



New Orleans ranks 12th among U.S. cities for infrastructure jobs, report finds



TED JACKSON / THE TIMES-PICAYUNE The U.S. Army Corps of Engineers dredge Wheeler works near head of passes in the lower Mississippi River, along with 5 other dredges keeping the channel open for shipping traffic, Tuesday, March 20, 2012. In the foreground is a river pilot boat headed downriver (and past the Wheeler) to pilot town.

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By [Katherine Sayre, NOLA.com | The Times-Picayune](#)

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Workers operating refineries, engineering bridges, hauling containers and performing other labor focused on the nation's infrastructure make up nearly 13 percent of the New Orleans metro area workforce, one of the highest rates of infrastructure jobs in the country, [according to a report released Friday](#).

In total, infrastructure jobs -- defined as supporting the nation's assets in energy, trade, transportation, public works and other sectors -- make up 11 percent of the U.S. workforce, more than previously thought, [according to the report from The Brookings Institution](#).

Over the next decade, infrastructure jobs will grow by more than 9 percent, the report said, and 2.7 million workers will be needed to fill open positions from turnover and aging workers retiring.

Researchers with Brookings' Metropolitan Policy Program took stock of the nation's infrastructure jobs, defining 95 occupations in 42 industries from civil engineers and urban planners to river pilots and and petroleum pump operators, calling it the first report of its kind.

Infrastructure work employs 14.2 million people nationwide, including 62,850 in the New Orleans-Metairie-Kenner metro area, according to the report.

Among the 100 largest cities, the New Orleans area ranked 12th in percentage of infrastructure jobs in the total workforce at 12.8 percent, driven by energy and utility industries, the report said.

By the same measure, Baton Rouge ranked 15th at 12.6 percent of the local workforce based on similar trends.

Joseph Kane, a Brookings researcher, said the idea of infrastructure often involves abstract generalizations, limited to short-term, shovel-ready construction jobs, such as the highway and bridge construction federally funded during the economic crisis through the 2009 American Recovery and Reinvestment Act.

But the report took a broader approach looking at intra-metro transportation, inter-metro transportation, trade and logistics, energy, water, telecommunications and public works sectors. More than three-quarters of the jobs involved operations infrastructure, the report found. The construction and design played smaller roles.

Share rank/Metro area	Metro Infrastructure Employment	Metro Total Employment	Metro Infrastructure Share
1. Memphis, TN-MS-AR	99,140	557,810	17.8%
2. Lakeland-Winter Haven, FL	24,830	168,200	14.8%
3. Stockton, CA	26,490	182,080	14.5%
4. Harrisburg-Carlisle, PA	41,360	291,690	14.2%
5. Chattanooga, TN-GA	29,270	211,710	13.8%
6. Scranton--Wilkes-Barre, PA	32,450	235,410	13.8%
7. Louisville-Jefferson County, KY-IN	77,980	574,520	13.6%
8. Greensboro-High Point, NC	44,350	331,240	13.4%
9. Indianapolis-Carmel, IN	114,890	859,770	13.4%
10. Riverside-San Bernardino-Ontario, CA	148,680	1,127,560	13.2%
11. Omaha-Council Bluffs, NE-IA	56,320	435,720	12.9%
12. New Orleans-Metairie-	62,850	490,780	12.8%

Kenner

13. Modesto, CA	17,510	138,250	12.7%
14. Atlanta-Sandy Springs- Marietta, GA	278,650	2,208,570	12.6%
15. Baton Rouge	43,260	344,510	12.6%
16. Lancaster, PA	26,290	209,810	12.5%
17. Houston-Sugar Land- Baytown, TX	317,300	2,547,540	12.5%
18. Knoxville, TN	38,390	311,800	12.3%
19. Bakersfield-Delano, CA	31,400	258,750	12.1%
20. Jacksonville, FL	66,650	551,320	12.1%

Material movers, truck drivers and electricians together make up the largest share at nearly one-third of all infrastructure jobs.

Infrastructure jobs also offer higher wages, paying 30 percent more to workers at lower ends of the income scale, according to the report.

"Not only do these infrastructure jobs pay more but only 12 percent of infrastructure workers actually hold a bachelor's degree or higher," Kane said. "The formal education needed to enter those jobs is fairly low." About 80 percent of workers learned with on-the-job training.

In New Orleans, the median hourly wage is \$19.24 and the medial annual salary is \$40,020, according to Brookings' data.

The report provides further evidence for an ongoing conversation in the local business community: growing concerns over having enough workers in Louisiana to fill new jobs being created in the energy, digital and transportation sectors.

"For quite some time, in economic development, there was a focus on bringing jobs to the area, and I think now, we're at a point in which we have to pivot slightly and make sure we're working also on bringing the workforce to the area, and at the very least, making sure our locals have the opportunities to fill those roles," Jerry Bologna, Jefferson Parish Economic Development Commission executive director, said.

In a 2013 report, the Louisiana Workforce Commission found that an additional 83,600 skilled craft workers will be needed to construct \$60 billion in new plants and plant expansions statewide.

In a 70-mile stretch along the Mississippi River from New Orleans to Baton Rouge, \$21 billion in energy related investments in petrochemicals, advanced manufacturing, and energy will create

42,000 job openings over the next seven years, according to a January report by The Data Center in New Orleans.

Michael Hecht, CEO and president of economic development group Greater New Orleans Inc., said much of the attention in workforce growth has focused on new industries, such as the biomedical and digital sectors.

But the report illustrates that the foundational industries for New Orleans are largely based in infrastructure, providing a vast number of jobs, he said.

Billions of dollars in infrastructure investments in post-Hurricane Katrina rebuilding and, more recently, investments in the natural gas boom contributed to job growth.

Looking ahead, coastal restoration and stabilization work will create new jobs, he said.

"We see a theme of large infrastructure projects in the recent past, present and future in south Louisiana," Hecht said.

Hecht said two factors are converging to put strain on the workforce: a surging demand and an aging, soon-to-retire group of workers. The region must ramp up training at its two-year schools, he said.

Hunter Arnold, Waggoner Engineering vice president of business development, said his company, which operates in Mississippi and Louisiana including a New Orleans office, is focused on public infrastructure such as roads. Post-Katrina jobs powered expansion in his company in recent years. But such spending has tapered off as the federal government limits funding local capital projects, he said.

Even so, Arnold said, his firm of 95 employees has hired new employees in the past six months. In the future, the company anticipates opportunities in coastal restoration and pent-up demand for improved roads, wastewater systems, and bridges.

"I think the public is starting to pay more attention to those things," Arnold said. "They're more aware of that, and they're expecting the local and state and federal agencies to be on top of that. That's kind of the threshold now, the expectation that those things are going to be addressed."

The report doesn't make specific policy recommendations, but it said that as the U.S. economy continues to recover from the recession, policymakers should think more broadly about what infrastructure means.

"Although construction workers play a pivotal role building and maintaining infrastructure, this report shows they only compose a fraction of the entire workforce responsible for managing the nation's physical assets," the report says. "To help promote trade, move more passengers, ensure the

efficient use of energy and water and carry out other infrastructure related activities, it is essential to gain a firmer understanding of the employment opportunities behind these investments."

To help with Fairfield development near Avondale, Jefferson Parish hires consultant



A wetlands delineation study will be conducted on 5,000 acres near the TPC Louisiana golf course near Avondale to determine how much of the property is wetlands. (NOLA.com | *The Times-Picayune* file photo)



By [Andrea Shaw, NOLA.com | The Times-Picayune](#)

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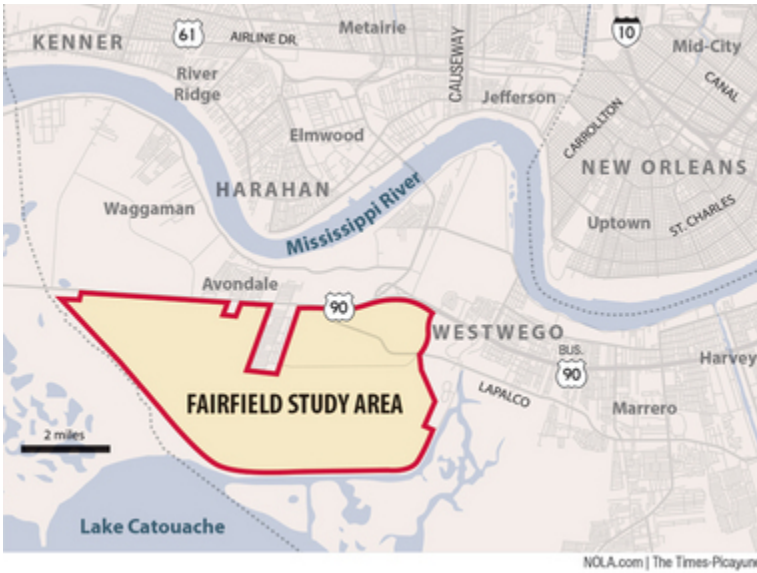
To continue development of [Jefferson Parish](#)'s last big swath of fallow land, the Parish Council has hired a firm to determine how much of 5,000 acres in the Avondale area is wetlands. Last week, the council approved a \$294,900 contract with Kyle Associates of Mandeville to prepare a wetland delineation study of the proposed Fairfield area.

The analysis will examine property bordered by U.S. 90, the St. Charles Parish line, Lake Catouache and Bayou Segnette. The property's owners include Marrero Land and Improvement Association, A.J. Ward, Marsh Investment Co., Churchill Farms, Emirau Partners and Harold Wainer.

Parish officials, business leaders and property owners are working on a branding and development strategy for a new community called [Fairfield](#), already home to the TPC Louisiana golf course, NOLA Motorsports and Churchill Farms Technology and Business Park. But the land is marked by wetlands.

Public Works Director Kazem Alikhani said the delineation study is being conducted with a parallel planning study by the Regional Planning Commission. The delineation is expected to take 18 months, he said.

"Once you delineate what is wet, what's not wet, you can plan what the property owners have to do for mitigation," he said.



A major part of the process is enlisting the input of property owners, Alikhani said. "The parish wants to be driving the planning process in coordination with the property owners," he said. "We want to make sure it's done correctly and make sure you have flood protection. You make sure drainage issues are addressed, make sure you develop some water features for the property."

Hiring the firm is the latest step toward facilitating growth and building on assets located in one of the few areas with available land, Parish Councilman Mark Spears Jr. said. An earlier delineation paved the way for NOLA Motorsports and the business park, saving millions of dollars for the developers, Spears said. [NOLA Motorsports](#) just announced

the IndyCar series-affiliated Grand Prix of Louisiana and Patrick F. Taylor Science & Technology Academy is one of the best schools in the country.

"We have been working with JEDCO (Jefferson Economic Development Commission) and anything we can do to make sure we make it fertile for growth and businesses to consider that area we're going to try," Spears said.

JEDCO

JEFFERSON PARISH ECONOMIC DEVELOPMENT COMMISSION

THE JEFFERSON EDGE

PRESS RELEASE
April 24, 2014

Technology company announces headquarters location in Jefferson Parish

(KENNER, La) — Executives from a leading North American technology company officially announced plans to locate their corporate headquarters in Jefferson Parish. The Jefferson Parish Economic Development Commission (JEDCO), in conjunction with Governor Bobby Jindal, Jefferson Parish Government and the City of Kenner, joined 4th Source at the new JEDCO Conference Center to celebrate this significant announcement Thursday.



4th Source, a systems and information technology company, will establish their corporate headquarters and delivery services center in Kenner, where they will continue to provide near-shore technology and IT services to a variety of industries. The company anticipates the creation of 320 direct jobs at an average salary of \$50,000, plus benefits. Louisiana Economic Development (LED) estimates an additional 412 indirect jobs will be created. This corporate headquarters will be the company's fourth office established in the U.S.

Throughout every stage of this project, JEDCO worked closely with Jefferson Parish government and Louisiana Economic Development (LED) to ensure 4th Source was provided with all the tools and information to aid in their decision. JEDCO arranged site selection efforts, supplied demographic, wage and local market data pertaining to the burgeoning information technology industry in Jefferson Parish and offered incentives guidance to 4th Source leaders, while also offering transitional office and meeting space.

JEDCO coordinated this project with LED, which led the state economic development program to offer the company a competitive incentive package. The package included comprehensive access to LED's FastStart, the nation's number one comprehensive workforce training program, as well as utilization of Louisiana's Digital Interactive Media and Software Development Incentive and the state's Quality Jobs Program.

"We are thrilled to welcome 4th Source to Jefferson Parish," says Jerry Bologna, JEDCO Executive Director. "4th Source's investment in their new headquarters highlights the resources and workforce base available in this community as the technology industry strives to reach critical mass. Not only will 4th Source bring new jobs to our region, but it will provide an immense boost to the economic climate within Jefferson Parish. JEDCO continues to stand ready to support the 4th Source team as they begin to call Jefferson home."

"This is a truly exciting day for Jefferson Parish," adds Parish President John F. Young. "We would like to commend JEDCO's

efforts, along with the collaboration between state, regional and local organizations, in bringing this headquarters to the area. The attraction of 4th Source to Jefferson Parish speaks volumes about our community's business-focused climate and vast assets. We are thrilled to welcome 4th Source to the community and look forward to a long-term partnership with this outstanding company."

"We are honored that 4th Source has chosen Kenner as the location of choice for its new headquarters," says Kenner Mayor Michael Yenni. "Kenner's proximity to the airport, accessibility to Interstate 10 and our strong workforce continue to attract high-caliber businesses to our community, creating jobs and opportunities for our residents. We would like to recognize JEDCO for its dedication to this project. We value our close relationship with JEDCO and have experienced continued economic success in Kenner thanks to our continuing partnership. We are thrilled to welcome 4th Source to Kenner and look forward to its future growth and success in our city."

4th Source cited a variety of reasons for choosing to locate in Jefferson Parish. The company was particularly pleased with the location because of the emerging IT industry in the Greater New Orleans area and the private/public partnerships to enhance technology curriculums in our colleges and universities. Michael Wedge, 4th Source CEO, also has ties to the area; he grew up in Orleans and Jefferson Parishes.

"4th Source is excited to establish our Corporate Headquarters and Service Delivery Center in Jefferson Parish," says Michael Wedge, 4th Source CEO. "The passion and energy the JEDCO team demonstrated was a key factor in our decision to open our new HQ and Service Delivery center in Kenner. The revival in the local economy driven by organizations like JEDCO is evident. As a native of New Orleans and Jefferson Parish, it is exciting to see the positive economic activities underway and we look forward to being a large part of the future developments in the area."

"Greater New Orleans, Inc. is thrilled to welcome 4th Source to the region," said Michael Hecht, President and CEO of Greater New Orleans, Inc. "Greater New Orleans is the fastest growing technology market in the USA, with a strong foundation of local companies increasingly complimented by dynamic new firms, like 4th Source. The result is a growing critical mass of outstanding companies and jobs for our community."

Governor Jindal says, "We're proud that 4th Source chose Louisiana over other states like Colorado and Tennessee for its new corporate headquarters and its latest software and IT operations center. In addition to corporate functions, the company's Louisiana site will extend its business development work throughout the Gulf Coast region and beyond from right here in Southeast Louisiana. This is a significant win for our state, bringing valuable technology expertise to Louisiana while creating exciting new career opportunities for many Louisiana families. We are pleased that 4th Source recognizes Louisiana's thriving business climate, outstanding growth potential and highly skilled workforce."

4th Source anticipates operations will be underway by late 2014 with hiring to fill new jobs for its Kenner technology center beginning this summer. The company plans to employ 320 people in Kenner by 2018.

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ABOUT 4TH SOURCE: 4th Source, Inc. is a systems and information technology company founded in 2004. Headquartered in its new Kenner, LA location, 4th Source provides custom software and IT solutions to clients in the healthcare, software/IT and financial services industries. In addition to Georgia and Jefferson Parish, the company has offices in Memphis, TN and Denver, CO. Three delivery centers currently operate out of Mexico. For more information, visit www.4thsource.com.

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Technology firm moving headquarters from Atlanta to Kenner, bringing 320 jobs



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

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on April 24, 2014 at 2:00 PM, updated April 24, 2014 at 5:03 PM

A **technology** firm called **4th Source**, now based in the Atlanta area, announced Thursday that it is moving its headquarters to Kenner. As part of the move, it said is bringing 320 jobs over the next five years.

The office will open on Veterans Memorial Boulevard near Williams Boulevard in July, employ 25 people by the end of the year and 80 by the end of 2015, chief executive officer Michael Wedge said. He said the firm plans to continue adding employees in the following years. He said the jobs will average \$50,000 in annual salary. And the company's presence will spur an estimated addition of 412 jobs.

Wedge grew up in Mid-City New Orleans and in Jefferson Parish and was a member of the first graduating class of Alfred Bonnabel High School in Kenner. He left Louisiana to pursue his career but said the business climate in the state and the New Orleans area has become a compelling draw.

He cited state programs such as the digital media tax credit saving on costs for technology companies, the Quality Jobs cash rebate program for companies that create jobs in the state and the Louisiana Economic Development FastStart workforce training program. That program will help the company find the college graduates to fill its software development and information technology jobs, Wedge said.

He said the company considered incentives from other states. But it concluded that the cultural appeal of the New Orleans area would help in recruiting, especially from among new graduates in technology fields.

"The cultural diversity of the area is also an attraction to us," he said. "Keeping the best and brightest talent working for our company is one of our key challenges."

As a native of the area -- he's also the brother of Charlotte Burnell, Kenner's former chief administrative officer -- he said it's heartening to see the region becoming competitive in business. "It's exciting to come back and see the revival that's going on," he said.

The company builds information technology systems and develops software for clients in various industries, with an emphasis on health care.

Wedge said New Orleans is centrally located for 4th Source's customer base and its operations, which include three offices in Mexico and four in the United States.

The announcement, at the Jefferson Economic Development Commission's conference center in Avondale, attracted Gov. Bobby Jindal, Jefferson Parish President John Young, Kenner Mayor Mike Yenni, JEDCO Executive Director Jerry Bologna and other officials. Jindal used the occasion, as he often does during economic development announcements, to argue that Louisiana is eliminating its long-lamented status as a place that loses natives to other locales with more economic opportunity.

"We're finally beginning to bring our sons and daughters back," Jindal said. "For so many years, we worried about our sons and daughters going to cities like Atlanta to pursue their careers, to pursue their dreams."

The 4th Source company currently is based in Canton, Ga. It was founded there in 2004.

"What makes today so special is, one, it's a corporate headquarters that is coming to our state," Jindal said. "And two, these are IT jobs."

The economic benefits of having the high-caliber jobs in the region will help even people who don't work in the software industry, Jindal said.

Young said he and the governor agree on one point: "We both hate new taxes, but we both love new taxpayers."

"We'll work hard to keep you here and help you grow and prosper here," Young told Wedge.

More broadly, he said, "We can compete, not only with the rest of the country, but with the entire world."

DIGITAL JOURNAL

4th Source, Inc. Selects Kenner, Louisiana for Its Corporate Headquarters

Avondale, LA (PRWEB) April 25, 2014

4th Source, Inc. announced the relocation of its corporate headquarters and the opening of its latest delivery center in Jefferson Parish, Louisiana at a press conference yesterday with Louisiana Governor, Bobby Jindal. "We have established our newest delivery center to meet the needs of our expanding customer base. Louisiana provided the best all-around economic environment to support our strategic plans," said Michael Wedge, 4th Source President and CEO. "The business friendly environment coupled with the established and growing talent base was the perfect combination for 4th Source."

4th Source is partnering with two large scale initiatives, Jefferson Parish Economic Development Commission (JEDCO) and Louisiana Economic Development (LED), as well as key regional colleges and universities in the launch of its new corporate headquarters and delivery center. The insourcing center will augment its three existing Mexican based [nearshore](#) centers with an additional labor pool and the ability to address its customer requirements for U.S. based service and process requirements. The combination of nearshore and U.S. based insourcing will allow 4th Source to take on any customer requirement with a full complement of multisourcing delivery capabilities.

4th Source will formally launch its Louisiana headquarters and delivery center in Q3 of this year. It expects to grow the center to a headcount of 320 positions over the next five years. Recruitment for consultants as well as management and supporting professionals will begin immediately. 4th Source has been experiencing high double digit growth for the past five years completing 2013 with over 60% year over year growth. "Our growth has been fueled by our ability to deliver process and service support that are lower in cost, risk, and complexity while ensuring a high degree of quality. The key to our success is our [corporate culture](#)," said Wedge.

Read more: <http://www.digitaljournal.com/pr/1875135#ixzz32N5ySjtq>

Atlanta tech firm brings 320 jobs to Kenner

By: Jessica Gonzalez, Reporter April 24, 2014 0

Atlanta-based information technology company 4th Source announced today it will move its corporate headquarters and create a delivery service center in Kenner, a move that will create 320 new jobs with a starting salary of \$50,000 plus benefits.

4th Source president Michael Wedge, a New Orleans native, said the company hopes to begin moving key executives in July, but recruiting for the software delivery service center will begin before then. The company will close its Atlanta office and move two employees to Kenner.

Founded in 2004, 4th Source provides software and IT solutions to clients in health care, technology and financial services.

According to Louisiana Economic Development, 4th Source has committed to filling all 320 jobs by 2018. LED said it began discussions with 4th Source about the relocation project in December. To secure the company, the state offered the Louisiana's Digital Interactive Media Software Development Incentive, which provides a 25 percent refundable tax credit on eligible production expenditures (35 percent on Louisiana-based production payroll), and a payroll tax break through its Quality Jobs Program.

4th Source was also offered incentives to take its headquarters to Colorado and Tennessee.

In addition to the incentives Louisiana offered, Wedge cited the greater New Orleans area's proximity to the company's customer base, along with the area's "cultural diversity" as selling points.

"Keeping the best and brightest talent is one of our key challenges," said Wedge. "[When recruiting] It's much easier to sell New Orleans to college grads."

Parish President John Young, Kenner Mayor Mike Yenni, JEDCO Executive Director Jerry Bologna and Gov. Bobby Jindal praised the company's decision and pointed to Louisiana's business-friendly climate as a catalyst for growing and diversifying the state's industries.

"For so long we've lost our sons and daughters to cities like Atlanta to pursue their careers, their dreams," Jindal said. "We're finally beginning to bring our sons and daughters back."

He said the move will continue to mold the state into a "beacon for the digital media industry."

CityBusiness recently reported on the challenges IT companies are facing with recruiting enough skilled workers to meet their needs.

The company, which according to Wedge competes with the likes of HP and IBM – another company recruited by the state – currently has offices in Memphis, Tenn. and Denver. It also has three software development delivery centers in Mexico, what the company calls "nearshore" outsourcing.

4th Source's office will be located at 2400 Veterans Blvd., formerly known as the Rault Center and Xerox Building. Kingfish Development purchased the five-story building earlier this year and pledged "a couple of million dollars" in improvements.

Software Development and IT Company 4th Source To Locate Headquarters In Greater New Orleans, Louisiana

Area Development Online News Desk (04/24/2014)
Editors Picks

4th Source Inc., a software development and information technology company, will relocate its corporate headquarters to greater New Orleans, [Louisiana](#), where the firm will also establish its fourth U.S. office delivering near-shore technology and IT services.

According to [Louisiana Economic Development](#), the project will create 320 new jobs by 2018. Founded in 2004, 4th Source specializes in providing technology solutions for the healthcare, financial and software industries. In Kenner, Louisiana, the company will continue developing new business in those industries. By late 2014, 4th Source will relocate its [corporate headquarters](#) from Georgia to Louisiana and begin filling new jobs for its Kenner technology center.

“4th Source looks forward to conducting business from its new Louisiana headquarters by the third quarter of 2014,” said 4th Source Inc. CEO Michael Wedge. “In order to meet this goal, we will relocate key executives and initiate recruiting activities almost immediately, allowing us to achieve the targeted headcount of 25 new jobs by year’s end. Our new facility will serve both existing and new customers. We chose to relocate our headquarters and expand our multi-sourcing business to Louisiana and Jefferson Parish due to the business-friendly environment, excellent high-technology talent pool and financial incentives to support us in our aggressive growth plans. The comprehensive list of incentives and support provided by LED and JEDCO are unmatched, based on our extensive review of alternative locations. Louisiana leads the way in making businesses feel welcomed and supported in the achievement of their goals.”

Governor [Bobby Jindal](#) said, “We’re proud that 4th Source chose Louisiana over other states like Colorado and Tennessee for its new corporate headquarters and its latest software and IT operations center. In addition to corporate functions, the company’s Louisiana site will extend its business development work throughout the Gulf Coast region and beyond from right here in Southeast Louisiana. This is a significant win for our state, bringing valuable technology expertise to Louisiana while creating exciting new career opportunities for many Louisiana families. We are pleased that 4th Source recognizes Louisiana’s thriving business climate, outstanding growth potential and [highly skilled workforce](#).”

To secure the project, the State of Louisiana offered the company a competitive [incentive package](#), including the comprehensive solutions of LED FastStart. The company is expected to utilize Louisiana’s Digital Interactive Media and Software Development Incentive, which provides a 25 percent refundable tax credit on eligible production expenditures, 35 percent on Louisiana-based production payroll and the state’s Quality Jobs Program.

“We are honored that 4th Source has chosen Kenner as the location of choice for its new headquarters,” Kenner Mayor Michael Yenni said. “Kenner’s [proximity to the airport](#), [accessibility to Interstate 10](#) and our strong workforce continue to attract high-caliber businesses to our community, creating jobs and opportunities for our residents. We would like to recognize JEDCO for its dedication to this project.”

“We are thrilled to welcome 4th Source to the Jefferson Parish community,” said Executive Director Jerry Bologna of the Jefferson Parish Economic Development Commission. “4th Source’s investment in their new Jefferson Parish headquarters truly highlights the resources and workforce base available in this community to meet the needs of the growing [technology industry](#). Not only will 4th Source bring new jobs to our region, but it will provide an immense boost to the economic climate within Jefferson Parish. JEDCO continues to stand ready to support the 4th Source team as they begin to call Jefferson home.”

Tech company relocating to Louisiana from Atlanta

- Posted April 25, 2014 at 7:21 a.m.



KENNER, La — An Atlanta-based technology firm has announced plans to move its headquarters to Kenner. The move by software development and information technology company 4th Source was announced Thursday.

A statement from Gov. Bobby Jindal's office said the project will create 320 new jobs with an average salary of \$50,000 plus benefits.

Louisiana economic development officials began discussions with 4th Source in December 2013. The state offered the company an incentive package, including a workforce training program. The state says 4th Source is expected to use Louisiana's Digital Interactive Media and Software Development Incentive, which provides a 25 percent refundable tax credit on eligible production expenditures.

NOLA.com-The Times-Picayune reports that Michael Wedge, the CEO of 4th Source, grew up in New Orleans' Mid-City neighborhood and in Jefferson Parish.

He was a member of the first graduating class of Alfred Bonnabel High School in Kenner.

Wedge left Louisiana to pursue his career but said the business climate in the state and the New Orleans area has become a compelling draw.

He cited state programs such as the digital media tax credit, the Quality Jobs cash rebate program for companies that create jobs in the state and the Louisiana Economic Development FastStart workforce training program. That program will help the company find the college graduates to fill its software development and information technology jobs, Wedge said.

THE NEW ORLEANS ADVOCATE

Georgia IT firm to relocate to Kenner, bringing up to 320 jobs

IT firm sees draw in staying close to clients

BY CHAD CALDER

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When executives of 4th Source joined state and local officials at a news conference Thursday to announce the Georgia IT firm's decision to move its headquarters to Kenner, speakers cited the state's economic incentives, Jefferson Parish's business-friendly environment and the attraction of the New Orleans area for young talent as reasons for the move.

But Chief Executive Officer Michael Wedge's Mid-City roots and his familial ties to New Orleans didn't hurt the metro area's chance of beating out competitors in Colorado and Tennessee, either.

When the company was starting to look into expanding late last year, Wedge's sister, Charlotte Burnell, the former chief administrative officer of Kenner who now runs the business consulting firm Strategic Planning Associates, suggested he get in touch with the Jefferson Parish Economic Development Council.

"We came down and it was like, 'Wow, this is almost too good to be true,' " Wedge recalled. "We went through a lot of (due) diligence and we went through a lot of discussions, but that's how the door got opened."

4th Source provides IT products and services to corporate clients in industries such as health care and marketing.

While it is based just outside Atlanta, most of its roughly 50 U.S. workers are in Denver and Memphis and the lion's share of its workforce — 340 employees — are in Mexico.

That balance will start to shift in July when the company takes over the former Xerox Corp. office on Veterans Memorial Boulevard to use as its headquarters and the site of its primary domestic customer-support operations.

4th Source will have 25 employees in Kenner by the end of this year and 80 by the end of 2015, officials said.

Its five-year goal is 320 local jobs, which Gov. Bobby Jindal said would create an additional 412 indirect jobs.

The jobs will average \$50,000 in pay plus benefits.

Jindal said the recruitment of 4th Source is part of the state's battle to stem a "brain drain" by creating a modern economy.

Wedge grew up in New Orleans in the 1960s before his family moved to Kenner in the '70s. After attending LSU for a couple of years, he left the state in 1980 and spent the next 30-plus years out of the state and even out of the country. A year ago, he joined 4th Source, which was founded in 2004.

Potential homecoming aside, Wedge said, the case for metro New Orleans was strong because it's a good fit for the company geographically.

The IT business, he explained, initially expanded to all corners of the globe because the technology allowed it, but the industry, led by its customers, has come to realize that geography, politics and culture really do matter.

By “nearshoring” to Mexico rather than to India, Pakistan or China, the company’s operations are all in the same time zone and a quick plane flight away for executives or customers.

“Our customers can go to the centers, which typically doesn’t happen when you outsource around the world,” Wedge said. “We get a personal relationship ... when a customer can meet with the people who are going to support them.”

Also, he said, the cultural barriers between the U.S. and Mexico are less pronounced than if some operations were in the Far East. The benefits of not having operations in the Ukraine — a major center of high-tech offshoring and current political unrest — speak for themselves, he noted.

Wedge said that in addition to the state’s universities supplying a local workforce, New Orleans’ unique culture will help 4th Source attract talent from around the country and the world.

“We find that people want to come here, which really helps us in recruiting and retaining talent,” he said.

Wedge said New Orleans also has the benefit of affordable commercial real estate close to the city, unlike Denver, where the company would have been forced to find a home far away from the city itself.

Wedge said the company chose Kenner after its search for the ideal building led it to Veterans just off Williams Boulevard. He said the site’s proximity to the airport and an extended-stay hotel next door made the site the right choice.

Kenner Mayor Mike Yenni hailed the company’s decision as an important part of Kenner’s efforts to make itself “a community of choice” for families and young professionals.

Jefferson Parish President John Young said 4th Source’s move validates the parish’s emphasis on having a low-tax, business-friendly climate.

4th Source will receive a number of financial incentives, including the state’s Digital Interactive Media and Software Development tax credit.

That program provides a 25 percent tax credit on eligible expenditures and a 35 percent credit on Louisiana payroll expenditures.



Tech firm's plans to move to Kenner means hundreds of jobs



wwltv.com

Posted on April 28, 2014 at 6:29 PM

Thanh Truong / Eyewitness News

Email: ttruong@wwltv.com | **Twitter:** [@thanh412](https://twitter.com/thanh412)

KENNER, La. - More than 300 jobs are projected to come to the metro area following a recent announcement that a technology firm is moving its headquarters to Kenner.

Starting in July, 4th Source is scheduled to relocate its headquarters from Canton, Ga. to the Rault Office Building on Veterans Boulevard.

It's welcome news for Katrina Tran, the owner at Chez Pierre French Bakery. Her family-owned bakery has been at its location on Veterans Boulevard for more than three decades.

Tran said in that time her family has seen many Kenner businesses come and go, with too few staying put.

"Kenner needs to be built up, because right now everything is just steady. Day in and day out, it's the same, nothing changes," said Tran.

There is some change coming.

4th Source has a five-year goal of cultivating 320 local jobs. Jerry Bologna with the Jefferson Parish Economic Development Commission said while the quantity of jobs will be welcomed, the quality of the jobs is perhaps more important.

"I think any time you talk about a tech firm, and in particular you talk a headquarters, you're looking at higher paying jobs. You're looking at jobs that are quality jobs, providing benefits we want for our people," said Bologna.

Bologna said one big factor that helped lure the company from other competing states like Colorado and Tennessee was Louisiana's aggressive tax incentives. Economic developers see the move as a positive sign that more technology-based companies are looking at the metro New Orleans as a good destination for business.

According to GNO Inc, at least eight tech firms have come to the metro area, creating more than 700 direct jobs.

"Bringing more business in, promoting Kenner more would be great, it would be great for everybody," said Tran.

As far as the bakery is concerned, anything attracting more customers and business would be icing on the cake.

Tech co. relocating to Kenner from Atlanta

• By Associated Press

Friday, April 25, 2014

KENNER, La. (AP) - An Atlanta-based [technology](#) firm has announced plans to move its headquarters to [Kenner](#).

The move by software development and [information technology](#) company [4th Source](#) was announced Thursday.

A statement from Gov. Bobby Jindal's office said the project will create 320 new [jobs](#) with an average salary of \$50,000 plus benefits.

Louisiana economic development officials began discussions with [4th Source](#) in December 2013. The state offered the company an incentive package, including a workforce training program. The state says [4th Source](#) is expected to use Louisiana's Digital Interactive Media and [Software](#) Development Incentive, which provides a 25 percent refundable tax credit on eligible production expenditures.

NOLA.com-The Times-Picayune reports (<http://bit.ly/1IL19Jk>) that [Michael Wedge](#), the [CEO](#) of [4th Source](#), grew up in New Orleans' Mid-City neighborhood and in Jefferson Parish.

He was a member of the first graduating class of Alfred Bonnabel High School in [Kenner](#).

Wedge left Louisiana to pursue his career but said the [business](#) climate in the state and the New Orleans area has become a compelling draw.

He cited state programs such as the digital media tax credit, the Quality Jobs [cash](#) rebate program for companies that create jobs in the state and the Louisiana Economic Development FastStart workforce training program. That program will help the company find the college graduates to fill its software development and information technology jobs, [Wedge](#) said.

Software Firm Announces New Headquarters in Jefferson Parish, Bringing 320 Jobs

[Julia Ballard](#) | April 24, 2014 | [0 Comments](#)



The [Jefferson Parish Economic Development Commission](#) (JEDCO), along with the Governor, Jefferson Parish Government and the City of Kenner, made a major announcement earlier today: systems and information technology company [4th Source](#) will be establishing corporate headquarters and delivery services center in Kenner.



4th Source is a leading technology company in North America that provides nearshore tech and services across a number of industries.

The new headquarters—the fourth opened office for 4th Source in the United States—is expected to create 320 direct jobs and an additional 412 indirect jobs, as estimated by [Louisiana Economic Development](#) (LED).

“We are thrilled to welcome 4th Source to Jefferson Parish,” says Jerry Bologna, JEDCO Executive Director. “4th Source’s investment in their new headquarters highlights the resources and workforce base available in this community as the technology industry strives to reach critical mass. Not only will 4th Source bring new jobs to our

region, but it will provide an immense boost to the economic climate within Jefferson Parish. JEDCO continues to stand ready to support the 4th Source team as they begin to call Jefferson home.”

JEDCO worked closely with the Jefferson Parish government and LED to help bring the company in state. 4th Source has received an incentive package that includes access access to LED’s FastStart, a training program, the state’s Quality Jobs Program, and the Digital Interactive Media and Software Development Incentive.

“This is a truly exciting day for Jefferson Parish,” adds Parish President John F. Young. “We would like to commend JEDCO’s efforts, along with the collaboration between state, regional and local organizations, in bringing this headquarters to the area. The attraction of 4th Source to Jefferson Parish speaks volumes about our community’s business-focused climate and vast assets. We are thrilled to welcome 4th Source to the community and look forward to a long-term partnership with this outstanding company.”

Operations are anticipated to be underway by late 2014 with hiring to fill new jobs for its Kenner technology center beginning this summer.

Governor Bobby Jindal said the announcement of the new headquarters is a significant win for the state of Louisiana. “We are pleased that 4th Source recognizes Louisiana’s thriving business climate, outstanding growth potential and highly skilled workforce.”

4th Source Inc. Selects Kenner, Louisiana for Its Corporate Headquarters

4th Source Inc. announced the relocation of its corporate headquarters and the opening of its latest delivery center in Jefferson Parish, Louisiana at a press conference yesterday with Louisiana Governor, Bobby Jindal.



“The business friendly environment coupled with the established and growing talent base was the perfect combination for 4th Source,” said Michael Wedge, 4th Source President and CEO. ”

4th Source Inc. announced the relocation of its corporate headquarters and the opening of its latest delivery center in Jefferson Parish, Louisiana at a press conference yesterday with Louisiana Governor, Bobby Jindal. "We have established our newest delivery center to meet the needs of our expanding customer base. Louisiana provided the best all-around economic environment to support our strategic plans," said Michael Wedge, 4th Source President and CEO. "The business friendly environment coupled with the established and growing talent base was the perfect combination for 4th Source."

4th Source is partnering with two large scale initiatives, Jefferson Parish Economic Development Commission (JEDCO) and Louisiana Economic Development (LED), as well as key regional colleges and universities in the launch of its new corporate headquarters and delivery center. The insourcing center will augment its three existing Mexican based [nearshore](#) centers with an additional labor pool and the ability to address its customer requirements for U.S. based service and process requirements. The combination of nearshore and U.S. based insourcing will allow 4th Source to take on any customer requirement with a full complement of multisourcing delivery capabilities.

4th Source will formally launch its Louisiana headquarters and delivery center in Q3 of this year. It expects to grow the center to a headcount of 320 positions over the next five years. Recruitment for consultants as well as management and supporting professionals will begin immediately. 4th Source has been experiencing high double digit growth for the past five years completing 2013 with over 60% year over year growth. "Our growth has been fueled by our ability to deliver process and service support that are lower in cost, risk, and complexity while ensuring a high degree of quality. The key to our success is our [corporate culture](#)," said Wedge.




Jefferson Parish Economic Development Commission (JEDCO)

Posted by Kelsey Scram [?] · May 5

Catch Jerry Bologna, our executive director, on **WWUE FOX 8 News** tonight! He's talking about a new event at **NOLA Motorsports Park** and how it will impact development on the West Bank!



Like · Comment · Share

 Garick Giroir and 3 others like this.



Championship Indy car racing coming to Avondale

Updated: May 12, 2014 4:17 PM CDT <em class="wnDate">Monday, May 12, 2014 5:17 PM EDT

Written by: Chad Sabadie - [email](#)

NEW ORLEANS, LA (WVUE) -

Louisiana has landed another big national sporting event: car racing.

The governor says the Indy Grand Prix of Louisiana could bring in 80,000 visitors and generate \$100 million in economic impact.

The Indianapolis 500 is the Super Bowl of indy car racing, a sport that will make its New Orleans debut in 2015, adding another gem to an already attractive spring schedule.

"This will bring us great attention to our region and to our state," said Gov. Bobby Jindal. "Indeed, we saw that with the Zurich Classic. This is yet another nationally known event that brings good news and good attention to our people, and our community, and our economy."

The Grand Prix of Louisiana will take place at NOLA Motorsports Park in Avondale over the course of three days with a festival-like atmosphere.

"The people come here, they're gonna have the most fun that they've ever had, because that's what we do here in New Orleans," said Jefferson Parish president John Young. "We make money and we have fun while we're doing it."

Louisiana will invest \$4.5 million for track improvements, but the weekend is expected to generate \$100 million in economic development.

"Folks coming out here to spend money on our hotels, on our restaurants and our local shops and our economy," Jindal said. "So whether you're a local racing enthusiast or not, we should all be excited."

"The investment goes into track improvements so that it's safe for the drivers," said indy car series CEO Mark Miles. "It's a great product that has great turning zones. That creates the type of racing that will turn people on to our sport and keep coming back."

Jindal issued a challenge to make the Grand Prix of Louisiana one of the finest of the indy car series.

"The folks in Louisiana, we know something about throwing a party," he said. "We know something about having a good time and throwing a festival. So they think they've got successful races already, but our commitment, our promise, our prediction is that their best race ever, in the entire series, will be held right here in Jefferson Parish, Louisiana."

The Indy Grand Prix of Louisiana will be a championship points race. The official dates and formal lineup will be announced later this year.

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Major Indy car race planned for 2015 at NOLA Motorsports Park



Posted on May 5, 2014 at 6:08 PM

Bill Capo / Eyewitness News

Email: bcapo@wwltv.com | **Twitter:** [@billcapo](https://twitter.com/billcapo)

NEW ORLEANS -- Race cars screamed by on time trials for the Tire Rack One Lap Of America series while Gov. Bobby Jindal announced a major Indy Car race is being planned at the Avondale track in 2015.

"The race will be called the Indy Grand Prix of Louisiana at NOLA Motorsports Park," said Governor Jindal. "It will be a first of its kind, three- day racing event and festival."

Races were last held in the Central Business District in the 1990s, and while no date is set for the Indy Car race, organizers say the region will benefit.

"The racing festival has the potential to attract 80,000 visitors over a typical three-day event, over multiple years, would produce \$100 million in direct economic impact," said Jindal.

"We hope to use the spotlight to show the fun side of our city," said NOLA Motorsports Park Owner Dr. Laney Chouest.

"We had this up to 150 miles an hour before we broke for turn one," said Tire Rack One Lap Of America spokesman Solomon Rosenthal.

We toured the nearly three-mile track in a \$140,000 BMW M6 Grand Coupe and zipped through 16 curves that delight drivers.

"We're all here to go fast. We're all here to have fun," said Rosenthal.

Now that's an unforgettable trip. But to get this course in the shape needed for high speed Indy Car racing, improvements are needed, and the governor want to invest state dollars in that.

"In this legislative session, we're making a one-time investment of \$4.5 million on facility and track upgrades," Jindal said.

"The investment goes into track improvements so it is safe for our drivers," said Indy Car CEO Mark Miles.

"From a driver's point of view, I think this is going to be a phenomenal race track that we're really going to enjoy driving on," said Indy Car driver James Hinchcliffe.



Report: IndyCar to race in Big Easy

Updated: May 4, 2014, 4:04 PM ET
Associated Press

NEW ORLEANS -- IndyCar will stage one of its open-wheel races in the New Orleans area in 2015, people familiar with the decision said Sunday.

The race will come to the 2.75-mile road course at the private NOLA Motorsports Park in Avondale, about 14 miles southwest of downtown New Orleans, the people said.

The people spoke to The Associated Press on condition of anonymity because officials with IndyCar and the track have not yet authorized the release of any information about the event, which they plan to announce on Monday at the track.

The \$60 million facility was designed by Alan Wilson, who also designed Barber Motorsports Park in Birmingham, Alabama and Miller Motorsports Park near Salt Lake City, Utah.

NOLA Motorsports Park opened in 2011 and hosted AMA motorcycle racing in 2012. Developmental levels of open-wheel racing have run at the road course as recently as February, when it host the Cooper Tires WinterFest, featuring the Indy Lights, Pro Mazda and USF2000 series.

While work on the facilities is expected in advance of the event, the track itself is basically ready to handle an IndyCar race, said Jeff Lail, the race series coordinator for Skip Barber Racing School, which has hosted events at NOLA Motorsports Park.

"It's really good track for being a country-club type track," Lail said. "There's a lot of runoff there, so it's pretty safe. We love going there because there's not a lot of crash damage. There's plenty of runoff room. ... They thought it out and made sure they had a track you could go pro racing with."

The track is owned by Dr. Laney Chouest, whose family founded and still operates Edison Chouest Offshore, reputedly one of the world's leading builders and operators of sea vessels specially designed to service the offshore oil industry.

IndyCar, which includes the Indianapolis 500 as its marquee event, is the premier American-based open-wheel racing series.

Currently, the series' drivers include [Helio Castroneves](#), [Tony Kanaan](#) and [Scott Dixon](#), who are former Indy 500 winners, as well as [Marco Andretti](#), the grandson of former racing great [Mario Andretti](#), and [Graham Rahal](#), son of 1986 Indy winner [Bobby Rahal](#).

The series has never raced in New Orleans. The city last hosted a significant auto racing event in 1995, when the now-defunct IMSA GT Championship series held a GTS-2 race on a street circuit running through downtown and around the Superdome.

The race will add another road course to a schedule that is already packed with road and street courses. The 18-race schedule this year consists of 12 street and road courses and just six ovals.

The New Orleans race marks four consecutive years that IndyCar has added a new event to its schedule. Pocono and Houston both returned to the schedule last season, and the series will run the inaugural Grand Prix of Indianapolis at Indianapolis Motor Speedway next Sunday.

IndyCar this year signed Verizon as entitlement sponsor, and the wireless provider has promised increased activation and promotion of the series. Mark Miles, CEO of Hulman & Co., the parent company of IndyCar, is also actively looking for new venues in the Middle East and South America to create a "winter season" for the series.



IndyCar commits to New Orleans race at NOLA Motorsports Park in 2015



Marco Andretti (25) leads Helio Castroneves (3), of Colombia through a turn in the IndyCar Grand Prix of Long Beach auto race on Sunday, April 13, 2014, in Long Beach, Calif. (AP Photo/Alex Gallardo) (Alex Gallardo)

[Print](#)



By [The Associated Press](#)

on May 04, 2014 at 3:49 PM, updated May 05, 2014 at 1:41 AM

IndyCar will race in the New Orleans area in 2015, Gov. Bobby Jindal confirmed through a spokeswoman Sunday.

The open-wheel race will come to the 2.75-mile road course at the private NOLA Motorsports Park in Avondale, about 14 miles southwest of downtown New Orleans.

Jindal's office told The Associated Press that the governor plans to make a formal and detailed announcement at the track Monday.

The \$60 million NOLA Motorsports Park was designed by Alan Wilson, who also designed Barber Motorsports Park in Birmingham, Alabama, and Miller Motorsports Park near Salt Lake City.

The New Orleans track opened in 2011 and hosted AMA motorcycle racing in 2012. Developmental levels of open-wheel racing have run at the road course as recently as February, when it host the Cooper Tires WinterFest, featuring the Indy Lights, Pro Mazda and USF2000 series.

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Proposed track changes for the IndyCar race include a new pit entrance and wider, longer pit lane, as well as adding perimeter fencing and straightaway enhancements.

No race date is expected to be announced Monday as IndyCar and track officials attempt to agree on which month to run the event. It is believed NOLA wants a June race date.

The track is owned by Dr. Laney Chouest, whose family founded and operates Edison Chouest Offshore, reputedly one of the world's leading builders and operators of sea vessels specially designed to service the offshore oil and gas industries.

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PRESS RELEASE
May 15, 2014

Tech Take-Off *March/April 2014 Newsletter*

Technology is consistently evolving and shaping the world in which we live. In Jefferson Parish, we're working hard to improve the economic landscape as the emerging technology industry strives to reach critical mass in our community. JEDCO recognizes the true value of providing a strong infrastructure upon which technology companies can thrive. From building upon technology curriculums and celebrating tech startups to attracting big technology companies to the region, [JEDCO](#) and [Jefferson Parish](#) are working together to make Jefferson Parish a hub for the tech industry.

At the end of March, we hosted the second annual [JEDCO Challenge](#), the only Jefferson Parish-based pitch competition held during [Idea Village's New Orleans Entrepreneur Week](#). Five startups with ties to Jefferson Parish competed at Southport Hall for a prize package of cash and in-kind business services valued at almost \$80,000 thanks to the [support of our sponsors](#), including presenting sponsor [First NBC Bank](#).



All [five of the companies](#) that pitched had some basis in the technology industry. From designing high capacity mobile phone chargers to manufacturing nanoparticles, these companies showcased the technological versatility of our region's startup community. The [winner of the competition](#), PortaVision Medical, designs portable x-ray machines for premature babies.

In April, JEDCO [helped welcome a new technology headquarters to Jefferson Parish](#). 4th Source, a leading North American company with a focus on systems and information technology, plans to establish their corporate headquarters and delivery services center to Kenner. [4th Source](#) anticipates this will create 320 direct jobs at an average salary of \$50,000 plus benefits. This is a big win for JEDCO and for the region. We worked closely with Jefferson Parish and [Louisiana Economic Development \(LED\)](#) to ensure 4th



Source was provided with all of the tools and information needed to aid in their decision. The new company will make the move to [Kenner](#) over the summer.

JEDCO improves opportunities for our technology industry through continued development of the [Churchill Technology and Business Park](#) and the offerings provided to early-stage ventures at the [JEDCO Business Innovation Center](#). While technology is one of our focuses, our ultimate goal is to enhance the economic climate in Jefferson Parish through a variety of resources available to all of our local businesses. We encourage all businesses, large or small, to reach out and learn more about what we do and how we can help you!

BUSINESS BLURBS



[NOLA Motorsports announced plans to host an IndyCar Race](#) at its state-of-the-art facility in Jefferson Parish in 2015. Officials anticipate this race, dubbed the Indy Grand Prix of Louisiana, will attract approximately 80,000 people to Avondale, bringing a boost to the entire region!

Huntington Ingalls Industries [announced plans](#) to conduct a six-month study with Kinder Morgan Energy Partners to look into potential opportunities for redevelopment of the Avondale Shipyard.

ECONOMIC ACCOLADES

R. Christopher Goodwin & Associates, an archeology company located on Jefferson Highway, will [receive a Louisiana Cultural Award](#) for its archeological contributions to the state.

Perez APC and Verges/Rome Architects won the American Institute of Architects (New Orleans Chapter) Members' Choice Award for the design of the [Patrick F. Taylor Science & Technology Academy](#).

UPCOMING EVENTS

The Louisiana Alternative Fuels Conference & Expo will be held this Friday, May 16th, from 9:00AM-4:00PM at the Lod Cook Alumni Center in Baton Rouge. For details, [click here.](#)

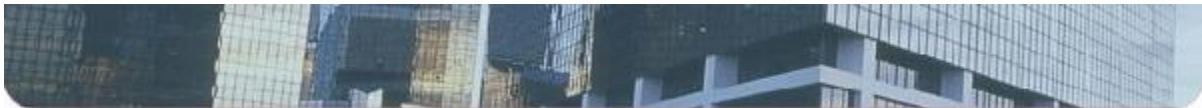
[Simmons & White](#) will host a workshop on How to Become Investor-Ready on May 28th from 8:00 AM-noon at the JEDCO Conference Center (701A Churchill Parkway in Avondale). The seminar will cover a variety of topics to prepare an entrepreneur for an investor pitch. To register, [click here.](#)

Audiovisual Design Professionals is hosting an educational event for local architects on June 10th from 11:45 AM - 1:00 PM at the Kean Miller offices in New Orleans. For details, [click here.](#)

###

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[The Idea Village Releases Record-Breaking Entrepreneur Season Impact Report](#)

[Julia Ballard](#) | April 22, 2014 | [0 Comments](#)



[The Idea Village](#), a hub for entrepreneurship and producers of the annual New Orleans Entrepreneur Week, announced yesterday the record-breaking numbers tied to the nine-month cycle of programs and events known as the Entrepreneur Season.



The 2014 Entrepreneur Season culminated with the 6th annual New Orleans Entrepreneur Week at Gallier Hall.

Over the 2014 season (July 2013 – March 2014), The Idea Village engaged 6,104 of the nation's most innovative professionals, business leaders, investors, entrepreneurs, MBAs, and high school students through 222 workshops, consulting sessions, pitch competitions, and networking events.

The number of individuals reportedly engaged represents a 103% increase compared to last year, and the ever-expanding network is responsible for investing \$2,262,655 in capital, consulting, and resources to support the efforts of 834 New Orleans-based entrepreneurs.

"In a city known for connecting around seasonal rhythms and rituals, the Entrepreneur Season model leverages our unique competitive assets to create a sustainable entrepreneur support system," said Tim Williamson, Co-founder and CEO of The Idea Village. "Everyone has a role, whether they are an entrepreneur, an investor, a professional, a governmental leader, a university student, a high school student, or a civic activist."

The local entrepreneurial ecosystem is thriving in part due to the organization's direct support to over 3,400 entrepreneurs since 2009. The season concluded with a community favorite: New Orleans Entrepreneur Week (NOEW) and The Big Idea, dubbed the world's largest crowdfunding event.

NOEW brought together 5,209 individuals through more than 138 innovative events in downtown New Orleans and Jefferson Parish. The Idea Village also partnered with 26 organizations that helped

showcase 70 local ventures throughout the week. As a result, 38 ventures collectively received \$240,644 in startup capital.

“New Orleans knows that entrepreneurship is vital to moving our City forward,” said New Orleans Mayor Mitch Landrieu. “I am pleased that the annual Entrepreneur Season continues to scale locally by engaging critical local industries like water, education, tourism, and arts.”

Below is the full breakdown of the season by the numbers, including key programs held during the 2014 Entrepreneur Season:

The Idea Village led the following initiatives:

- The 5th IDEAxcelerator (IDX) consisted of an intensive 11-week consulting program for high-growth entrepreneurs. The 2014 cohort included: 4D Supplements, Athletic Performance Testing, Cajun Fire Brewing Company, CultureConnect, Direct Diagnostics, IMOTO Real Estate Photography, KREWE du optic, Maritant, IDScan.net, mSchool, MobileQubes, Munivestor, and ThePetiteShop.com. Entrepreneur-in-Residence Mike Eckert led the 2014 IDX program.
- IDEAsessions are 90-minute strategy sessions connecting local entrepreneurs with seasoned executives. During the 2014 Season, The Idea Village provided IDEAsessions to 121 ventures led by mentors Gary Harrell, Lisa Lloyd, Chris Mangum, Carol Markowitz, J. Anthony Miguez, Doug Walner, and Kevin Wilkins.
- The Idea Village’s educational platform, including IDEAinstitute and NOEW, is a series of workshops, panels, keynotes, and networking events covering the gamut of topics relevant to entrepreneurs and those interested in building an entrepreneurial skillset. 1,849 unique individuals attended 126 sessions this year.
- The inaugural Demo Day @ NOEW connected select local entrepreneurs with the local angel community. This year featured 6 entrepreneurs including: APMT, education everytime, IMOTO Real Estate Photography, Maritant, MobileQubes, and Your Nutrition Delivered.
- The 5th Coulter IDEApitch showcased select high-growth local ventures to a panel of national venture capitalists and audience of local leaders. 2014 featured ventures included: Dinner Lab, mSchool, and zlien. zlien won a customized, all-expenses-paid trip out to Silicon Valley.
- The 3rd Big Idea, presented by IBERIABANK, engaged 2,500 people to allocate \$83,300 across 13 emerging local startups. Cajun Fire Brewing Company won the judges’ vote and received \$54,300 in startup grant capital. The other new ventures that split the remaining \$29,000 included: 4D Supplements, Athletic Performance Testing, Bats on Tees, BitBike, CultureConnect, FundDat, iSeeChange, KREWE du optic, Locally Preserved, MakerState, Threadix, and Where Y’Art.net.
- The inaugural NOEW Board of Advisors Meeting connected leading national venture capital investors with select Idea Village alumni. This year, participating local entrepreneurs included: Audiosocket, Better Day Health, Bioceptive, ChapterSpot, Cordina, Federated Sample, Kickboard, NOvate Medical Technologies, Theodent, and Tutti Dynamics. Participating investors included representatives from Battery Ventures, Calvert Funds, Charles River Ventures, Denham Capital, Fulcrum Equity Partners, General Atlantic, KBS+ Ventures, Kidron Corporate Advisors & The Kidron Opportunity Fund, Kleiner Perkins Caufield & Byers, Revolution Ventures, SSM Partners, SVB Financial Group, TDF Ventures, and TPG Capital.
- The 6th IDEAcorns MBA Challenge, a world-class experiential learning program for MBA students during NOEW, provided direct consulting to 6 high-growth entrepreneurs. This year, participating universities included: Berkeley, Chicago, Cornell, Loyola, Tulane, and Wharton. The Loyola team won the “impact award” for their consulting work with Cajun Fire Brewing Company.

Partners leveraged the Entrepreneur Season platform in partnership with The Idea Village to host the following initiatives:

- The 4th Water Challenge identified and supported eight entrepreneurial solutions that apply innovative approaches to how we live with water in Southeast Louisiana. This year, after a rigorous educational boot camp, four finalists, EcoUrban, iSeeChange, ORA Estuaries, and RiverView Construction, were selected to move on to the 2nd phase and pitch for \$50,000 in seed capital during NOEW. ORA Estuaries won. The nationally award winning Water Challenge is produced by The Idea Village in partnership with the Greater New Orleans Foundation.
- The 3rd 4.0 School's Education Pitch brought together education entrepreneurs who are building the future of schools and was presented by 4.0 Schools. Grand prize "venture" winner Culture Connect was awarded a total of \$12,500. Additionally, #HWYTYYS received \$2,500, SMARTSnaps received a \$1,220 cash infusion, and MakerState won \$6,625.
- The 2nd Downtown NOLA Arts-Based Business Pitch, a collaborative effort of the Downtown Development District, Creative Alliance of New Orleans, and Louisiana Cultural Economy Foundation, identified and supported entrepreneurs that have a scalable arts-based project that benefits Downtown New Orleans. Where Y'Art won a prize package valued at over \$37,000 in cash and donated professional resources. Others being showcased included: The Creative Lab, CultureConnect, HereHear!, and Matter Inc.
- The inaugural NOMTC Tourism Destination Hackathon, a 2-day event designed to inspire the creation of frameworks for mobile applications to benefit the New Orleans Tourism industry, was powered by the New Orleans Tourism Marketing Corporation. Eight teams participated and HereHear! won, receiving \$1,000 cash prize – as well as gift certificates from the hospitality industry.
- The 2nd JEDCO Entrepreneur Challenge showcased early-stage Jefferson Parish-based ventures and was presented by Jefferson Economic Development Corporation. PortaVision won a prize package worth almost \$80,000 in cash and business services (\$20,000 of which was a cash prize from First NBC Bank). Others being showcased included: Advano, Get Healthy, The Collector, and MobileQubes.
- The 2nd Urban League of Greater New Orleans Women in Business Challenge Pitch provided business education, technical assistance, personalized consulting and mentorship to female business owners and was presented by Urban League of Greater New Orleans. This year, 10 ventures were selected to participate, then five finalists including: Diva Dawg, LLC, I Spa a Deal, LLC, Ma Momma's House of Cornbread, Chicken & Waffles, and ZukaBaby, were showcased during NOEW, where Diva Dawg, LLC won \$10,000 in startup grant capital.
- The inaugural New Orleans Food Challenge was a 9-week program focused on supporting entrepreneurial activity in the food and beverage industry in partnership with Reily Foods Company and Rouses Markets. Locally Preserved, Drinkology, and Sugah were named the winners. Taryn's Crab Cakes and Creole Crackers also participated and were showcased. The program was led by Entrepreneurs-in-Residence Lisa Lloyd and J. Anthony Miguez.
- NOMA's inaugural 3D Printed Design Contest encouraged new forms of production of artwork made possible by 21st-century methods of computer-assisted digital fabrication and was presented by the New Orleans Museum of Art. There were a total of 17 submissions. Shea Trahan won for his design "Nodal Structures," which will later be displayed at NOMA.
- Isidore Newman School's 'Creative Problem Solving' 3D Printing Exhibit provided an interactive experience for NOEW participants to explore design thinking and 3D Printing.
- The inaugural Rosen Technology Fellowship, inspired by Ben Rosen and Roger Ogden, was a business development and mentorship program with the goal of supporting new technology-based entrepreneurial ventures. Partners included: LSU College of Engineering, Louisiana Business & Technology Center, Baton Rouge Area Chamber, Step One Ventures, the Louisiana Technology Park, and The Idea Village. Featured LSU-based entrepreneurs included Applied Biopolymers, Cellcontrol, Electrochemical Materials, and Evisive, each of which received a \$1,250 grant stipend and professional mentorship.
- The 3rd Salesforce-Silverline Challenge helped to scale a local venture through process improvement, content management, and sales and marketing support and tracking with free licenses to the Salesforce platform and was presented by Salesforce and Silverline. National Network of Public Health Institutes won.

- The Tulane Business Model Competition Semi-Final Pitch winners included InVision Biomedical, Million Dollar Scholar, and Tympanogen, who each received \$2,000 and had the opportunity to present their business models again at Tulane University on Friday, April 11th, 2014. Tulane University's Entrepreneur Association (TEA) produced the Tulane Business Model Competition.
- The inaugural Baldwin Haspel Burke Mayer Challenge provided 25 hours of pro bono legal hours to winner KREWE du optic.
- The 2nd Chaffe McCall Challenge provided 50 pro bono legal hours to winner Cajun Fire Brewing Company.
- The 4th Trust Your Crazy Ideas Challenge was an after-school entrepreneurship program for New Orleans high school students presented by Google for Education in partnership with the Brees Dream Foundation and The Idea Village. Isidore Newman School won \$10,000 for their app "Drive with Friends." Each of the other participating schools, St. Martin's Episcopal School, St. Augustine High School, Lusher Charter School, Edna Karr High School, Cohen College Prep, and the International High School, received \$2,500.
- The inaugural Junior Idea promoted the next generation of entrepreneurs and is presented by Junior Achievement. Madison Hannan of Mt. Carmel Academy won \$10,000 for her venture, Infinite Designs Clothing. The other participating schools included Archbishop Chapelle High School, Edna Karr High School, Eleanor McMinn Secondary School, St. Mary's Dominican High School, and Warren Easton Charter High School.
- The 2nd inNOLAvation Challenge inspired teams of New Orleans high school students to develop mobile applications that solve a social issue affecting their community and is presented by inNOLAvation. Algiers Technology Academy won for their app "Help me, Help You"; will receive technical assistance with app development, business planning, legal, accounting, and marketing services. The other participating schools included Joseph S. Clark Preparatory High School and Lake Area High School.

During the 2014 Season, participating New Orleans-based entrepreneurs received access to support from the following network:

- National and Local Investment Funds including representatives from Abstraction Ventures, Accel Partners, Battery Ventures, Calvert Funds, Charles River Ventures, Denham Capital Management, Fulcrum Equity Partners, General Atlantic, KBS+ Ventures, Kidron Corporate Advisors & The Kidron Opportunity Fund, Kleiner Perkins Caufield & Byers, New Orleans Startup Fund, NO/LA Angels, Revolution Ventures, Riverbend Group, Operating Venture Capital, SSM Partners, South Coast Angel Fund, SVB Financial Group, TDF Ventures, and TPG Capital.
- 50 National and Local Corporations including: Harrah's, IBERIABANK, Jones Walker, Chase, Coca-Cola, French Market Coffee, JP Morgan, Goldman Sachs 10,000 Small Businesses, Google, NOLA Media Group, Stone Pigman, Baldwin Haspel Burke & Mayer, Chaffe McCall, Ernst & Young, Frilot, LLC, King, Krebs, & Jurgens, Limousine Livery, Ochsner, Rouses, salesforce.com, Silverline, UPS, Baker Donelson, Chaffe & Associates, CVB, General Electric, International Matex Tank Terminals, PosiGen, Whole Foods, adverCar, Bond PR, Bradley Murchison, Carrollton Technology, Deveney, Eskew+Dumez+Ripple, Gambit, Gillis Ellis & Baker, Guico Industries, Hartwig Moss, Idea Paint, iSeatz, KPMG, Kushner LaGraize, Charles Marsala, Mumms Software, Raising Cane's, Rathborne Companies, Sterne Agee, Trumpet, and Verizon Wireless.
- Over 200 Professional Network Members, who provided consulting and technical assistance as well as in-kind and discounted resources.
- 9 National and Local Foundations: Blackstone Charitable Foundation, Greater New Orleans Foundation, Galatoire's Foundation, Goldring Family Foundation, Eugenie & Joseph Jones Family Foundation, Perkin Family Foundation, City of New Orleans-Edward Wisner Foundation, Ella West Freeman Foundation, and Kabacoff Family Foundation.
- 36 MBAs from National Universities including: the University of California Haas School of Business, University of Chicago Booth School of Business, Cornell University's Johnson School of Management, Loyola University New Orleans College of Business, University of Pennsylvania's Wharton School, and Tulane University Freeman School of Business.

- 22 Seasoned Entrepreneurs, who provided mentorship and support, including: Billy Bosch, Be Well Nutrition; Kirk Coco, NOLA Brewing Company; Patrick Comer, Federated Sample; Joel Dondis, Sucre; Erik Frank, Your Nutrition Delivered; Chris Laibe, StaffInsight; Sal LaMartina, Cordina; Brent McCrossen, AudioSocket; Jen Medbery, Kickboard; Kenneth Purcell, iSeatz; Robbie Vitrano, Naked Pizza; Lovey Wakefield, NOLACajun.com; Mike Eckert; Gary Harrell; Lisa Lloyd; Chris Mangum; Carol Markowitz; J. Anthony Miguez; Patrick Nguyen; Dann Schwartz; Doug Walner; and Kevin Wilkins.
- 19 Local Non-Profit Partners, who leveraged the Entrepreneur Season platform, including: 4.0 Schools, Baton Rouge Area Chamber, Creative Alliance of New Orleans, Downtown Development District, inNOLAvation, Isidore Newman School, JEDCO, Junior Achievement, Louisiana Cultural Economy Foundation, New Orleans Chamber of Commerce, New Orleans Startup Fund, New Orleans Tourism Marketing Corporation, New Orleans Museum of Art, Louisiana Business & Technology Center, Louisiana Technology Park, LSU College of Engineering, Propeller, Tulane University, and Urban League of Greater New Orleans.
- Local and National Professionals and Global Thought Leaders including: Rhonda Abrams, best-selling author and columnist at USA Today; Drew Brees, New Orleans Saints Quarterback, Co-founder of the Brees Dream Foundation, and local entrepreneur; Jim Coulter, Founding Partner of TPG Capital; James Carville, political guru; Hugh Evans, Vice President of Corporate Development & Ventures at 3D Systems; Walter Isaacson, President and CEO of Aspen Institute; Mary Matalin, political guru; Michael Megalli, Senior Director of Brand Strategy at Microsoft; Jeff Pulver, VoIP pioneer and Vonage Co-founder who was also an early investor in Twitter and Foursquare; Ben Rosen, Co-founder of Sevin Rosen Funds and Former Chairman and Acting CEO of Compaq; Maude Standish, Managing Director of Tarot; Amos Winbush III, Founder & CEO of CyberSynchs; and Andrew Yang, Founder & CEO of Venture for America.
- Government Agencies: Economic Development Administration and Office of Community Development-Disaster Recovery Unit.

Seminar offers peek into real estate future

By: Robin Shannon, Reporter May 2, 2014 0

The outlook for real estate and its impact on economic development will be discussed at a pair of upcoming seminars presented by The University of New Orleans Institute for Economic Development and Real Estate Research.

The first seminar will concentrate on the New Orleans metro area and is scheduled for May 9 on UNO's campus at the University Center ballroom.

The second seminar will discuss the North Shore and is scheduled for June 6 at the Clarion Inn and Suites Conference Center, 501 North Highway 190 in Covington.

Both seminars will run from 8 a.m. to 12:30 p.m. and include a networking period followed by opening remarks from UNO President Peter J. Fos as well as College of Business Administration Dean John Williams. At the North Shore seminar, Fos and Williams will be joined by St. Tammany Parish President Pat Brister. Attendees can apply for four hours of Louisiana Real Estate Commission Continuing Education Credits.

The New Orleans seminar will include four panel presentations moderated by Ivan Miestchovich, director of the UNO Institute for Economic Development and Real Estate Research.

The first panel will focus on where economic development and real estate intersect, with comments from Quentin Messer, assistant secretary, Louisiana Economic Development; Michael Hecht of Greater New Orleans Inc.; Roderick Miller of the New Orleans Business Alliance; Kurt Weigle with Downtown Development District; and **JEDCO executive director Jerry Bologna.**

The second seminar will focus on overall real estate trends and the outlook for the year, with remarks from Miestchovich. A residential real estate panel will include Richard Haase of Latter & Blum, Inc.; Larry Schedler of Larry G. Schedler & Associates; and local appraiser Geoff Lutz. A commercial real estate panel will end the day with remarks from Bruce Sossaman of Corporate Realty and Marty Mayer of Stirling Properties.

The cost to attend each seminar is \$35 in advance (if registered by Monday for the New Orleans metro and June 2 for the North Shore) and \$40 at the door. The cost to attend both the New Orleans metro and North Shore seminars is \$60 if registered by Monday.

The event is free to UNO faculty, staff and students, but registration is required. For registration forms and detailed agendas, visit www.realestate.uno.edu.

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- **Factors that affect a multiplier in your business valuation**
- **How important people are to your valuations**
- **Valuing a startup**

Grow with JEDCO is a new educational series for small businesses and entrepreneurs. Throughout the year, JEDCO will host over a dozen events to help you grow and find success locally.

APRIL 30, 2014

9:00 - 10:15

East Bank Regional Library

Jefferson Room

4747 West Napoleon Avenue

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Register for this **FREE** event at
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(504) 875-3908.