "So, we have a list of about 53 developers that we've sent it [the request for proposal] to."

Michael Hecht, the president and CEO of Greater New Orleans Inc., said he expects this project to generate a lot of interest nationwide, just like the booming market in New Orleans.

"People that are local have a better understanding of the opportunity, but at this point New Orleans is a national investment opportunity," Hecht said.

Hecht said it has a lot to do with big retailers and businesses flocking to the entire metro area.

"It validates the market and it makes it easier for us to get the next retailer, the next hotel," Hecht said. "So, we have become an international market and interestingly this is really a post-Katrina phenomenon."

The deadline for developers to submit their proposals for the project is May 8 and the city expects to break ground as soon as 2016.



PRESS RELEASE
February 19, 2015

JEDCO & Jefferson Chamber to Host Business Presentation Seminar *Part of Prosper Jefferson Seminar Series*

(Fairfield, LA) - Communication is a key component to a successful business strategy. Business owners and entrepreneurs need to be able to effectively share their story, their idea, their product or their business services in a way that everyone can understand. Whether you're pitching to an investor or chatting with a consumer, the way in which you present your ideas will have a big impact on your success.

That's why the [Jefferson Parish Economic Development Commission \(JEDCO\)](#) and the [Jefferson Chamber of Commerce](#) teamed up to bring you "Lessons on Presentation," a [Prosper Jefferson](#) seminar focused on helping our local business owners improve their communication and presentation skills.

Erica Olson, a professional speaker, presentation coach and the founder of [Speak Simple](#), and Glenn Michael, a master stylist, consultant and founder of [Glenn Michael Salon](#), team up to bring you an educational seminar jam-packed with tips and techniques to ensure your presentation success. In this seminar, you will learn:

- How to put together a presentation or pitch
 - 6 elements of presentation preparation and execution
- Tips on practicing for your upcoming presentation
- Secrets for business pitches

Join us **next Wednesday, February 25th, at the JEDCO Conference Center (701A Churchill Parkway, Avondale, LA 70094) from 9:00-10:30.** Admission is free, but registration is required to attend. The event is open to all businesses and entrepreneurs. For more information contact Kelsey Scram at kscram@jedco.org or Emilie Riser at emilie@jeffersonchamber.org.

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About Erica Olson: Erica is a professional speaker, interpreter, and presentation coach who helps her clients become comfortable when presenting in order to relate with their audience. Before founding [Speak Simple](#), she crafted her skills working with Audubon Zoo's Outreach Education programs including Zoomobile and Wetlands Express. Over her five years working with the zoo, she gave over a thousand presentations to audiences ranging from toddlers to retirees and everything in between. Erica is an expert when it comes to interpreting complex terminology and technical lingo. She learned the dos and don'ts of presentations not only by doing, but by coaching youth and adult volunteers as they shared their animal knowledge to zoo visitors and audience members. Erica's company, Speak Simple, works with professionals to ensure they are understood by their prospects and clients and to win more work through presentations.

About Glenn Michael: Glenn, master stylist, educator, platform artist, consultant and founder of [Glenn Michael Salon](#) solidifies his industry credentials with 39 years of business and beauty experience. As an Entrepreneurial leader, Glenn Michael is well versed in all areas of the business ownership, including but not limited to: operations, business development, marketing, advertising, team building, education, communication, management, human resources and guest services. Glenn Michael utilizes his public speaking and communication skills to provide superior education, motivation, and inspiration designed to increase sales and improve productivity through his How to be a Powerful Communicator Presentations, Five Senses to Raising Sales Marketing Strategies, C.A.R.E. Customer Relations Programs, and the betterment of life through the Dynamics of Goal Setting. Glenn shares proven systems using research, listening, verbal and visual skills to help individuals achieve their goals in business and in life.

About JEDCO: [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 our area. JEDCO's mission is to proactively influence the economy through the retention and creation of quality jobs, entrepreneurship and investment in Jefferson Parish. Located in the growing [Churchill Technology and Business Park](#), JEDCO is home to a [business incubator](#) and it also runs a state-of-the-art [Conference Center](#). For more information, visit www.jedco.org and follow us on [Facebook](#), [Twitter](#) & [LinkedIn](#).

About the Jefferson Chamber: The [Jefferson Chamber](#) is a leading voice for Jefferson Parish's business community. As a non-profit, membership-driven organization, the Chamber is an effective advocate for small and large businesses at the local, state and federal levels. The Chamber's mission is to work for the advancement of the business community; to enhance the economic, civic and cultural environment; and to improve the quality of life in Jefferson Parish. The Jefferson Chamber is Four-Star Accredited by the U.S. Chamber of Commerce and was awarded the 2013 Chamber of the Year Award by the Louisiana Association of Chamber of Commerce Executives in the Large Chamber Category.

For more information about the Jefferson Chamber, visit www.jeffersonchamber.org, and follow on [Facebook](#), Twitter [@jeffersoncoc](#), and [YouTube](#).

Contact:

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PROSPER JEFFERSON

2015 Seminar Series

February 25 - 9 AM

How to give a good presentation/Your Elevator Speech
JEDCO Conference Center

April 29 - 9 AM

Marketing-Social Media
Eastbank Library

May 27 - 9 AM

Emergency Preparedness
JEDCO Conference Center

June 24 - 9 AM

Technology to support efficiency and growth in your business
Eastbank Library

July 29 - 9 AM

Human Resources
Eastbank Library

August 26 - 9 AM

Marketing-Branding
JEDCO Conference Center

September 23 - 9 AM

Business Financing
Eastbank Library

October 28 - 9 AM

Marketing-PR/Media Relations
Eastbank Library

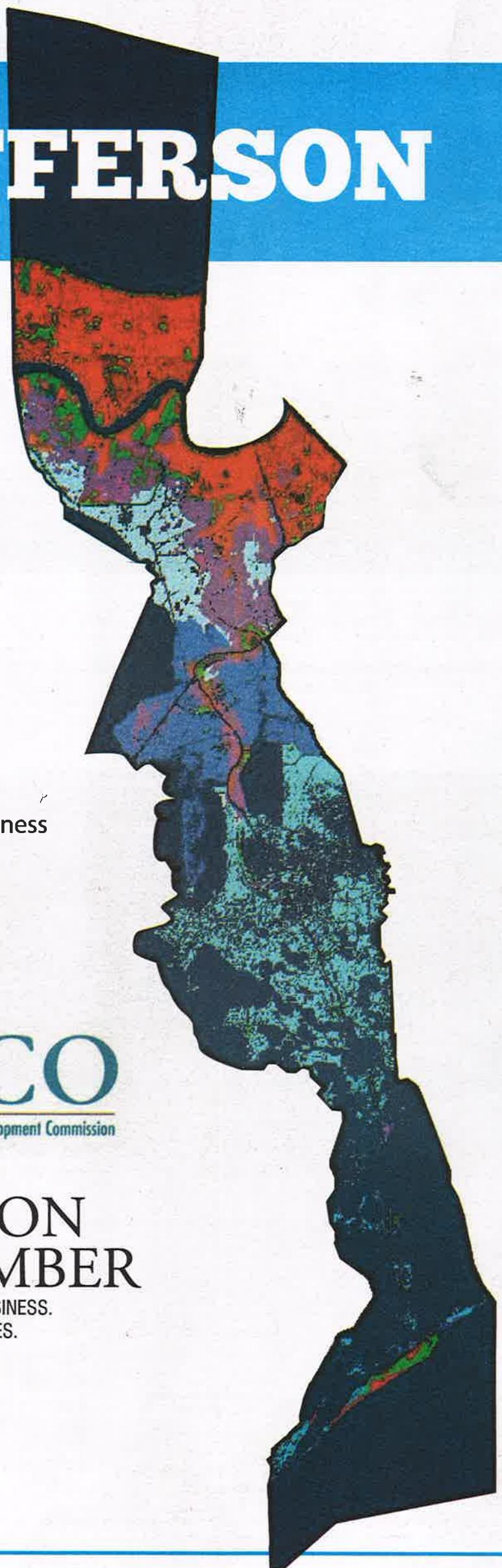
November 18 - 9 AM

Sales
JEDCO Conference Center



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