



## ENTREPRENEURS APPLY NOW!

NEW ORLEANS - Applications are being accepted until Dec. 12, 2014, for JEDCO's third-annual entrepreneur pitch competition, JEDCO Challenge. The competition takes place every year during New Orleans Entrepreneur Week (Monday, March 23, 2015). The winner of the JEDCO Challenge typically receives \$20,000 in direct capital and additional in-kind business services to help the company grow and find success locally. Applications are available at [JEDCO.org](http://JEDCO.org).



## ABWA RETURNS TO NEW ORLEANS

NEW ORLEANS - Following a nine-year absence after Hurricane Katrina, the American Business Women's Association (ABWA) – a 65-year-old national organization based out of Overland Park, Kan. – is returning to New Orleans as the ABWA Crescent City Connections Express Network.

"Before Katrina there were six ABWA leagues in New Orleans," says Wendy Dolan, vice president of public relations and marketing for the network. "With a lot of help from the Baton Rouge group, including a cash contribution, we're now able to get back on our feet."

The professional women's group is devoted to personal development, continuing education, networking and philanthropy.

Annual membership costs are \$115 in national dues and \$35 in local dues.

On the second Thursday of each month, the group holds a networking luncheon.

"All of our luncheons are at Ralph Brennan Heritage Grill," Dolan says. "But our December luncheon is going to be extra fun – more like a party."

The luncheon will feature Charlee Williamson, executive vice president of the Ralph Brennan Restaurant Group, who will speak about her road to success and offer holiday entertaining tips.

The luncheon is 11 a.m. to 1 p.m., and is \$25 for members and \$30 for nonmembers. Registration is highly encouraged, though walk-ins are allowed (\$35).

To register for the luncheon, visit [abwanola.eventbrite.com](http://abwanola.eventbrite.com)

For information about membership, visit [abwa.org](http://abwa.org) or contact Membership Chair Lyndsey Graham at [Lyndsey.Graham@e-hps.com](mailto:Lyndsey.Graham@e-hps.com).



## LOCAL STREETLIGHTS GO SOLAR

HARAHAN - Founded in 2011, ClearWorld, located in Harahan, La., designs and retrofits alternative energy lighting solutions for traditional utility light poles. "Forty-five to 55 percent of a municipal's overall yearly budget goes to street lighting," says ClearWorld Founder Larry Tittle. "Our product costs the developer less than installing traditional infrastructure and, on the city's part, means no electric bills or maintenance for 10 years. This translates into millions in savings over the life of our lights."

ClearWorld's lighting is currently used in Jefferson Parish and will soon be installed in areas of Orleans Parish. The company has recently started offering other services, including: security cameras, traffic control devices, weather and emission control monitoring, back-up power for mission critical systems and ancillary services for utilities (frequency regulation, load shaving and demand/fast response). "From smart grid to smart cities, the future is here," says Tittle. For more information, visit [ClearWorld.us](http://ClearWorld.us).



## JEDCO currently accepting applications for the 2015 JEDCO Challenge

*Application deadline is December 12, 2014*

The [Jefferson Parish Economic Development Commission \(JEDCO\)](#), in conjunction with First NBC Bank, is currently accepting applications for the 2015 JEDCO Challenge, its third annual [pitch competition](#) for entrepreneurs with ties to Jefferson Parish. Held during [New Orleans Entrepreneur Week](#), an event produced by [The Idea Village](#), the [2015 JEDCO Challenge](#) will elevate opportunities for early-stage companies in the area.

The competition will be held on Monday, March 23<sup>rd</sup> at Southport Hall in front of a panel of Jefferson Parish business leaders and an audience of their peers. Finalists will be judged on a seven-minute pitch and a business plan, which must be submitted in advance of the competition. The crowd will have an opportunity to cast their vote for their favorite entrepreneur, contributing to the overall scoring process of the competition. The winning pitch will receive \$20,000 in direct capital and additional in-kind business services to help grow the company locally.

For the first time ever, entrepreneurs chosen to pitch in the 2015 JEDCO Challenge will also be eligible to participate in the 2015 [Big Idea pitch competition](#). The Big Idea is the world's largest crowd driven pitch event that closes out New Orleans Entrepreneur Week as local entrepreneurs vie for the public's support to propel them into the final round of the competition, where \$25,000 is on the table.

The application has been live on [JEDCO's website](#) since November 6<sup>th</sup>. The deadline to apply is Friday, December 12<sup>th</sup>, 2014. Applicants will be narrowed down through a rigorous review process. Finalists will be chosen in mid-January to provide two months for pitch preparation and business

plan assistance.

JEDCO is looking for entrepreneurs with unique ideas that have the high potential to grow and positively impact Jefferson Parish. Entrepreneurs are urged to apply for the challenge on [JEDCO's website](#). They must meet the following criteria to be eligible:

- Must live, work or have a strong presence in Jefferson Parish
- Must generate less than \$500,000 in revenue
- Must have less than 5 employees
- Must be a for-profit company

The entrepreneur challenge will be held during [New Orleans Entrepreneur Week \(NOEW\)](#) for the third year in a row. NOEW is the annual festival celebrating business, innovation and advanced thinking in New Orleans. The event engages a dynamic global network of entrepreneurs, investors, corporations, non-profits, students and professionals to support growing companies and elevate entrepreneurial successes through eight days of discussion, debate, education, competition and celebration.

This event would not be possible without assistance from our growing list of 2015 sponsors: First NBC Bank, Sandler Training, Gambel Communications and Ardyn Thriffiley & Associates. JEDCO is currently accepting additional donations of in-kind services and capital to grow the JEDCO Challenge prize package. Click [here](#) for details.

The deadline to apply for The JEDCO Challenge is **December 12, 2014**. Visit [JEDCO's website](#) to apply!

###

**About JEDCO:** The Jefferson Parish Economic Development Commission (JEDCO) is an independent, yet complementary arm of Jefferson Parish government with the main objective of attracting, growing and creating new business in our area. JEDCO's mission is to proactively influence the economy through the retention and creation of quality jobs, entrepreneurship and investment in Jefferson Parish.

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

The bank's mission is to deliver world-class service through developing long-term relationships with clients while providing a great place to work for its employees and demonstrating outstanding corporate citizenship within its communities, resulting in exceptional returns for its shareholders.



**Jefferson Chamber of Commerce**

[www.jeffersonchamber.org](http://www.jeffersonchamber.org)

(504) 835-3880

3421 N. Causeway Blvd., Suite 203

Metairie, LA 70002



STAY CONNECTED





elmwood**business**association  
Protect, Promote, Encourage

SUBMIT APPLICATION ON [JEDCO's WEBSITE](#) UNTIL DECEMBER 12<sup>th</sup>, 2014



The  
**JEDCO Challenge**  
brought to you by **First NBC**

## JEDCO LAUNCHES THIRD ANNUAL ENTREPRENEUR PITCH COMPETITION

*Event to be held during New Orleans Entrepreneur Week*

(FAIRFIELD, La) - The [Jefferson Parish Economic Development Commission \(JEDCO\)](#), in conjunction with First NBC Bank, is pleased to announce the launch of its third annual [pitch competition](#) for entrepreneurs with ties to Jefferson Parish. Held during [New Orleans Entrepreneur Week](#), an event produced by [The Idea Village](#), the [2015 JEDCO Challenge](#) will elevate opportunities for early-stage companies in the area.

The competition will be held on Monday, March 23<sup>rd</sup> at Southport Hall in front of a panel of Jefferson Parish business leaders and an audience of their peers. Finalists will be judged on a seven-minute pitch and a business plan, which must be submitted in advance of the competition. The crowd will have an opportunity to cast their vote for their favorite entrepreneur, contributing to the overall scoring process of the competition. The winning pitch will receive \$20,000 in direct capital and additional in-kind business services to help grow the company locally.

For the first time ever, entrepreneurs chosen to pitch in the 2015 JEDCO Challenge will also be eligible to participate in the 2015 [Big Idea pitch competition](#). The Big Idea is the world's largest crowd driven pitch event that closes out New Orleans Entrepreneur Week as local entrepreneurs vie for the public's support to propel them into the final round of the competition, where \$25,000 is on the table.

The application will be live on [JEDCO's website](#) until December 12<sup>th</sup>, 2014. Applicants will be narrowed down through a rigorous review process. Finalists will be chosen in mid-January to provide two months for pitch preparation and



business plan assistance.

JEDCO is looking for entrepreneurs with unique ideas that have the high potential to grow and positively impact Jefferson Parish. Entrepreneurs are urged to apply for the challenge on [JEDCO's website](#). They must meet the following criteria to be eligible:

- Must live, work or have a strong presence in Jefferson Parish
- Must generate less than \$500,000 in revenue
- Must have less than 5 employees
- Must be a for-profit company

"Entrepreneurs are the future of Jefferson Parish and we will do everything we can to best assist them as they grow," says JEDCO Executive Director Jerry Bologna. "This entrepreneur challenge provides us with a platform to better connect with the future leaders of our Jefferson Parish business community. It is exciting for JEDCO to play a role in helping these companies find success in Jefferson Parish and we look forward to providing a continuous support system in the future."

"It is a priority of First NBC Bank to positively impact communities where we do business," says Ashton J. Ryan Jr., President and CEO of First NBC Bank, the presenting sponsor of the 2015 JEDCO Challenge. "The entrepreneurial spirit has always played a major role in thriving economies and we see that infusion of new ideas and products taking hold throughout Jefferson Parish and the remainder of the River Region. Through the JEDCO Challenge, we are furthering our role within the entrepreneurial community and finding new ways to engage and assist companies as they journey toward growth and sustainability. This is a wonderful partnership and we are proud to be a part of this event."

In 2013, the pitch competition was born out of a challenge posed by Jefferson Parish start-up, [Cordina New Orleans Cocktails](#). The company, which creates on-the-go adult drinks and the Slush Puppie/ICEE pouches, asked JEDCO to host a pitch competition for local entrepreneurs. Not only did the event showcase the entrepreneurial ecosystem in Jefferson Parish, but it also connected our up-and-comers with today's business leaders through direct capital, business resources and mentorship.

In the competition's second year, five finalists competed in front of an audience of 150 people. With sponsorships from seventeen local companies, the 2014 winner, Terry Ancar of [PortaVision Medical](#), walked away from the competition with close to \$80,000 in direct capital and in-kind services. Terry used the prize package to continue developing the NeoRay, an x-ray system used to enhance the care of premature babies.

The entrepreneur challenge will be held during [New Orleans Entrepreneur Week \(NOEW\)](#) for the third year in a row. NOEW is the annual festival celebrating business, innovation and advanced thinking in New Orleans. The event engages a dynamic global network of entrepreneurs, investors, corporations, non-profits, students and professionals to support growing companies and elevate entrepreneurial successes through eight days of discussion, debate, education, competition and celebration.

This event would not be possible without assistance from our presenting sponsor, First NBC Bank, and our Jefferson Parish businesses and organizations. JEDCO is currently accepting donations of in-kind services and capital to grow the JEDCO Challenge prize package. Click [here](#) for details.

The deadline to apply for The JEDCO Challenge is December 12, 2014. Visit [JEDCO's website](#) to apply!

###

**About JEDCO:** The Jefferson Parish Economic Development Commission (JEDCO) is an independent, yet complementary arm of Jefferson Parish government with the main objective of attracting, growing and creating new business in our area. JEDCO's mission is to proactively influence the economy through the retention and creation of quality jobs, entrepreneurship and investment in Jefferson Parish.

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

The bank's mission is to deliver world-class service through developing long-term relationships with clients while providing a great place to work for its employees and demonstrating outstanding corporate citizenship within its communities, resulting in exceptional returns for its shareholders.

**Contact:**

Kelsey Scram

JEDCO Marketing and PR Manager

[\(504\) 875-3927](tel:(504)875-3927)

[kscram@jedco.org](mailto:kscram@jedco.org)

[www.jedco.org](http://www.jedco.org)

[www.twitter.com/JEDCO\\_News](https://www.twitter.com/JEDCO_News)

[www.facebook.com/JeffersonParishEconomicDevelopment](https://www.facebook.com/JeffersonParishEconomicDevelopment)



PRESS RELEASE  
December 4, 2014

## JEDCO currently accepting applications for the 2015 JEDCO Challenge

*Application deadline is December 12, 2014*

(FAIRFIELD, La) - The [Jefferson Parish Economic Development Commission \(JEDCO\)](#), in conjunction with First NBC Bank, is currently accepting applications for the 2015 JEDCO Challenge, its third annual [pitch competition](#) for entrepreneurs with ties to Jefferson Parish. Held during [New Orleans Entrepreneur Week](#), an event produced by [The Idea Village](#), the [2015 JEDCO Challenge](#) will elevate opportunities for early-stage companies in the area.

The competition will be held on Monday, March 23<sup>rd</sup> at Southport Hall in front of a panel of Jefferson Parish business leaders and an audience of their peers. Finalists will be judged on a seven-minute pitch and a business plan, which must be submitted in advance of the competition. The crowd will have an opportunity to cast their vote for their favorite entrepreneur, contributing to the overall scoring process of the competition. The winning pitch will receive \$20,000 in direct capital and additional in-kind business services to help grow the company locally.

For the first time ever, entrepreneurs chosen to pitch in the 2015 JEDCO Challenge will also be eligible to participate in the 2015 [Big Idea pitch competition](#). The Big Idea is the world's largest crowd driven pitch event that closes out New Orleans Entrepreneur Week as local entrepreneurs vie for the public's support to propel them into the final round of the competition, where \$25,000 is on the table.

The application has been live on [JEDCO's website](#) since November 6<sup>th</sup>. The deadline to apply is Friday, December 12<sup>th</sup>, 2014. Applicants will be narrowed down through a rigorous review process. Finalists will be chosen in mid-January to provide two months for pitch preparation and business plan assistance.

JEDCO is looking for entrepreneurs with unique ideas that have the high potential to grow and positively impact Jefferson Parish. Entrepreneurs are urged to apply for the challenge on [JEDCO's website](#). They must meet the following criteria to be eligible:



- Must live, work or have a strong presence in Jefferson Parish
- Must generate less than \$500,000 in revenue
- Must have less than 5 employees
- Must be a for-profit company

The entrepreneur challenge will be held during [New Orleans Entrepreneur Week \(NOEW\)](#) for the third year in a row. NOEW is the annual festival celebrating business, innovation and advanced thinking in New Orleans. The event engages a dynamic global network of entrepreneurs, investors, corporations, non-profits, students and professionals to support growing companies and elevate entrepreneurial successes through eight days of discussion, debate, education, competition and celebration.

This event would not be possible without assistance from our growing list of 2015 sponsors: First NBC Bank, Sandler Training, Gambel Communications and Ardyn Thriffley & Associates. JEDCO is currently accepting additional donations of in-kind services and capital to grow the JEDCO Challenge prize package. Click [here](#) for details.

The deadline to apply for The JEDCO Challenge is **December 12, 2014**. Visit [JEDCO's website](#) to apply!

###

**About JEDCO:** The Jefferson Parish Economic Development Commission (JEDCO) is an independent, yet complementary arm of Jefferson Parish government with the main objective of attracting, growing and creating new business in our area. JEDCO's mission is to proactively influence the economy through the retention and creation of quality jobs, entrepreneurship and investment in Jefferson Parish.

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

The bank's mission is to deliver world-class service through developing long-term relationships with clients while providing a great place to work for its employees and demonstrating outstanding corporate citizenship within its communities, resulting in exceptional returns for its shareholders.



## JEDCO Jefferson Parish Business Awards



2



3



JEDCO announced its Jefferson Parish Business Award winners at its 2014 Annual Luncheon on Dec. 2. Among the winners was Renaissance Publishing, which introduced Biz New Orleans/ BizNewOrleans.com this year. Biz is a content partner with WWL-TV. WWL



PRESS RELEASE  
December 2, 2014

## **JEDCO Announces Jefferson Parish Business Award Winners at 2014 Annual Luncheon**

(Fairfield, LA) - [The Jefferson Parish Economic Development Commission \(JEDCO\)](#) experienced a highly successful year in 2014. As the organization reflected on its business retention, expansion and attractions successes at its largest yearly meeting on Tuesday, it also recognized the men, women and businesses that have helped shape Jefferson Parish's long list of continued achievements. JEDCO announced the recipients of its 2014 business award winners at the JEDCO Annual Luncheon in front of hundreds of Jefferson Parish business and community leaders.

[Renaissance Publishing](#) received the 2014 Small Business of the Year award. The publishing company has been in business in Jefferson Parish for eight years. Renaissance publishes eight magazines that focus on a variety of topics relevant to the people who live and work in the Greater New Orleans region. In October 2014, the company re-launched [Biz New Orleans](#), providing new insight into the local business community. In recent years, Renaissance Publishing has experienced growth in both employee numbers and sales. The company is also heavily involved in local business and charitable organizations, giving back to the community that has helped foster its growth.

Dottie Stephenson earned the JEDCO Business Retention and Expansion Award. For 16 years, Dottie served JEDCO as the organization's Deputy Director. An advocate for a strong business retention program, Dottie designed and launched Jefferson Parish's first Business Retention and Expansion program upon her arrival to JEDCO in 1998. This program was designed with a systematic and targeted approach to best assist the companies located in Jefferson Parish. Comprised of letters, calls to businesses, and most importantly, face-to-face visits with business owners and top executives, the program has helped retain and expand local businesses in the community. Over the 17 years of its existence, this program has been highly successful. The JEDCO staff has held over 2,000 visits with Jefferson Parish businesses and in 2004, the organization was awarded the International Economic Development Council's prestigious Business Retention and Expansion Program Award. Dottie also played a vital role in the policy creation of the parish's first economic development incentive fund, the Jefferson Economic Future Fund, which provided financial incentives for businesses expanding in Jefferson Parish as well as prospective businesses interested in relocating to the area. This program

places Jefferson Parish at a competitive advantage over other parishes in Louisiana and neighboring states. Dottie retired from JEDCO in June 2014.

JEDCO's 2014 Chairman of the Board, Greg Jordan, presented [Jefferson Chamber](#) President Todd Murphy with the JEDCO Chairman's Champion Award. Since taking over the Chamber in May 2012, Todd Murphy has helped grow the Chamber's membership by 20%. Under his leadership, the organization received four-star accreditation from the US Chamber of Commerce and was honored with the Top Leader award as the Best Chamber in the State of Louisiana. JEDCO and the Jefferson Chamber have long enjoyed a strong partnership as the two organizations work jointly to do what's best for the Jefferson Parish business community. The Chamber advocates for public policy positions that benefit Jefferson Parish businesses. Both JEDCO and the Chamber share a common focus on improving and revitalizing various areas within the Jefferson Parish community, such as Fat City and the West Bank.

"This group of award winners is indicative of the true talent, innovation and dedication to business found in Jefferson Parish," says JEDCO Executive Director Jerry Bologna. "These men, women and businesses play a crucial role in the continued prosperity of our community. Not only do they work to increase the economic vitality of our region, but they continue to give back and change our community for the better. We are so grateful for their contributions to Jefferson Parish."

The JEDCO Annual Luncheon provides an opportunity for the organization to recognize and show support of Jefferson Parish businesses while also highlighting the year's economic successes. The event took place at the Hilton New Orleans Airport on Airline Drive.

###

**Contact:**

Kelsey Scram  
JEDCO Marketing and PR Manager  
Office: (504) 875-3927  
Cell: (724) 554-9735  
[kscram@jedco.org](mailto:kscram@jedco.org)  
[www.jedco.org](http://www.jedco.org)





Biz Videos / December 2014 / Biz Minute 12-8-14

# Biz Minute 12-8-14

BY LESLIE T. SNADOWSKY



**JEDCO offers free seminar to help local businesses with their 2015 strategic plans in this Biz New Orleans Daily Biz Minute with Leslie T. Snadowsky.**

DAILY BIZ MINUTE

Biz New Orleans – Daily Biz Minute – 12-8-14

Business Services

- Business Financing »
- Business & Tax Incentives »
- Workforce Solutions »
- Business Workshops »
- Business Incubator »
- Conference Center »
- Starting A Business (PDF) »

**SITES & BUILDINGS**

**DEMOGRAPHICS, DATA & REPORTS**

**JEFFERSON PARISH ECONOMIC PROFILE**

**JEFFERSON EDGE**

## BUSINESS WORKSHOPS

### Elements for Developing Your Strategic Plan in 2015

A strategic plan is a road map to help grow your business. It is also a key element found within highly successful organizations. Taking time to plan for the year ahead is vital for growth and success.

The Jefferson Parish Economic Development Commission has partnered with Simmons and White to host "Elements for Developing Your Strategic Plan in 2015." This educational seminar will provide you and your organization with up to 13 key sections that most organizations should include in their strategic plans for the upcoming year. Experts in strategic

**December 9:00 am – 10:00 am**

**COST**  
Free

**LOCATION**  
East Bank Region  
4747 West Natchez  
Metairie, Louisiana

**HOSTED BY**  
JEDCO





## 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

## DINING OUT Top 10 Reveillon restaurants

BY TOM FITZMORRIS  
MAIL@NOPG.COM

The Reveillon season now upon us is most welcome, especially among those of us who still like the white-tablecloth dining experience. It lets us end the year on a properly celebratory note, one that seems out of place in restaurants that look and sound like factories.

With its connections to the holidays, unique menus and attractive prices, Reveillon dinners draw everybody except the hardcore devotees of jeans, T-shirts and yet another best hamburger.

Reveillon is an ancient European feasting tradition during Yuletide. The French brought it with them when they founded New Orleans. Originally, it was like a Sunday brunch buffet, eaten in the wee hours of Christmas morning after midnight Mass.

When the rules of fasting changed in the mid 1900s, the old Reveillon was forgotten. Sandra Dartus of the French Quarter Festival revived it in its modern form in 1988. The idea at first was to draw people downtown during December, a slack time for tourism. Although it took years, the concept caught on not only with devoted visitors but with natives, too.

This year, 44 restaurants signed on to the official Reveillon program. The restaurants assemble special menus of between four and six courses, for prices ranging from \$34 to \$100. The average price is around \$50, even in this year of large increases in food prices.

Through most of its history, the Reveillon didn't attract many restaurants at the loftiest price levels. That has changed, with five-star restaurants such as Commander's Palace asking for and getting \$100 for a Reveillon meal. This year, Emeril's restaurants join the festivities for the first time, as do a number of other highly rated places.

I attend as many Reveillon I can stuff into my schedule. They began Dec. 1 and will remain available every night through at least Dec. 23. This year, most of them go all the way to New Year's Eve.

I studied all 44 menus and, based on past Reveillon menus as well as day-to-day performance, I present what I think are the 10 best Yuletide dinners this year.

### 1. Pelican Club

The menu changes every year, with Chef Richard Hughes adding new dishes at the last minute and beyond. Here are the widest choices in each course. A choice of two soups, both perfect for the weather. The signature baked oysters and seafood martini. Turkey tamales with pumpkin and masa stuffing. Lobster, lamb chops, fish with crabmeat, a trio of duck. Four desserts: White and dark chocolate bread pudding and the navel orange creme brulee are among the innovations.

The prices range from \$46 to \$54.

### 2. Commander's Palace

Commander's participated in the Reveillon for years, but only since last year has it done so wholeheartedly. Chef Tory McPhail's \$100 Reveillon this year brings six courses to the feasting table, all of them grabbers.

Start with Louisiana caviar (this is the season for that), then a grilled oyster stew, a tartine of ox heart (I believe that is a first), flounder Lyonnaise and quail stuffed with black truffles, pecans and cherries. The dessert is buche de Noel with bananas and dulce de leche.

### 3. Brennan's

It's too soon to judge the goodness of the recently reopened Brennan's, but its sheer newsworthiness makes this an alluring Reveillon venue. Chef Slade Rushing, formerly of five-star MiLa, lays

down a no-choices, six-course holiday dinner whose highlights are a sweet potato blini with buttermilk crème fraîche and caviar, butter-poached lobster in a winter root veggie veloute, porcini-dusted grouper with salsify (a.k.a. "oyster plant"), Creole-spiced lamb chops with a cranberry-port reduction and a very British Yule sticky toffee pudding with Devonshire cream.

The expensively restored premises add to the lovely picture.

### 4. Criollo

Many hotel restaurants that staged Reveillon menus in the past dropped out this year. A notable exception is the brilliant new dining room of the Monteleone Hotel. It always had one of the best holiday menus in its now-extinct Hunt Room.

But in the much more handsome, new Criollo, the great old traditional food is presented more richly. The \$75 meal includes the signature heirloom beet salad, a Muscovy duck breast with caramelized citrus, a flounder with shrimp and crabmeat, and one of only two buches de Noel (Yule log, the grandest of Christmas dessert) being served by anyone this year.

### 5. Nola

While all three of Emeril's restaurants are participating in the Reveillon this year for the first time, the menu I find most interesting is this one from NOLA, the star chef's most casual restaurant. With three





IT'S YOUR BUSINESS

JEDCO

**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**



# Move beyond boundaries.



In today's challenging economy, emerging business leaders know what it takes to get ahead: the ability to

move quickly and confidently into the global economy. With over 500 acres in close proximity to railways, interstates, international airlines and shipping ports,

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

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



*Think big. Move beyond.*

[Churchillpark.org](http://Churchillpark.org)

## TRADE + INDUSTRY DEVELOPMENT



## RAZOR-THIN RESOURCES

The median budget for health and human services nonprofits in the New Orleans metropolitan area in 2010 was approximately **\$236,000**. On average, its revenues exceeded expenses by just 0.4 percent.

Source: "Profile of Nonprofit Organizations in the Greater New Orleans Metropolitan Area," Urban Institute

## NONPROFITS

CONTINUED FROM PAGE 27

Barnes said. "The problem is there are no new sources of funding. We don't have the Fortune 500 companies that are bringing the kinds of employees that can donate at that level."

He feels the situation could change over the next decade, noting the economic growth the region is experiencing and the new companies moving to and launching in the city.

The need to better align services with resources touches several nonprofits. Ricci explained that many of the organizations created following Katrina focused on mission-driven work and were not necessarily looking at their business model.

"Their eye was on the prize, rebuilding the community, and less on what happens when the money goes away," Ricci said.

Her program consults with nonprofits to help determine the cost of their services, and they will occasionally suggest that they charge for their services to create revenue.

"This is why we are trying to help so many of them secure long-term financial sustainability," she said. "The only difference between a nonprofit and a for-profit is a tax exempt status."

In the meantime, nonprofits are considering alternative methods to bring in new money. NetWork Voluntours, which connects tourists interested in volunteering to local organizations and charitable projects, charges a fee for volunteer project management services. Founder Theodore Nathan explained the nonprofit's goal is to have approximately 75 percent of its total revenue come from operations and services and 25 percent from grants, philanthropy and corporate sponsorships.

"We believe this diversified revenue stream will ensure sustainability, growth and protection for the future," Nathan said.

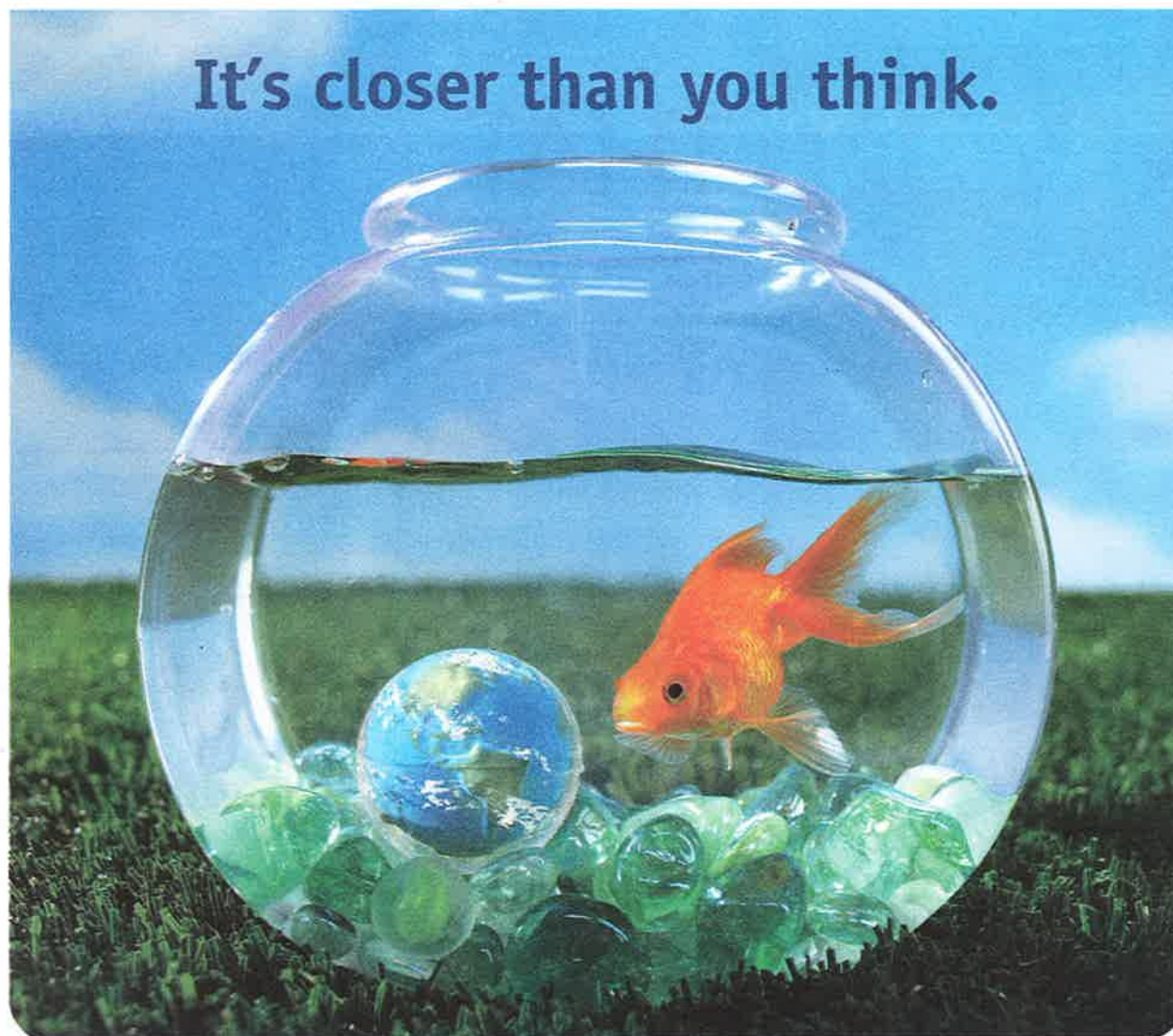
The New Orleans Jazz and Heritage Foundation has a consistent revenue source, JazzFest, that sustains its mission and covers the vast majority of its operating expenses.

"The buzz in the nonprofit world is how do you stay true to your mission but also find some way to earn revenue and become a viable long-lasting organization?" said Scott Aiges, director of programs, marketing and communications.

The foundation funds nonprofits throughout Louisiana, and its annual grant pool has grown to \$500,000. The grant amounts it gives out are small and spread throughout organizations across the state.

Aiges said the foundation wrestles with whether it should be giving out larger amounts per grant or increasing the number of nonprofits it is able to fund.

"Even if it's a small amount, it can be hugely impactful for a smaller organization," he said. "Everybody has to figure out dedicated revenue streams. In the long run, that is really the only way something can become truly sustainable."•



If your business needs to move ideas, products and services into the global economy, look no further than Churchill Technology and Business Park. With over 500 acres in close proximity to railways, interstates, international airlines and shipping ports, the world is virtually outside your door. And while we're at the hub of

the largest intermodal transportation system in the South, we're also conveniently located just 20 minutes outside New Orleans in thriving Jefferson Parish. If you're ready to close in on success, we're ready to help with customized growth strategies, loan programs and incentive packages.

Call to talk about your future at 504-875-3908.



*Think big. Move beyond.*

[Churchillpark.org](http://Churchillpark.org)

## Learn to Defend Yourself

One on one, private training. Personal. Designed for the business professional with little or no experience carrying a firearm. Mature, responsible and patient. Includes concealed carry course.

[LearnFirearms.net](http://LearnFirearms.net)

*Read the references on the website.*