



JEDCO, chamber offer ‘Prosper’ sessions to small business

By: Maria Clark, Reporter January 14, 2015 0

The Jefferson Parish Economic Development Commission and the Jefferson Chamber of Commerce are partnering to host a series of seminars for small businesses this year.

The program, Prosper Jefferson, and was created to provide resources and educational material to assist small business owners.

According to an announcement, the organizations will host 10 Prosper Jefferson seminars this year that will feature speakers from local business community. Each event will highlight a different topic pertaining to small businesses.

Topics include business valuation, perfecting your elevator pitch, social media marketing, emergency preparedness, technology, human resources, branding, financing, public and media relations, and sales.

The first seminar is scheduled for 9 a.m. Jan. 28 at the East Bank Regional Library on Napoleon Ave. in Metairie. The topic will be on business valuation and how to pitch to an investor. The event is free. Registration is required.

Registration and the full Prosper Jefferson schedule is available [online](#).

THE NEW ORLEANS ADVOCATE

Business seminar series planned in Jefferson Parish

ADVOCATE STAFF REPORT

Jan. 21, 2015

0 Comments

Keith Naccari, of Simmons and White, will give a presentation on business valuation and how to pitch to an investor at 9 a.m. Wednesday, Jan. 28, at the East Bank Regional Library, 4747 W. Napoleon Ave., Metairie.

The presentation will be the first in a free series of 10 Prosper Jefferson business seminars presented by the Jefferson Parish Economic Development Commission and the Jefferson Chamber of Commerce.

Events will rotate between the East Bank Regional Library and the JEDCO Conference Center in the Churchill Technology and Business Park on the West Bank.

The event is free, but registration is requested through JEDCO, www.jedco.org, or the Jefferson Chamber, jeffersonchamber.org.

Future seminar topics will be perfecting an elevator pitch, Feb. 25; marketing and social media, April 29; emergency preparedness, May 27; technology for efficiency and growth, June 24; human resources, July 29; marketing and branding, Aug. 26; business financing, Sept. 23; public relations and media relations, Oct. 28; and sales, Nov. 18.

THE NEW ORLEANS ADVOCATE

Jeff groups offer series for small businesses

The Jefferson Parish Economic Development Commission and the Jefferson Chamber of Commerce will hold an educational seminar series for small businesses in 2015. The series, titled “Prosper Jefferson,” is designed to assist small business owners in Jefferson Parish.

Over the next year, the two organizations will host 10 seminars featuring speakers from the local business community. Topics will include: “Business Valuation,” “Perfecting Your Elevator Pitch,” social media marketing, emergency preparedness, technology to support efficiency and growth in your business, human resources, branding, business financing, public relations and sales.

Events will rotate between the new JEDCO Conference Center in the Churchill Technology and Business Park on the West Bank and the East Bank Regional Library.

The first session is scheduled for 9 a.m. Jan. 28 at the East Bank Regional Library, 4747 West Napoleon Ave., Metairie. Keith Naccari with Simmons and White will focus on business valuation and how to pitch to an investor.

The event is free to attend, but those wishing to attend are asked to register in advance on the JEDCO website or the Jefferson Chamber website.

“Nearly two-thirds of Jefferson Parish’s 18,000 businesses are considered small,” Jefferson Chamber President Todd Murphy said. “This collaboration with JEDCO to bring valued educational resources to the lifeblood of our business community is just another way the Jefferson Chamber brings value to the business community.”



PRESS RELEASE
January 14, 2015

JEDCO & Jefferson Chamber Launch New Business Seminar Series

(Metairie, LA) -- [The Jefferson Parish Economic Development Commission \(JEDCO\)](#) will partner with the [Jefferson Chamber of Commerce](#) to host a new educational seminar series for small businesses in 2015. The program, entitled "Prosper Jefferson," was created to assist small business owners in reaching the next level of success in Jefferson Parish.

Over the next year, the two organizations will host 10 Prosper Jefferson seminars, featuring speakers from the Greater New Orleans business community. Each event will highlight a new informational topic to assist our local businesses in achieving their goals for growth, including:

- Business Valuation
- Perfecting Your Elevator Pitch
- Social Media Marketing
- Emergency Preparedness
- Technology to support efficiency and growth in your business
- Human Resources
- Branding
- Business Financing
- PR & Media Relations
- Sales

"We are thrilled to partner with the Jefferson Chamber to offer this new event series," says Jerry Bologna, JEDCO's executive director. "Through this educational programming, we're offering our local businesses an opportunity to gather new information that will help them thrive in Jefferson Parish. We believe this strategic partnership will help bring this type of high-quality programming to a greater

audience. We look forward to working with the Chamber to help our small businesses find success locally this year."

"Nearly 2/3 of Jefferson Parish's 18,000 businesses are considered small," says Jefferson Chamber President, Todd Murphy. "This collaboration with JEDCO to bring valued educational resources to the lifeblood of our business community is just another way the Jefferson Chamber brings value to the business community."

The Prosper Jefferson seminars replace the "Grow with JEDCO" and "Stayin' Alive" seminar series. Events will rotate between the brand new JEDCO Conference Center in the Churchill Technology and Business Park on the West Bank or the East Bank Regional Library.

The first Prosper Jefferson is scheduled for January 28th at the East Bank Regional Library (4747 West Napoleon Ave. Metairie, LA 70094) at 9 AM. Keith Naccari with Simmons and White will focus on business valuation and how to pitch to an investor.

The event is free to attend, but we ask that you register in advance on the [JEDCO website](#) or the [Jefferson Chamber website](#).

[Click here](#) to view the full Prosper Jefferson schedule for 2015.

###

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](#).

About Simmons & White: A local consulting firm, Simmons & White partners with high-potential companies to navigate challenges and opportunities. Whether you are troubleshooting management issues, seeking best practices, or exploring new ways to grow, our team of experts can help. Simmons & White provides a comprehensive range of services in the areas of financial management, business process improvement, sales and marketing, access to capital, policies and procedures, risk management, strategy and technology.

About Keith Naccari: Keith Naccari joined the Simmons & White team in November of 2012. He graduated with a BBA in business, and he holds a Masters Degree in business (MBA). Keith has helped companies navigate complex fundraising transactions, improve process efficiencies, implement strategic best practices, and value companies. Prior to joining Simmons and White, Keith worked in the public accounting sector at Carr, Riggs & Ingram, LLC. He then joined the Simmons and White team, leveraging his experience to help companies accelerate financial performance assist companies during the exit stage.

Contact:

Kelsey Scram
JEDCO Marketing and PR Manager
(504) 875-3927
kscram@jedco.org
www.jedco.org





PRESS RELEASE
January 5, 2015

City of Kenner Seeks Proposals for Laketown Development

The City of Kenner is one step closer to achieving its vision for the future of Laketown. On Monday, January 5, the City began seeking proposals from qualified developers for the design and implementation of a multi-use complex along the shores of Lake Pontchartrain.

The Request for Proposals (RFP) focuses on 15.64 acres of Laketown property adjacent to the Treasure Chest Casino. The RFP outlines a need for a water-based commercial, retail and recreational complex that will energize economic development in Laketown. The document offers suggestions for potential attractions in Laketown, including a high-end residential development, a boardwalk, restaurants, a hotel, boating clubs, souvenir shops, and/or kiosks. Potential developers are asked to ensure that complex designs will complement the Treasure Chest Casino and surrounding area.

The closing date to receive proposals is May 8, 2015, allowing potential developers four months to submit a formal reply. An evaluation team with representation from the regional community, including members from JEDCO and GNO, Inc., will choose the winning proposal.

The development of the Laketown property is outlined in the City of Kenner's long-term strategic plan, Kenner 2030. City leaders recognized the potential of the lakefront property, which is owned by the State of Louisiana, and worked with the State to amend the existing lease for commercial development. The successful developer will enter into a lease with the State.

A copy of the city's RFP can be found on JEDCO's website at www.jedco.org/laketown.



Kenner seeking lakefront development proposals



The new Laketown sign at Williams Boulevard and Vintage Drive in Kenner Ben Myers, NOLA.com | The Times-Picayune

[Print](#)



By [Ben Myers, NOLA.com | The Times-Picayune](#)

Email the author | [Follow on Twitter](#)

on January 09, 2015 at 2:28 PM, updated January 09, 2015 at 2:55 PM

Kenner Mayor [Mike Yenni](#)'s administration has published its request to redevelop Laketown, seeking proposals for a range of ideas for a multi-use "water-oriented commercial center" on about 15¾ acres along Lake Pontchartrain. The solicitation offers little in the way of specific instruction, although providing for future lakeshore development is an administration priority.

Proposals are to explain how they achieve "appropriate balance between commercial uses and civic potential. Hospitality, retail, gambling and high-end residential uses are included as some examples of what the administration wants.

"All proposals will be considered - irrespective of the overall size or cost," the solicitation reads. "It is important that each proposer understand there are no pre-determined concepts, ideas or plans about what is necessary in a winning proposal."

The development site, which is on the lakeside of the levee from the Pontchartrain Center, consists mostly of land, with 3½ acres of waterbottoms and marsh. At present, Kenner leases the land from the state.

A 2014 state law lets Kenner to select a developer to confect a new, 30-year lease with the state. A representative of state government will join city officials in evaluating proposals.

Developers should not expect to receive any financial assistance as part of the deal, said Mike Quigley, Yenni's chief administrative officer. "It will be strictly a private developer that will propose it, finance it, build it, develop it," Quigley said.

A pre-proposal conference is scheduled Feb. 3. Proposals are due May 8.

For Immediate Release

7th New Orleans Entrepreneur Week Plans Unveiled

New Orleans business festival takes its place on New Orleans' annual cultural calendar

New Orleans, LA (January 20, 2015) – Today, local leaders revealed plans for the 7th *New Orleans Entrepreneur Week* (NOEW), presented by IBERIABANK, to the New Orleans entrepreneurial community at Il Mercato. Scheduled to take place **March 20-27, 2015 on Fulton Street** in downtown New Orleans, NOEW is produced by The Idea Village.

NOEW is the annual festival celebrating entrepreneurship, innovation, and advanced thinking. This year, 10,000+ attendees, consisting of entrepreneurs, investors, corporations, nonprofits, students, and professionals, are expected to engage through over 70 unique events designed to foster discussion, debate, education, competition, and celebration to support new ideas and elevate entrepreneurial thinking in New Orleans. Launched in 2009, NOEW has evolved into one of the most authentic entrepreneurship festivals in the country.

"New Orleans Entrepreneur Week is becoming part of New Orleans' annual rhythms and rituals alongside Mardi Gras, Jazz Fest, and Saints Season," said **Tim Williamson, Co-founder and CEO of The Idea Village**. "NOEW is the platform for the entrepreneurial community to connect, as over 30 partners will have their own "stage" to showcase over 75 new ventures across strategic initiatives in water, energy, arts, healthcare, education, food, women in business, and youth entrepreneurship. This year, we are also excited to invite other communities to join us at NOEW to learn how we do things differently in New Orleans."

New Orleans Mayor Mitch Landrieu added, "New Orleans has become a leading entrepreneurial city and we are only going to maintain that status by continuing to scale locally, by continuing to support local entrepreneurs and innovators, and by making New Orleans Entrepreneur Week something we attend each year."

"IBERIABANK sees great value in New Orleans Entrepreneur Week because it has become a powerful platform for the larger entrepreneurial community," said **Daryl G. Byrd, President and CEO of IBERIABANK Corporation**. "We are proud to be the title sponsor of this impactful event and look forward to working together to nurture our thriving business community over the next three years leading up to 2018, New Orleans' tri-centennial."

"The NOEW platform has something for everyone," said **Victoria Adams, Director of New Orleans Entrepreneur Week**. "The 2015 schedule was created for the expanding entrepreneurial community and incorporates local assets alongside national trends so that the entire community can participate in the entrepreneurial movement."

Additional information, including the 2015 event headliners, will be released on an ongoing basis via @helloNOEW leading up to NOEW. The full schedule will be released on Monday, February 23rd, when registration opens via www.NOEW.org.

ABOUT NEW ORLEANS ENTREPRENEUR WEEK:

New Orleans Entrepreneur Week (NOEW), presented by IBERIABANK, is the annual festival celebrating business, innovation, and advanced thinking in New Orleans. Produced by The Idea Village, NOEW engages a dynamic global 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

ABOUT THE IDEA VILLAGE:

In 2000, The Idea Village was formed by a group of New Orleans citizens who believed entrepreneurship is a catalyst for positive change. The Idea Village formalized in 2002 as an independent 501(c) 3 non-profit organization with a mission to identify, support, and retain entrepreneurial talent in New Orleans by providing direct service to high impact entrepreneurs, educating the broader community, and supporting initiatives that strengthen our entrepreneurial infrastructure. From 2009-2014, The Idea Village has provided direct support to over 3,411 New Orleans entrepreneurs by engaging over 2,600 professionals to allocate 68,543 consulting hours and \$2.5 million in seed capital. In addition, The Idea Village hosts New Orleans Entrepreneur Week, a business festival that has become the platform for the New Orleans entrepreneurial ecosystem. The Idea Village Gold Excellence award from the International Economic Development Council for our Entrepreneur Season model in 2012 and were recognized as a top-three entrepreneurship ecosystem developer in 2014 by the Global Innovation Summit. www.ideavillage.org

Key Announcements of NOEW 2015 – January 20, 2015:

1. NOEW 2015, presented by IBERIABANK, is March 20-27, 2015.

*NOEW is the platform for the New Orleans entrepreneurial community, produced by The Idea Village. Funding for NOEW 2015-2017 provided by **The IV 100**, a select group of forward thinking corporations, foundations, and individuals committed to nurturing a self-sustaining entrepreneurial community in New Orleans by 2018.*

2. NOEW 2015 will be headquartered on Fulton Street, with select sanctioned events being hosted across the region.

All NOEW 2015 events are located along Fulton Street in downtown New Orleans. Key locations including Manning's, The Chicory, Fulton Alley, Ruth's Chris Steak House and the Harrah's Hotel. Sanctioned "off campus" include the JEDCO Entrepreneur Challenge at Southport Hall in Jefferson Parish, the Startup St. Bernard Challenge at the Meraux Foundation in St. Bernard Parish, and the VetLaunch Challenge at the Landing Zone.

3. There is 87% increase in number of entrepreneurs to be showcased at NOEW 2015.

NOEW 2015 will provide 118 slots for local founders to be showcased for access to resources, an 87% increase from NOEW 2014. This increase is due to more open call opportunities and demos. These startups represent a number of diverse industries including food, water, digital media, technology, education, and arts. The specific companies and events will be announced in upcoming weeks via @helloNOEW.

4. NOEW Investor Pass available to national investors.

NOEW 2015 will offer a focused Investor Track for national investors that will provide access to 50 new ventures in 50 hours – from seed stage to venture ready – from Wednesday, March 25 to Friday, March 27. The NOEW Investor Pass includes access to private events, one-one meetings with entrepreneurs, venture showcases and networking events. There are a limited number of NOEW Investor Passes available for accredited investors only. For more information, contact alex@ideavillage.org.

5. 30+ organizations are leveraging the NOEW platform.

- Local Nonprofit Partners: 4.0 Schools, Creative Alliance of New Orleans, Downtown Development District, Entrepreneurs' Organization, Goldman Sachs 10,000 Small Businesses, InNOLAvation, **Jefferson Parish Economic Development Commission**, Junior Achievement of Great New Orleans, Junior League of New Orleans, Louisiana Cultural Economy Foundation, Loyola-New Orleans, Greater New Orleans Inc., New Orleans Business Alliance, New Orleans Culinary and Hospitality Institute, New Orleans Convention and Visitors Bureau, New Orleans Tourism Marketing Corporation, PowerMoves.NOLA, Propeller, Startup St. Bernard, Southeast Louisiana Energy Initiative, Tulane University, Urban League of Greater New Orleans, and VetLaunch.
- National Partners: 1776 and Delta Regional Authority.
- Corporate Partners: Ochsner Health Systems, GE Healthcare, Cox Business, Kickstarter, Salesforce, and Silverline.

6. Energy and Healthcare will be new industry focuses debut at NOEW 2015.

An Energy Innovation Summit, hosted by Southeast Louisiana Energy Initiative, and a Healthcare Innovation Summit, hosted by Ochsner Health Systems in partnership with GE Healthcare, will debut during NOEW 2015. Current strategic industry initiatives launched previously at NOEW include: Water, Education, and Arts.

7. The LookFar Tent at Manning's will allow New Orleans entrepreneurs to pay it forward.

Leading New Orleans entrepreneurs will showcase available jobs, demo products, and provide mentorship at the LookFar Tent in the Manning's courtyard on Fulton Street on Thursday March 26th.

8. New Orleans has become recognized as a model city for entrepreneurship and NOEW is the place to learn.

Through a partnership with the Delta Regional Authority, up to 16 entrepreneurs from across the delta region and up to 16 individuals and nonprofits that support entrepreneurs will be travelling to NOEW 2015 to learn and connect.

9. NOEW VIP Tickets are available this year.

NOEW is free and open to the public, but this year there are limited NOEW VIP Tickets for sale priced at \$250 and \$500, starting today at www.NOEW.org.

10. @helloNOEW has launched on Twitter and Instagram.

Follow @helloNOEW for real-time updates and the latest information about NOEW 2015, be the first to know about NOEW 2015 entrepreneurs, keynote speakers, news on entrepreneurial community and special offers.

The full 2015 calendar, with times and locations, will be released on February 23rd, when registration opens.

NOEW 2015 Highlights by Day:

Friday, March 20th: *The New Orleans Entrepreneur Week 2015 Opening Celebration*

NOEW 2015 will kick off with an innovative, New Orleans-style launch event that is free and open to the public.

Saturday, March 21st: *The NOLA Next Young Innovators Experience, hosted by Junior Achievement and The Idea Village, sponsored by the Brees Dream Foundation*

For local students, the NOLA Next Young Innovators Experience will feature engaging workshops, speakers and demos. It will culminate with the Trust Your Crazy Ideas high school pitch competition.

Sunday, March 22nd: *The Food MiniCon, a collaboration between the New Orleans Culinary and Hospitality Institute and the Idea Village, sponsored by French Market Coffee, New Orleans Tourism Marketing Corporation and Rouses Markets*

This MiniCon will feature the latest food innovations to the public.

Monday March 23rd: *Pitch Local, brought to you by JP Morgan*

Pitch Local will highlight 8 different entrepreneur showcase events hosted by local ecosystem partners. They include:

1. *The 5th annual Water Challenge hosted by Propeller and sponsored by the Greater New Orleans Foundation*
2. *The 4.0 Schools Education Pitch*
3. *The Downtown NOLA Arts Based Business Pitch hosted by the Downtown Development District, Creative Alliance of New Orleans, and Louisiana Cultural Economy Foundation*
4. *Tulane's Business Model Competition hosted by Tulane Entrepreneurs Association (TEA)*
5. *The Women in Business Challenge hosted by the Urban League of Greater New Orleans*
6. *The VetLaunch Challenge hosted VetLaunch*
7. *The JEDCO Entrepreneur Challenge hosted by JEDCO*
8. *The Startup St. Bernard Challenge hosted by the Meraux Foundation*

Tuesday, March 24th – Thursday, March 26th: *NOEW Interactive*

For those looking to learn and connect, NOEW Interactive is the 3-day track of keynotes, seminars, networking events, and open pitch opportunities to be connected, engaged, and inspired. Themes for 2015 include Marketing & Branding, Technology, and Raising Capital/Scaling.

Wednesday March 25th - Friday 27th: *NOEW Investor Track*

For investors, the NOEW Investor track will highlight 50 companies in 50 hours. The NOEW VIP Investor Track is and for national accredited investors. For more information, contact alex@ideavillage.org.

Thursday March 26th: *Energy and Healthcare Innovation Summits*

New to the NOEW calendar, an Energy Innovation Summit, hosted by Southeast Louisiana Energy Initiative, and a Healthcare Innovation Summit, hosted by Ochsner Health Systems in partnership with GE Healthcare, will take place on Thursday.

Friday, March 27th: *The Big Idea*

The Big Idea, the culmination of NOEW, is a crowd-sourced pitch extravaganza that will feature 12 of New Orleans' most promising startup ventures and a celebrity-judging panel. NOLA.com will be hosting an online voting platform to help identify the 12 Big Idea finalists, beginning February 23rd. ***The entire community is invited to attend.***

Plans unveiled for 7th annual New Orleans Entrepreneur Week



Victoria Adams, director of New Orleans Entrepreneur Week, announces plans for NOEW 2015 as Tim Williamson, CEO and founder of The Idea Village, looks on. (Photo by Summer Suleiman, The Idea Village)

[Print](#)



By **Jed Lipinski, NOLA.com | The Times-Picayune**

[Follow on Twitter](#)

on January 20, 2015 at 10:16 PM

"Mardi Gras, NOEW, Jazz Fest, Saints," Tim Williamson repeated several times Tuesday night, as if to hypnotize the crowd at Il Mercato, an events venue on Magazine St., into seeing **New Orleans Entrepreneur Week** as equally significant to the other three.

Williamson, the founder and CEO of the local business incubator The Idea Village, knows that could take some time. Still, he is a true believer in the power of entrepreneurship to transform communities for the better. And this year's Entrepreneur Week, he said during Tuesday night's unveiling ceremony, is the biggest one yet.

An annual festival celebrating entrepreneurship, innovation and advanced thinking, NOEW 2015 takes place March 20-27. While Gallier Hall has hosted the event in the past, NOEW 2015 will be headquartered along Fulton Street. The larger footprint provides 118 total slots for local founders to showcase their ideas, an 87 percent increase over NOEW 2014.

NOEW director Victoria Adams said more than 10,000 attendees are expected, compared to just over 5,000 last year. The industry focus will be on energy and healthcare, and more than 30 organizations will be, as Williamson put it, "leveraging the NOEW platform" -- startup-speak for showing off their stuff.

What follows are the key announcements for NOEW 2015, followed by the NOEW 2015 Highlights by Day, as provided by The Idea Village.

Key Announcements of NOEW 2015

1.) NOEW 2015, presented by IBERIABANK, is March 20-27, 2015.

NOEW is the platform for the New Orleans entrepreneurial community, produced by The Idea Village. Funding for NOEW 2015-2017 provided by The IV 100, a select group of forward thinking corporations, foundations, and individuals committed to nurturing a self-sustaining entrepreneurial community in New Orleans by 2018.

2.) NOEW 2015 will be headquartered on Fulton Street, with select sanctioned events being hosted across the region.

All NOEW 2015 events are located along Fulton Street in downtown New Orleans. Key locations including Manning's, The Chicory, Fulton Alley, Ruth's Chris Steak House and the Harrah's Hotel. Sanctioned "off campus" include the JEDCO Entrepreneur Challenge at Southport Hall in Jefferson Parish, the Startup St. Bernard Challenge at the Meraux Foundation in St. Bernard Parish, and the VetLaunch Challenge at the Landing Zone.

3.) There is 87% increase in number of entrepreneurs to be showcased at NOEW 2015.

NOEW 2015 will provide 118 slots for local founders to be showcased for access to resources, an 87% increase from NOEW 2014. This increase is due to more open call opportunities and demos. These startups represent a number of diverse industries including food, water, digital media, technology,

education, and arts. The specific companies and events will be announced in upcoming weeks via @helloNOEW.

4.) NOEW Investor Pass available to national investors.

NOEW 2015 will offer a focused Investor Track for national investors that will provide access to 50 new ventures in 50 hours - from seed stage to venture ready -from Wednesday, March 25 to Friday, March 27. The NOEW Investor Pass includes access to private events, one-one meetings with entrepreneurs, venture showcases and networking events. There are a limited number of NOEW Investor Passes available for accredited investors only. For more information, contact alex@ideavillage.org.

5.) 30+ organizations are leveraging the NOEW platform.

- Local Nonprofit Partners: 4.0 Schools, Creative Alliance of New Orleans, Downtown Development District, Entrepreneurs' Organization, Goldman Sachs 10,000 Small Businesses, InNOLAvation, Jefferson Parish Economic Development Commission, Junior Achievement of Greater New Orleans, Junior League of New Orleans, Louisiana Cultural Economy Foundation, Loyola-New Orleans, Greater New Orleans Inc., New Orleans Business Alliance, New Orleans Culinary and Hospitality Institute, New Orleans Convention and Visitors Bureau, New Orleans Tourism Marketing Corporation, PowerMoves, Propeller, Startup St. Bernard, Southeast Louisiana Energy Initiative, Tulane University, Urban League of Greater New Orleans, and VetLaunch.
- National Partners: 1776 and Delta Regional Authority.
- Corporate Partners: Ochsner Health Systems, GE Healthcare, Cox Business, Kickstarter, Salesforce, and Silverline.

6.) Energy and Healthcare will be new industry focuses debut at NOEW 2015.

An Energy Innovation Summit, hosted by Southeast Louisiana Energy Initiative, and a Healthcare Innovation Summit, hosted by Ochsner Health Systems in partnership with GE Healthcare, will debut during NOEW 2015. Current strategic industry initiatives launched previously at NOEW include: Water, Education, and Arts.

7.) The LookFar Tent at Manning's will allow New Orleans entrepreneurs to pay it forward.

Leading New Orleans entrepreneurs will showcase available jobs, demo products, and provide mentorship at the LookFar Tent in the Manning's courtyard on Fulton Street on Thursday March 26th.

8.) New Orleans has become recognized as a model city for entrepreneurship and NOEW is the place to learn.

Through a partnership with the Delta Regional Authority, up to 16 entrepreneurs from across the delta region and up to 16 individuals and nonprofits that support entrepreneurs will be travelling to NOEW 2015 to learn and connect.

9.) NOEW VIP Tickets are available this year.

NOEW is free and open to the public, but this year there are limited NOEW VIP Tickets for sale priced at \$250 and \$500, starting today at www.NOEW.org.

10.) @helloNOEW has launched on Twitter and Instagram.

Follow @helloNOEW for real-time updates and the latest information about NOEW 2015, be the first to know about NOEW 2015 entrepreneurs, keynote speakers, news on entrepreneurial community and special offers.

The full 2015 calendar, with times and locations, will be released on February 23rd, when registration opens.

NOEW 2015 Highlights by Day:

Friday, March 20th: The New Orleans Entrepreneur Week 2015 Opening Celebration

NOEW 2015 will kick off with an innovative, New Orleans-style launch event that is free and open to the public.

Saturday, March 21st: The NOLA Next Young Innovators Experience, hosted by Junior Achievement and The Idea Village, sponsored by the Brees Dream Foundation

For local students, the NOLA Next Young Innovators Experience will feature engaging workshops, speakers and demos. It will culminate with the Trust Your Crazy Ideas high school pitch competition.

Sunday, March 22nd: The Food MiniCon, a collaboration between the New Orleans Culinary and Hospitality Institute and the Idea Village, sponsored by French Market Coffee, New Orleans Tourism Marketing Corporation and Rouses Markets

This MiniCon will feature the latest food innovations to the public.

Monday March 23rd: Pitch Local, brought to you by JP Morgan

Pitch Local will highlight 8 different entrepreneur showcase events hosted by local ecosystem partners. They include: The 5th annual Water Challenge hosted by Propeller and sponsored by the Greater New Orleans Foundation The 4.0 Schools Education Pitch The Downtown NOLA Arts Based Business Pitch hosted by the Downtown Development District, Creative Alliance of New Orleans, and Louisiana Cultural Economy Foundation Tulane's Business Model Competition hosted by Tulane Entrepreneurs Association (TEA) The Women in Business Challenge hosted by the Urban League of Greater New Orleans The VetLaunch Challenge hosted VetLaunch The JEDCO Entrepreneur Challenge hosted by JEDCO The Startup St. Bernard Challenge hosted by the Meraux Foundation

Tuesday, March 24th - Thursday, March 26th: NOEW Interactive

For those looking to learn and connect, NOEW Interactive is the 3-day track of keynotes, seminars, networking events, and open pitch opportunities to be connected, engaged, and inspired. Themes for 2015 include Marketing & Branding, Technology, and Raising Capital/Scaling.

Wednesday March 25th- Friday 27th: NOEW Investor Track

For investors, the NOEW Investor track will highlight 50 companies in 50 hours. The NOEW VIP Investor Track is and for national accredited investors. For more information, contact alex@ideavillage.org.

Thursday March 26th: Energy and Healthcare Innovation Summits

New to the NOEW calendar, an Energy Innovation Summit, hosted by Southeast Louisiana Energy Initiative, and a Healthcare Innovation Summit, hosted by Ochsner Health Systems in partnership with GE Healthcare, will take place on Thursday.

Friday, March 27th: The Big Idea

The Big Idea, the culmination of NOEW, is a crowd-sourced pitch extravaganza that will feature 12 of New Orleans' most promising startup ventures and a celebrity-judging panel. NOLA.com will be hosting an online voting platform to help identify the 12 Big Idea finalists, beginning February 23rd. The entire community is invited to attend.



PRESS RELEASE
January 12, 2015

Investing in Innovation: 2014 Year in Review

Happy New Year! It's hard to believe that 2014 has come and gone. Time flies when you're having fun after all. And we certainly had fun at JEDCO last year! We attracted a [major technology headquarters](#) to Jefferson Parish, hosted another [successful pitch competition](#), and financed several [major projects](#) that will have a lasting impact on the Jefferson Parish community.



We continued to focus on developing the West Bank. Efforts move forward with the Fairfield Vision, the long-term strategic plan for the mixed-use development of over 8,000 acres of land, which represents the largest available green field area in the parish. JEDCO hosted the grand opening of the [JEDCO Conference Center](#) in the [Churchill Technology & Business Park](#) over the summer, unveiling a state-of-the-art [event space](#) to serve our business community. This year, Delgado Community College will begin building the River City Campus and

the School of Advanced Manufacturing, which will attract between 3,000 and 4,000 students to Churchill Park once the project is complete.

Our dedicated team worked closely with a variety of businesses from many different industries this year to ensure their continued success in Jefferson Parish. So often, we highlight the big economic wins, the companies that locate to our community and bring hundreds of new employees. We are thrilled with the successes of those projects, but JEDCO also understands the importance of cultivating long-term relationships with our local businesses. Business Retention and Expansion is vital to the economic success of a community. That's why, in 2014, the economic development team met with over 140 companies to assess needs and offer assistance.

We also assist our small businesses and startups, the backbone of our business community. [The](#)

[JEDCO Business Innovation Center](#), our business incubator, fostered early-stage ventures and [The JEDCO Challenge](#) provided opportunities to highlight some of the parish's major up-and-coming entrepreneurs. One of our recently graduated incubator tenants, Global Commerce & Services, won several awards in 2014 and they were recognized in the [Inc. 500 List of Fastest Growing Companies](#). Our finance team approved 14 small business loans in 2014 with a total investment of over \$6 million.

In 2014, we worked hard, we shared our vision, and we [invested in innovation](#). In 2015, we will continue to invest in the future of Jefferson Parish - in innovation, in entrepreneurship, in workforce development, in our local businesses. It's JEDCO's business to help your business thrive in Jefferson Parish and we will continue to make that a top priority in 2015.

Economic Accolades

At our 2014 Annual Luncheon, we recognized a number of men, women and businesses that played a vital role in improving the economic landscape in Jefferson Parish. Congratulations to JEDCO's former Deputy Director Dottie Stephenson, Jefferson Chamber President Todd Murphy, and Renaissance Publishing. Learn more about them [here](#).

JEDCO is in the process of choosing its finalists for the [2015 JEDCO Challenge](#) powered by First NBC Bank. We received 33 applications for this year's competition. A team of panelists chose 10 startups to move on to the semifinal round, an interview with a panel of business leaders from the community. These interviews will determine which companies will move on to the live pitch on March 23rd at Southport Hall. Congratulations to our semifinalists: [AxoSim Technologies](#), [InnoGenomics Technologies](#), [Zenopharm](#), [NanoFex](#), [myMix Nutrition](#), [PrepWorld](#), Juggle Enterprises, [Cook Me Somethin' Mister](#), [Pleasantree](#) (Sock Spot), and [Earth Prime](#). JEDCO will nominate three of these companies to participate in the Big Idea competition, the largest crowd funding event in the world held at the end of [New Orleans Entrepreneur Week](#).

[L.A. Fabrication, LLC](#), a Kenner-based custom metal fabrication shop, received national certification as a Women's Business Enterprise by the Women's Business Enterprise National Council (WBENC). Founded in 2007, L.A. Fabrication has established itself as a leader in fabrication, small run manufacturing, and metal repair services.



Business Blurbs

[Chronos Body, Health & Wellness](#) hosted the grand opening of its state-of-the-art facility in Fat City early this year. The opening of this full-service wellness center aids in ongoing revitalization efforts in the area. Of the \$4 million project, JEDCO financed \$1.6 million of it.

IDIYA, a membership-based workshop and design studio,



is set to open its pilot location in Greater New Orleans early this year. The company provides members with access to a wide variety of equipment and tools within its facility. The idea is to create a shared space to help foster creativity and entrepreneurship. Learn more about IDIYA [here](#).

[Boomers Lifestyle Magazine](#) just released its first issue of 2015. The magazine is part of [Boomers Lifestyle Network](#), which incorporates internet radio, blogs, social media and an online magazine for Generation Xers, Baby Boomers and seniors.

Upcoming Events

JEDCO has partnered with the [Jefferson Chamber](#) in 2015 to bring the community a new seminar series. Entitled "Prosper Jefferson," this educational event series will take the place of the "Grow with JEDCO" seminars and the Jefferson Chamber's "Stayin' Alive" seminars. Prosper Jefferson will offer free seminars for small business owners.

The first seminar, scheduled for Wednesday, January 28th at 9 AM, will feature Keith Naccari of Simmons & White. He'll provide attendees with information about business valuation and pitching to potential investors. Register on JEDCO's website at www.jedco.org/events.

###

Contact:

Kelsey Scram
JEDCO Marketing and PR Manager
(504) 875-3927
kscram@jedco.org
www.jedco.org





IT'S YOUR BUSINESS

YOUR PARTNER IN PROGRESS

From tax incentives and financing options to customized demographic reports and site selection, JEDCO is here to help your business thrive in our community. Through our award-winning business outreach program, we connect with Jefferson Parish business owners to understand their needs and to determine how we can assist. At JEDCO, your business is our number one priority.

JEDCO.org | 504.875.3908

JEDCO
Jefferson Economic Development Commission