

PRESS RELEASE September 15, 2015

JEDCO unveils updated economic development strategy Plan focuses on the next five years in Jefferson Parish

(FAIRFIELD, La) - Today, the <u>Jefferson Parish Economic Development Commission</u> (JEDCO) unveiled an updated economic development strategy for <u>Jefferson Parish</u>. Called the Jefferson EDGE 2020, the plan serves as a long-term blueprint to promote sustainability, job growth and investment in the community.

JEDCO spearheaded the initial development of the <u>Jefferson EDGE</u> in 2000. Over the course of its 15-year history, the EDGE has become a road map for the community's development. Through the proactive efforts of stakeholders, JEDCO and elected officials, The Jefferson EDGE has delivered game-changing initiatives to the Parish, such as the development of the 500-acre <u>Churchill Technology &</u> <u>Business Park</u> located on the West Bank of Jefferson Parish and quality of life improvements related to the beautification of major corridors, education, and Fat City revitalization.

In order to stay relevant in a consistently-changing economic environment, JEDCO decided to update the EDGE 2020. The plan refocuses efforts on current economic development opportunities to maximize JEDCO's impact on the economy. The planning process began with a baseline assessment of the previous Jefferson EDGE plans and collection of relevant data on Jefferson Parish demographics, economy, and industry clusters. Regional economic development plans were also taken into account.

JEDCO hosted several rounds of stakeholder meetings with key industry leaders,

the civic community, and elected officials to develop the plan and the action items needed to achieve success over the next five years. The refocused Jefferson EDGE 2020 offers a two-tiered strategic framework. The first, Industry Cluster Strategies, will target and prioritize industry clusters with the greatest opportunities for growth in Jefferson Parish. The second part of the plan will focus on Cross-Cutting Issues, which will allow JEDCO and Jefferson Parish to tackle broader issues, such as permitting, building stock, and workforce development, which affect multiple industry clusters.

The targeted industry clusters include:

- Food, Beverage, Fishing & Seafood: This cluster includes prominent Jefferson Parish businesses, such as Zatarain's, Magic Seasonings, Kajun Kettle, MMI Culinary, and Big Easy Blends. Action items for this industry cluster include the development of a comprehensive database of information to better connect existing firms with suppliers and target customers, support for new regulations permitting breweries and distilleries in the Parish, and increasing partnerships around local seafood to promote producers.
- Water Transportation, Distribution & Logistics: This is a foundational industry for Jefferson Parish. Jefferson Parish's hard assets, such as the Harvey Canal, the Mississippi River, multiple Class 1 railroads, and the Louis Armstrong New Orleans International Airport, combine for a multi-modal location that is unrivaled in the Gulf South. Action items for this industry cluster include identifying a new use for the Avondale Shipyard site, using business retention visits to identify training and other workforce needs, and recognizing priority needs for major infrastructure improvements, including freight rail and the Harvey Canal.
- Health Care: The health care industry employs the largest number of people in Jefferson Parish. Local hospitals, such as Ochsner, East Jefferson General Hospital and West Jefferson Medical Center, have started to place an increased focus on destination health care. Through the EDGE initiative, the parish will address workforce development, regionally integrated marketing and support of medical tourism. Action items for this industry cluster include improving career and workforce development opportunities, so Jefferson residents can access jobs in health care, working with Ochsner to transform the Jefferson Highway corridor to include mixed-use, walkable developments, and branding the region's medical infrastructure.
- IT Systems & Products: This cluster includes businesses that develop, sell, or train on software and other information technology products. Jefferson Parish is home to several growing firms, such as Geocent, 365 Connect, and ReadSoft. Action items for this industry cluster include developing a Jefferson-based IT industry group to advocate for state and local policies, organizing hack-a-thons to tackle IT needs of other targeted industry clusters in Jefferson Parish, and promoting high-speed fiber

development in Jefferson Parish.

• Water, Coastal, & Emerging Environmental Industries: This industry is the result of tremendous regional planning and development activities that came out of a realization, post-Katrina, that Louisiana can and must be a leader in water management and coastal restoration. Action items include identifying existing firms and workforce skills that already align with or can convert to this cluster, developing a concise brand for this industry cluster that aligns with regional marketing, and preparing for RESTORE Act funding.

The planning process took five months. During that time, JEDCO held two rounds of stakeholder meetings with groups focused on the following four areas: manufacturing, major industries, FIRE (finance, insurance, real estate), and municipal and business groups. JEDCO also held a public meeting and sought feedback on the plan from various civic organizations in the community in order to craft the best possible report. JEDCO engaged approximately 150 people to assist in the development of the updated plan.

JEDCO commissioned GCR, Inc. to develop the updated EDGE report along with an implementation framework to measure success of all action items laid out in the plan. The Jefferson EDGE 2020 was approved by the Jefferson Parish Council in late August.

"The updated Jefferson EDGE plan will position the community for long-term economic growth," says JEDCO Executive Director Jerry Bologna. "Through a rigorous planning process with our key community thought leaders we addressed major actions and opportunities that need to be taken to ensure a thriving future. We are confident that we have developed a strategy that will result in an even stronger economic landscape for Jefferson Parish."

Implementation of the plan will begin immediately. Click <u>here</u> to see the full Jefferson EDGE 2020 Update.

###

About JEDCO: The Jefferson Parish Economic Development Commission (JEDCO) is the economic development organization for the parish with the main objective of attracting, growing, and creating new business in the 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 & Business Park, JEDCO is home to a business incubator for early-stage ventures and it also operates a state-of-the-art Conference Center. For more information, visit www.jedco.org and follow us on Facebook, Twitter, Vimeo, and LinkedIn.

FOR MORE INFORMATION CONTACT:

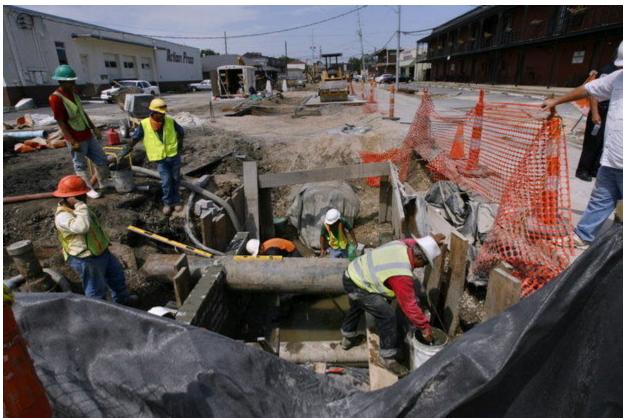
Kelsey Scram JEDCO Marketing & Public Relations Manager 504.875.3927. kscram@jedco.org www.jedco.org

JEDCO| kscram@jedco.org | 504.875.3908 | www.jedco.org





JEDCO reveals new 5year Jefferson Edge economic development plan



A major overhaul of 18th Street in the heart of Fat City, which includes drainage work, resurfacing, new sidewalks and moving some overhead lines underground, is under way. September 1, 2009. (KATHY ANDERSON / THE TIMES-PICAYUNE)

Print Email By Jed Lipinski, NOLA.com | The Times-Picayune Follow on Twitter on September 15, 2015 at 11:50 AM, updated September 15, 2015 at 11:51 AM

The **Jefferson Parish Economic Development Commission** has developed a new action plan intended to improve the parish by prioritizing growth industries, preparing more residents for high-paying jobs and continuing to beautify and invest in certain neighborhoods.

The plan, titled Jefferson Edge 2020 and scheduled to take effect immediately, is a continuation and a reassessment of the Jefferson Edge 2000. That plan resulted in initiatives such as the 500-acre Churchill Technology and Business Park and a number of quality-of-life improvements, including the revitalization of Fat City.

Jefferson Edge 2020 updated its 15-year-old predecessor by examining the latest available data on Jefferson Parish demographics, economy and industry clusters, according to a JEDCO news release. The first part of the plan will focus on industries with a high potential for growth, and the second part will target issues such as permitting and workforce development tailored to those growth industries.

The new plan suggests specific actions be taken to benefit the parish's industry clusters. In the case of the food, beverage, fishing and seafood cluster, for example, Jefferson Edge 2020 recommends building a database to better connect companies with suppliers, as well as supporting new regulations for breweries and distilleries.

Another industry cluster identified by the plan is water transportation, distribution and logistics, for which the plan suggests actions that include developing a new use for the Avondale Shipyard site and recognizing the need for improvements to the parish's freight rail lines and the Harvey Canal.

Other targeted industry clusters include health care; information technology systems and products; and water, coastal and emerging environmental industries.

Jefferson Edge 2020 was the result of five months of planning, during which stakeholders met with local manufacturers and business groups to chart the future direction of the parish. JEDCO commissioned the New Orleans consulting group GCR Inc. to develop the report and create a framework to measure its results.

JEDCO Releases Updated Economic Development Strategy for Jefferson Parish

Posted Tuesday, September 15th 2015 @ 2pm by Jeremy Poursine

The Jefferson Parish Economic Development Commission unveiled Tuesday an updated strategy they call **Jefferson EDGE 2020**.

"The updated Jefferson EDGE plan will position the community for long-term economic growth," said JEDCO executive director Jerry Bologna. "Through a rigorous planning process with our key community thought leaders we





Through a rigorous planning process with our key community thought leaders we addressed major actions and opportunities that need to be taken to ensure a thriving future."

"We are confident that we have developed a strategy that will result in an even stronger economic landscape for Jefferson Parish," Bologna concluded.

According to a press release, "The refocused Jefferson EDGE 2020 offers a twotiered strategic framework."

The first, Industry Cluster Strategies, "will target and prioritize industry clusters with the greatest opportunities for growth".

Those include:

- food, beverage, fishing and seafood

- water transportation, distribution and logistics
- health care
- IT systems & products
- water, coastal & emerging environmental industries

The second tier tackles "broader issues, such as permitting, building stock, and workforce development."

The first version of Jefferson EDGE was developed in 2000. Since then, JEDCO says it's become a road map for development and delivered "game-changing initiatives" like the Churchill Technology and Business Park on the West Bank and quality of life improvements that include beautification projects, education, and the revitalization of Fat City.

You can read the full Jefferson EDGE 2020 report here.

Read more: http://www.wrno.com/articles/local-news-135361/jedco-releases-updated-economic-development-strategy-13946446#ixzz3mbIn0awU

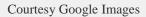


JEDCO five-year plan eyes infrastructure, hospitals, manufacturers

By: Ashley Roe, Reporter September 21, 2015 0

The Jefferson Parish Economic Development Commission will work to revitalize key infrastructure, help manufacturers refine logistics strategies and support parish hospitals in branding the New Orleans metro region as a health care destination, according to its updated economic development report.





The Jefferson Edge 2020 report released last week is essentially a five-year plan for the parish. It functions as a long-term blueprint to promote sustainability, job growth and investment over the next five years.

The updated plan refocuses the commission's efforts across five industry clusters including food, beverage, fishing and seafood; water transportation, distribution and logistics; health care; IT systems and products; and water, coastal and emerging environmental industries.

JEDCO Executive Director Jerry Bologna said supporting the hopeful revitalization of Avondale Shipyard and helping develop the Jefferson Highway corridor are key initiatives for the commission, among others.

Bologna said the ultimate goal with Avondale Shipyard is to put the site and its infrastructure back into commerce and create the jobs that were once there.

JEDCO will also continue working with Ochsner Health System on efforts to transform the area around its Jefferson Highway campus into a series of mixed-use, walkable developments.

"But we can't forget East Jefferson and West Jefferson hospitals, which also have great opportunities for growth," Bologna said. "Some ideas that have germinated from our conversations with East Jefferson and West Jefferson were, for example, branding the entire New Orleans region as a health care destination for certain health care needs."

The commission will also continue to help both large and small manufacturers streamline logistics and production by better connecting them with suppliers and target customers.

Other key action items in the JEDCO report include workforce development support and identifying major infrastructure improvements as well as a relatively new focus on supporting parish IT companies and preparing for RESTORE Act funding to be used for coastal restoration.

"The updated EDGE plan will position the community for long-term economic growth," Bologna said. "We are confident that we have developed a strategy that will result in an even stronger economic landscape for Jefferson Parish."

The EDGE 2020 report was born out of two rounds of stakeholder meetings with key industry groups and feedback from civic organizations and the general community over a five-month process.

To read the complete report, visit http://www.jedco.org/the-jefferson-edge/.

Biz JEDCO Unveils Updated Economic Development Plan

By 9-15-15

FAIRFIELD, LA - Today, the Jefferson Parish Economic Development Commission (JEDCO) unveiled an



updated economic development strategy for Jefferson Parish. Called the Jefferson EDGE 2020, the plan serves as a long-term blueprint to promote sustainability, job growth and investment in the community.

JEDCO spearheaded the initial development of the Jefferson EDGE in 2000. Over the course of its 15year history, the EDGE has become a road map for the community's development. Through the proactive efforts of stakeholders, JEDCO and elected officials, The Jefferson EDGE has delivered game-changing initiatives to the Parish, such as the

development of the 500-acre Churchill Technology & Business Park located on the West Bank of Jefferson Parish and quality of life improvements related to the beautification of major corridors, education, and Fat City revitalization.

In order to stay relevant in a consistently-changing economic environment, JEDCO decided to update the EDGE 2020. The plan refocuses efforts on current economic development opportunities to maximize JEDCO's impact on the economy. The planning process began with a baseline assessment of the previous Jefferson EDGE plans and collection of relevant data on Jefferson Parish demographics, economy, and industry clusters. Regional economic development plans were also taken into account.

JEDCO hosted several rounds of stakeholder meetings with key industry leaders, the civic community, and elected officials to develop the plan and the action items needed to achieve success over the next five years. The refocused Jefferson EDGE 2020 offers a two-tiered strategic framework.

The first, Industry Cluster Strategies, will target and prioritize industry clusters with the greatest opportunities for growth in Jefferson Parish. The second part of the plan will focus on Cross-Cutting Issues, which will allow JEDCO and Jefferson Parish to tackle broader issues, such as permitting, building stock, and workforce development, which affect multiple industry clusters.

The targeted industry clusters include:

• Food, Beverage, Fishing & Seafood: This cluster includes prominent Jefferson Parish businesses, such as Zatarain's, Magic Seasonings, Kajun Kettle, MMI Culinary, and Big Easy Blends. Action items for this industry cluster include the development of a comprehensive database of information to better connect existing firms with suppliers and target customers, support for new regulations permitting breweries and distilleries in the Parish, and increasing partnerships around local seafood to promote producers.

• Water Transportation, Distribution & Logistics: This is a foundational industry for Jefferson Parish. Jefferson Parish's hard assets, such as the Harvey Canal, the Mississippi River, multiple Class 1 railroads, and the Louis Armstrong New Orleans International Airport, combine for a multi-modal location that is unrivaled in the Gulf South. Action items for this industry cluster include identifying a new use for the Avondale Shipyard site, using business retention visits to identify training and other workforce needs, and recognizing priority needs for major infrastructure improvements, including freight rail and the Harvey Canal.

• Health Care: The health care industry employs the largest number of people in Jefferson Parish. Local hospitals, such as Ochsner, East Jefferson General Hospital and West Jefferson Medical Center, have started to place an increased focus on destination health care. Through the EDGE initiative, the parish will address workforce development, regionally integrated marketing and support of medical tourism. Action items for this industry cluster include improving career and workforce development opportunities, so Jefferson residents can access jobs in health care, working with Ochsner to transform the Jefferson Highway corridor to include mixed-use, walkable developments, and branding the region's medical infrastructure.

• IT Systems & Products: This cluster includes businesses that develop, sell, or train on software and other information technology products. Jefferson Parish is home to several growing firms, such as Geocent, 365 Connect, and ReadSoft. Action items for this industry cluster include developing a Jefferson-based IT industry group to advocate for state and local policies, organizing hack-a-thons to tackle IT needs of other targeted industry clusters in Jefferson Parish, and promoting high-speed fiber development in Jefferson Parish.

• Water, Coastal, & Emerging Environmental Industries: This industry is the result of tremendous regional planning and development activities that came out of a realization, post-Katrina, that Louisiana can and must be a leader in water management and coastal restoration. Action items include identifying existing firms and

workforce skills that already align with or can convert to this cluster, developing a concise brand for this industry cluster that aligns with regional marketing, and preparing for RESTORE Act funding.

The planning process took five months. During that time, JEDCO held two rounds of stakeholder meetings with groups focused on the following four areas: manufacturing, major industries, FIRE (finance, insurance, real estate), and municipal and business groups. JEDCO also held a public meeting and sought feedback on the plan from various civic organizations in the community in order to craft the best possible report. JEDCO engaged approximately 150 people to assist in the development of the updated plan.

JEDCO commissioned GCR, Inc. to develop the updated EDGE report along with an implementation framework to measure success of all action items laid out in the plan. The Jefferson EDGE 2020 was approved by the Jefferson Parish Council in late August.

"The updated Jefferson EDGE plan will position the community for long-term economic growth," says JEDCO Executive Director Jerry Bologna. "Through a rigorous planning process with our key community thought leaders we addressed major actions and opportunities that need to be taken to ensure a thriving future. We are confident that we have developed a strategy that will result in an even stronger economic landscape for Jefferson Parish."

Implementation of the plan will begin immediately.

See the full Jefferson EDGE 2020 Update here



PRESS RELEASE September 16, 2015

TriWest Healthcare Alliance begins recruiting employees for new Jefferson Parish-based operations center *Company to host job fair to fill positions*

(FAIRFIELD, La) - On Wednesday, the Jefferson Parish Economic Development Commission (JEDCO) and TriWest Healthcare Alliance, in conjunction with Louisiana Economic Development and Greater New Orleans, Inc., announced an opportunity for job seekers in Jefferson Parish. TriWest, which provides the nation's veterans with access to quality health care, will host a job fair to fill a variety of positions for its new Jefferson Parish-based operations center.

TriWest is an Equal Opportunity Employer and offers a wide variety of career opportunities in clinical and non-clinical roles such as patient service representatives, managers, supervisors, team leads, behavioral health care coordinators, nurses, medical operations and customer service. TriWest will recruit as many veterans as possible to its workforce.

Qualified applicants interested in serving the health care needs of our nation's veterans are encouraged to join TriWest at its Jefferson Parish job fair on Wednesday, September 23rd, from 9 a.m. - 7 p.m. in Lakeway Tower 1, 3900 N. Causeway Blvd. in Metairie, LA.

TriWest serves as a traditional contact center for veterans in 28 states across the country. The company recently announced plans to locate an operations center in Jefferson Parish. The company projects the creation of 285 direct jobs with an average salary of \$35,700 within the first year of operations.

JEDCO played a vital role in attracting TriWest Healthcare Alliance to Jefferson Parish. The economic development organization assisted with site selection and provided parish-wide information necessary to aid in TriWest's location decision. JEDCO worked closely with its partners at Greater New Orleans, Inc. and Louisiana Economic Development to provide access to tax incentives and FastStart, the nation's number one state workforce development program.

"TriWest's entrance into Jefferson Parish provides an excellent opportunity for job growth in the community," says Jerry Bologna, JEDCO's executive director. "JEDCO stands ready to support TriWest as the company begins recruiting new hires to fill its many positions in Jefferson Parish. We look forward to a long partnership with a company that supports our nation's heroes."

"We are proud to welcome TriWest Healthcare Alliance to Jefferson Parish," says Parish President John Young. "Jefferson Parish has a strong workforce pool to support TriWest's growth in our community. As TriWest begins recruiting efforts, I am confident that the company will find a variety of talent to meet its needs. We are grateful for TriWest's investment into the community and appreciate the support it will give to our local veterans."

"We are delighted to be here in New Orleans as we continue on our mission to serve the community health care needs of our nation's veterans here and throughout 28 states," said President and CEO David J. McIntyre, Jr, "In order to continue to provide the high quality customer service our nation's veterans deserve, we are scaling up our workforce. We encourage qualified candidates to join us at TriWest's career fair to learn about the numerous opportunities we have available to serve veterans."

"We are pleased to welcome TriWest Healthcare Alliance to the Greater New Orleans region," said Michael Hecht, President and CEO of Greater New Orleans, Inc. "This company creates a win-win scenario of creating a viable employment option for local residents while serving the Veterans of our Armed Forces. Our business community looks forward to working hand in hand with TriWest for years to come."

TriWest expects to begin operations out of its new facility in December 2015. The company's operations center will administer the Veterans Choice Program (VCP) and provide support for veterans by processing health care authorizations approved by the Department of Veterans Affairs and will provide inbound and outbound telephone correspondence with veterans and health care providers, while also scheduling appointments by phone. For more information about job opportunities, visit www.triwest.com/jobs.

###

About TriWest Healthcare Alliance: TriWest Healthcare Alliance serves our nation's heroes as the partner of the Department of Veterans Affairs (VA) in administering the Patient-Centered Community Care (PC3) program and Veterans

Choice Program (VCP). TriWest has been On a Mission to Serve® America's military families and Veterans since 1996 delivering award-winning customer service and providing access to high-quality health care. The company's official website is <u>www.triwest.com</u>.

About JEDCO: The Jefferson Parish Economic Development Commission (JEDCO) is the economic development organization for the parish with the main objective of attracting, growing, and creating new business in the 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 & Business Park, JEDCO is home to a business incubator for early-stage ventures and it also operates a state-of-the-art Conference Center. For more information, visit www.jedco.org and follow us on Facebook, Twitter, Vimeo, and LinkedIn.

For more information, contact:

Kelsey Scram JEDCO Marketing and PR Manager 504.875.3927 (O) 724.554.9735 (C) kscram@jedco.org www.jedco.org

JEDCO | kscram@jedco.org | 504.875.3908 | www.jedco.org





TriWest Healthcare looking to hire hundreds by November

Antwan Harris / Eyewitness News 6:43 a.m. CDT September 17, 2015



WWLTV(Photo: WWLTV)

CONNECT <u>3 TWEET 1 LINKEDIN</u>COMMENTEMAILMORE

METAIRIE, La. -- TriWest Healthcare Alliance will be bringing nearly 300 jobs to the local workforce. They made that announcement Wednesday at the JEDCO conference room.

TriWest is one of the many healthcare providers that work with the Office of Veterans Affiars as they outsource care to veterans.

The group announced Wednesday they would be bringing in 285 jobs to work at a new facility in Jefferson Parish that would work with veterans everyday.

The VA has taken on a lot of pressure for providing better healthcare for vets who need it and putting vets to work who are able.

TriWest said they are looking to do just that and as soon as possible.

"We decided we need this scale because of the number of veterans have have serviced through the VA has grown dramatically," TriWest CEO David McIntyre said. "We will be around 400 employees now to about 3,200 by the end of the year."

SELA VA Director Fernando Rivera said, "Our mission is an honorable one, and because of that, good people like the leadership at TriWest come to serve that mission. We are grateful for that."

The job fair will be held next week and the new facility will open in November.

The fair will be held from 9 a.m. to 7 p.m. Sept. 23 at Lakeway Tower 1, 3900 N. Causeway Blvd., in Metairie. Job interviews will be conducted during the fair, so applicants should bring résumés. To learn more about the job openings, visit <u>triwest.com/jobs</u>.

THE NEWORLEANS ADVOCATE

TriWest to hold job fair for Harahan office

TIMOTHY BOONE | TBOONE@THEADVOCATE.COM

Sept. 16, 2015; 6:11 p.m.

0 Comments

TriWest, which manages health benefits for the Department of Veterans Affairs, will hold a job fair Sept. 23 to hire workers for its Harahan call center.

The fair will be held from 9 a.m. to 7 p.m. Sept. 23 at Lakeway Tower 1, 3900 N. Causeway Blvd., in Metairie. Job interviews will be conducted during the fair, so applicants should bring résumés. To learn more about the job openings, visit **triwest.com/jobs**.

TriWest announced last month it would open an operations center in Harahan that will support the Veterans Choice Program of the U.S. Department of Veterans Affairs. The center will hire 285 people for clinical and nonclinical roles, including patient services representatives, licensed practical nurses, behavioral healthcare coordinators, registered nurses, management and operations to support client needs. The jobs will have an average salary of \$35,700, plus benefits.

The center is expected to open in December.

Follow Timothy Boone on Twitter @TCB_TheAdvocate



Veterans care call center seeks workers

By: CityBusiness staff reports September 16, 2015 0

The company opening a veterans care call center in Harahan is looking for employees to fill 285 positions.

TriWest Healthcare Alliance will hold a job fair Sept. 23 from 9 a.m. to 7 p.m. at Lakeway Tower 1 at 3900 North Causeway Boulevard in Metairie. Interested applicants can learn more about TriWest's job opportunities at www.triwest.com/jobs.

The positions will receive an average salary of \$35,700 plus benefits. The company expects to hire employees to fill positions in clinical and non-clinical roles, including patient services representatives, licensed practical nurses, behavioral health care coordinators, registered nurses, management and operations to support client needs.

TriWest plans to recruit as many veterans as possible to its workforce, according to a news release. Louisiana Economic Development estimates the project will result in an additional 127 new indirect jobs, for a total of more than 410 new jobs in the region.

The call center is expected to launch in December. Hiring will accelerate this month and next, officials said. The center will administer the Veterans Choice Program and provide support by processing care requests, conducting inbound and outbound telephone correspondence with veterans and healthcare providers, and scheduling appointments by phone.



Hiring details provided for Elmwood call center for veterans health care



Print Email



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

Follow on Twitter

on September 16, 2015 at 12:54 PM, updated September 17, 2015 at 11:15 AM

Triwest Healthcare Alliance, a company that provides access to health care for veterans, is opening a new operations center in **Elmwood** expected to create 285 jobs with an average salary of \$35,700.

After news of the **Triwest project emerged** in late August, company leaders and Jefferson Parish officials provided more details Wednesday (Sept. 16) on the facility that expects to open in December and the hiring that's in store.

Headquartered in Phoenix, Ariz., Triwest offers careers opportunities for patient service representatives, supervisors, nurses, customer service specialists and others, and makes an effort to recruit veterans to its workforce. The company is holding a job fair for qualified applicants Sept. 23, at Lakeway Tower 1 in Metairie.

The Jefferson Parish Economic Development Commission, with support from Greater New Orleans Inc. and Louisiana Economic Development, enticed Triwest to Jefferson Parish through access to tax incentives and the FastStart workforce development program.

"What makes this unique is the fact that it's not just a job creation announcement. It deals with our nation's heroes," JEDCO chief executive Jerry Bologna said. "The company helps them with health care, and they're committed to providing jobs for veterans as well."

Bologna said bringing Triwest to the parish ties in with JEDCO's new **Jefferson Edge 2020** initiative, an update of its Edge 2000 campaign. Edge 2020 seeks to boost residents' access to jobs in the booming health care sector and other local growth industries by improving workforce development programs.

"Typically we make announcements that job creation will take place over the course of years. Triwest will have the office open in November with operations rolling out in December. It's a very aggressive time frame and a quick ramp up."

Biz TriWest Healthcare Alliance Announces Job Fair

By 9-16-15

FAIRFIELD, LA – Today, the Jefferson Parish Economic Development Commission (JEDCO) and TriWest Healthcare Alliance, in conjunction with Louisiana Economic Development and Greater New Orleans, Inc., announced an opportunity for job seekers interested in serving the health care needs of the nation's veterans – a Jefferson Parish job fair on Wednesday,



September 23, 2015, from 9:00 a.m. – 7:00 p.m. in Lakeway Tower 1, 3900 N. Causeway Blvd. in Metairie, LA.

TriWest, which provides the nation's veterans with access to quality health care, will host the job fair to fill a variety of positions for its new Jefferson Parish-based operations center.

TriWest is an Equal Opportunity Employer and offers a wide variety of career opportunities in clinical and non-clinical roles such as patient service representatives, managers, supervisors, team leads, behavioral health care coordinators, nurses, medical operations and customer service. TriWest will recruit as many veterans as possible to its workforce.

TriWest serves as a traditional contact center for veterans in 28 states across the country. The company recently announced plans to locate an operations center in Jefferson Parish. The company projects the creation of 285 direct jobs with an average salary of \$35,700 within the first year of operations.

JEDCO played a vital role in attracting TriWest Healthcare Alliance to Jefferson Parish. The economic development organization assisted with site selection and provided parish-wide information necessary to aid in TriWest's location decision. JEDCO worked closely with its partners at Greater New Orleans, Inc. and Louisiana Economic Development to provide access to tax incentives and FastStart, the nation's number one state workforce development program.

"TriWest's entrance into Jefferson Parish provides an excellent opportunity for job growth in the community," says Jerry Bologna, JEDCO's executive director. "JEDCO stands ready to support TriWest as the company begins recruiting new hires to fill its many positions in Jefferson Parish. We look forward to a long partnership with a company that supports our nation's heroes."

"We are proud to welcome TriWest Healthcare Alliance to Jefferson Parish," says Parish President John Young. "Jefferson Parish has a strong workforce pool to support TriWest's growth in our community. As TriWest begins recruiting efforts, I am confident that the company will find a variety of talent to meet its needs. We are grateful for TriWest's investment into the community and appreciate the support it will give to our local veterans."

"We are delighted to be here in New Orleans as we continue on our mission to serve the community health care needs of our nation's veterans here and throughout 28 states," said President and CEO David J. McIntyre, Jr, "In order to continue to provide the high quality customer service our nation's veterans deserve, we are scaling up our workforce. We encourage qualified candidates to join us at TriWest's career fair to learn about the numerous opportunities we have available to serve veterans."

"We are pleased to welcome TriWest Healthcare Alliance to the Greater New Orleans region," said Michael Hecht, President and CEO of Greater New Orleans, Inc. "This company creates a win-win scenario of creating a viable employment option for local residents while serving the Veterans of our Armed Forces. Our business community looks forward to working hand in hand with TriWest for years to come." TriWest expects to begin operations out of its new facility in December 2015. The company's operations center will administer the Veterans Choice Program (VCP) and provide support for veterans by processing health care authorizations approved by the Department of Veterans Affairs and will provide inbound and outbound telephone correspondence with veterans and health care providers, while also scheduling appointments by phone.

For more information



PRESS RELEASE August 31, 2015

TriWest Healthcare Alliance to open in Jefferson Parish Expected to create 285 jobs in first year of operations

JEFFERSON PARISH, La - Today, the <u>Jefferson Parish Economic Development Commission</u> (JEDCO), Greater New Orleans, Inc. and Louisiana Economic Development welcomed <u>TriWest Healthcare Alliance</u> to Jefferson Parish. TriWest, which provides the nation's veterans with access to quality health care, projects the creation of 285 jobs with an average salary of \$35,700 within the first year of operations.TriWest plans to invest over \$1 million to locate its newest operations center in Jefferson Parish.

Founded in 1996, TriWest has supported the health care needs of America's military service members, veterans, and their families. Through a partnership with the Department of Veterans Affairs (VA), TriWest administers the VA's Veterans Choice Program (VCP) in 28 states across the country. Employees working in the Jefferson Parish-based operations center will process care requests, and will provide inbound and outbound telephone correspondence with veterans and health care providers, while also scheduling appointments by phone.

"New Orleans contains one of the largest populations of veterans who utilize VA community health care within the regions we serve," said David J. McIntyre, Jr., President and CEO of TriWest. "It is our privilege to expand our footprint here in Jefferson Parish, and we are seeking to attract as many veterans as possible to our workforce to serve fellow veterans."

JEDCO played a vital role in attracting TriWest to Jefferson Parish. The economic development organization assisted with site selection and provided parish-wide information necessary to aid in TriWest's location decision. JEDCO worked closely with its partners at <u>Greater New Orleans, Inc.</u> and <u>Louisiana Economic Development</u> to provide access to tax incentives and <u>FastStart</u>, the nation's number one state workforce development program.

"JEDCO is proud to welcome TriWest Healthcare Alliance to Jefferson Parish," said JEDCO Executive Director, Jerry Bologna. "Not only will TriWest provide access to quality services for our nation's veterans, but the company's arrival in Jefferson Parish marks a unique opportunity to create jobs for our local heroes. We look forward to a long partnership with

TriWest."

"This is an exciting time for Jefferson Parish," Parish President, John Young said. "Our military veterans are an asset to this community and it is gratifying to welcome a company that places a top priority on their needs. TriWest's investment in the Jefferson Parish community is indicative of our plentiful resources available to our local businesses. We are certain that TriWest Healthcare Alliance will find success in Jefferson Parish, and we appreciate the company's support and investment in our community."

Louisiana Governor Bobby Jindal added, "TriWest Healthcare Alliance has a long history of providing healthcare services for our nation's heroes, and we extend a heartfelt welcome to its operations center in Jefferson Parish. We're proud that TriWest selected greater New Orleans in competition with eight other major metro areas, and that talented Louisiana workers will be serving our veterans in three regions spanning 28 states. With Louisiana's strong business climate and the availability of our state's highly skilled workforce, TriWest will support our nation's veterans while providing great career opportunities for many families in our state."

"TriWest's decision to locate in Jefferson Parish demonstrates the parish and region's continuing value as a business location," said Michael Hecht, President and CEO of Greater New Orleans, Inc. "This call center will serve a dual-purpose role of offering an attractive employment option to local residents while providing a valuable service to the men and women who have fought for this country."

TriWest has seen a significant increase in health care requests from veterans, which drives the need to add new employees to TriWest's workforce. The company is actively recruiting qualified candidates to fill a variety of positions within the new Jefferson Parish Operations Center. TriWest hopes to attract as many veterans as possible to fill those open positions. For further information, please visit <u>www.triwest.com/jobs</u>.

TriWest Healthcare Alliance expects to begin operations out of its new facility in November 2015.

###

About TriWest Healthcare Alliance: TriWest Healthcare Alliance serves our nation's heroes as the partner of the Department of Veterans Affairs (VA) in administering the Patient-Centered Community Care (PC3) program and Veterans Choice Program (VCP). TriWest has been On a Mission to Serve® America's military families and Veterans since 1996 delivering award-winning customer service and providing access to high-quality health care. TriWest's corporate headquarters are located in Phoenix. The company's official website is www.triwest.com. Follow TriWest on Facebook, TwitterandLinkedIn.

About JEDCO: The Jefferson Parish Economic Development Commission (JEDCO) is the economic development organization for the parish with the main objective of attracting, growing, and creating new business in the 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 <u>Churchill Technology & Business</u> Park, JEDCO is home to a <u>business incubator</u> for early-stage ventures and it also operates a state-of-the-art <u>Conference Center</u>. For more information, visit <u>www.jedco.org</u> and follow us on <u>Facebook</u>, <u>Twitter</u>, <u>Vimeo</u>, and <u>LinkedIn</u>.

FOR MORE INFORMATION CONTACT: Kelsey Scram JEDCO Marketing & Public Relations Manager 504.875.3927. kscram@jedco.org www.jedco.org

JEDCO| kscram@jedco.org | 504.875.3908 | www.jedco.org

Follow us on social media:





Jefferson Parish picked for 285-job veterans care call center



By **Katherine Sayre, NOLA.com** | **The Times-Picayune** Email the author | **Follow on Twitter** on August 31, 2015 at 1:55 PM, updated August 31, 2015 at 6:45 PM

A Phoenix-based company that manages private-sector health care for military veterans under a U.S. Department of Veterans Affairs contract has picked Jefferson Parish to open a call center, the company said Monday (Aug. 31). **TriWest Healthcare Alliance** will open the call center in November with 285 employees.

The company will focus on recruiting veterans to fill its jobs, officials said. The average salary: \$35,700.

Gov. Bobby Jindal's office and the Jefferson Econcomic Development Commission announced the plans, but neither specified TriWest's planned location. A JEDCO spokesperson said the company isn't ready to disclose the site.

TriWest is one of two companies contracted to run the federal Veterans Choice Program, which offers private medical care outside the Veterans Administration system. The goals are reducing wait times and improving access for veterans who live more than 40 miles from a VA center.

Veterans Choice **was created as a temporary program**. It is scheduled to end in August 2017, earlier if its \$10 billion funding runs out. A TriWest spokesperson said the company hopes recent legislation will let its New Orleans operations continue beyond 2017.

The call center, which will serve veterans across 28 states, will process medical care requests and schedule appointments. TriWest plans to spend \$1 million on the new office.

"We are seeking qualified applicants (who) have a deep desire to serve our nation's veterans," TriWest Healthcare Alliance chief executive David McIntyre Jr. "If every position was filled with veterans themselves, we would be most pleased."

Jindal said Jefferson Parish was selected in a competition with eight other metropolitan areas. The state said it offered TriWest a "competitive incentive package" that includes Louisiana Economic Development's FastStart workforce development and Quality Jobs program, which provides a 5 percent or 6 percent cash rebate of annual gross payroll for new direct jobs for as long as 10 years.

"TriWest Healthcare Alliance has a long history of providing health care services for our nation's heroes, and we extend a heartfelt welcome to its operations center in Jefferson Parish," Jindal said.



Elmwood veterans care call center eyes vets for staffing

By: Ashley Roe, Reporter September 21, 2015 0

The Arizona-based company that is investing more than \$1 million into its new Elmwood operations center is focusing heavily on recruiting local veterans to fill the 285 positions the center will create in Jefferson Parish.

TriWest Healthcare Alliance announced Aug. 31 it would open the TriWest Healthcare Alliance New Orleans Operations Center in Jefferson Parish, establishing a metro area base for the company to provide needed health care support to Veterans Choice Program members in 28 states.

Last Wednesday, TriWest revealed the location and tentative opening date for the center following a press conference with the Jefferson Parish Economic Development Commission, Louisiana Economic Development and Greater New Orleans, Inc.

The new 36,800-square-foot operations hub will occupy two floors of an office complex located at 880 West Commerce Road in Elmwood. The center is slated to open Dec. 14.

TriWest will host a job fair to fill new positions for the operations center Wednesday at Lakeway Tower 1, 3900 North Causeway Blvd. in Metairie.

The company hopes to attract as many veterans as possible to fill the positions.

"Here in Jefferson Parish, we hope to draw from the area's strong and active veteran population in support of our mission to hire veterans who serve fellow veterans," said TriWest Healthcare Alliance CEO David J. McIntyre.

There are about 300,000 veterans living in Louisiana. Jefferson Parish is home to an estimated 27,000.

Elaine Labedz, a TriWest company spokesperson, added that the positions offer veterans a unique opportunity to serve other veterans by ensuring that they receive the health care they've earned.

TriWest plans to recruit both clinical and non-clinical roles for the center such as patient service representatives, managers, supervisors, team leads, behavioral health care coordinators, nurses, medical operations and customer service.

Labedz said the new Elmwood location was attractive to TriWest in part because of its close proximity to the workforce, major roadways and public transportation.

New Orleans is also home to one of the largest populations of veterans who use Veterans Affairs health care services, another key consideration for TriWest's investment in Jefferson Parish, according to Labedz.

The company is in the process of obtaining quotes for interior construction of the space.

The new operations center will function as a traditional contact center for VCP members. Employees will process care requests, conduct inbound and outbound telephone correspondence with veterans and health care providers and schedule provider appointments via phone.

The VCP provides primary care, inpatient and outpatient specialty care and behavioral health care to eligible veterans outside of VA health care facilities.

Labedz said demand for Veterans Choice Program services has grown from about 2,000 care requests per month in January to more than 50,000 per month in August.

The rapid growth has prompted TriWest to open multiple operations centers throughout its U.S. service regions. Most recently, the company opened an operations center in San Diego, creating 240 jobs.

NEWORLEANSCITYBUSINESS.COM

Sept. 4-17; 2015

\$2.00

THE BUSINESS NEWSPAPER OF METROPOLITAN NEW ORLEANS

INSIDE



Construction Central Banks Street affordable condo project advances PAGE 23

Life support State takes control of Louisiana Health Cooperative

PAGE 25

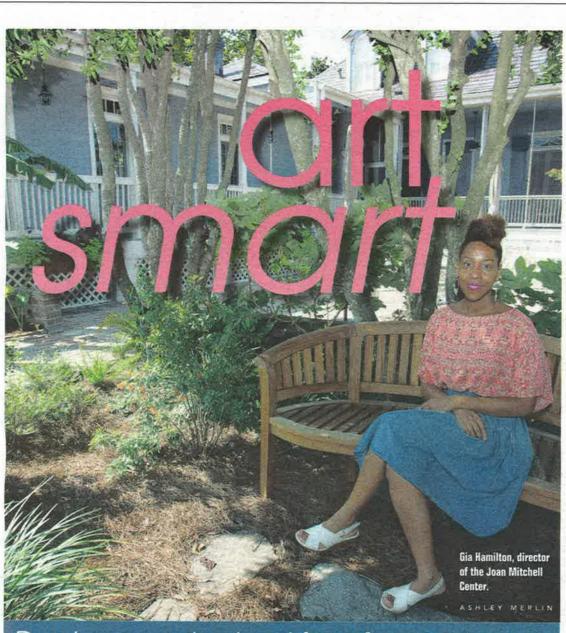
Commission Accomplished State Street home with inviting porch tops weekly sales PAGE 22



Distribution dilemma Chiquita facility prompts questions for port PAGE 40

NDEX

Leadoff Spot	.10
Commission Accomplished .	22
Construction Central	23
Business Dashboard	.26
I Want That	32
Opinion	36
List: Ports	43
New Hires	
Business Scene	48
Classifieds	
	100



Employers seek advice on Ashley Madison scandal

LANCE TRAWEEK

LANCE.TRAWEEK@NOPG.COM

The recent hacking of AshleyMadison.com, a website intended to connect people seeking extramarital affairs, has publicly embarrassed business professionals nationwide and left questions for employers.

Of the site's 32 million customers, 36,000 members came from the New Orleans metro area, according to 24-7 Wall St., a website that analyzed the leaked data. New Orleans ranked 7th in the nation with the most registered users on the site, with more than 3 percent of users being from the city.

Legal analysts say several factors come into play if an employer is considering terminating a staffer caught on the site: Do you want to fire him or her? Does it sway your decision that the information was published through an illegal hacking?

Timothy Scott, a local attorney with Fisher & Phillips, said the decision to

SEE AFFAIR, PAGE 8

Developers use local workforce for artists' retreat PAGE 30

Veterans care call center plans hundreds of jobs

LANCE TRAWEEK

LANCE.TRAWEEK@NOPG.COM

An Arizona-based company that provides military veterans with access to health care has announced plans to locate a new operations center in Jefferson Parish.

The company, TriWest Healthcare Alliance, will create 285 jobs in the first year of operations with an average salary of \$35,700. Company officials announced Monday they will invest more than \$1 million in the facility. TriWest is not disclosing the location within the parish at this time.

TriWest, founded in 1996, supports the health care needs of America's military service members, veterans and their families. Through a partnership with the Department of Veterans Affairs, TriWest administers the VA's Veterans Choice Program in 28 states. Employees at the Jefferson Parish-based operations center will process care requests, and will provide inbound and outbound telephone correspondence with veterans and health care providers. They will also schedule appointments by phone.

In August 2014, Congress passed the Veterans Access, Choice and Accountability Act. As a result of the legislation, TriWest administers Veterans Choice Program. The program provides improved access to care for veterans and meets the short-

SEE CALL CENTER, PAGE 8



> ГЕРСО 201308 КЕГЗЕК ЗСК∀₩ жжжжжжжжжеСН 2-рІСІ1 10004 Б-5 Б25

Biz TriWest Healthcare Alliance Selects Jefferson Parish For Operations Center With 285 Positions

By 8-31-15 President and Chief Executive Officer"> David J. McIntyre, Jr. – TriWest President and Chief Executive Officer

JEFFERSON PARISH, LA – Gov. Bobby Jindal and TriWest Healthcare Alliance CEO David J. McIntyre Jr. announced the company has selected Jefferson Parish to establish the TriWest Healthcare Alliance New Orleans Operations Center, which will serve as a traditional contact center for veterans through the Veterans



Choice Program of the U.S. Department of Veterans Affairs.

The project will create 285 new direct jobs with an average salary of \$35,700, plus benefits. Louisiana Economic Development estimates the project will result in an additional 127 new indirect jobs, for a total of more than 410 new jobs in Louisiana's Southeast Region.

Based in Phoenix, TriWest was founded in 1996 and is owned by not-for-profit health plans and two university hospital systems. The company was established to provide high-quality access to health care for military service members, veterans and their families, and hires individuals for clinical and non-clinical roles, including patient services representatives, licensed practical nurses, registered nurses, management and operations to support client needs.

"TriWest's decision to locate in Jefferson Parish demonstrates

the parish and region's continuing value as a business location," said Michael Hecht, president and CEO of Greater New Orleans Inc. "This call center will serve a dual-purpose role of offering an attractive employment option to local residents while providing a valuable service to the men and women who have fought for this country."

Gov. Jindal said, "TriWest Healthcare Alliance has a long history of providing healthcare services for our nation's heroes, and we extend a heartfelt welcome to its operations center in Jefferson Parish. We're proud that TriWest selected Greater New Orleans in competition with eight other major metro areas, and that talented Louisiana workers will be serving our veterans in three regions spanning 28 states. With Louisiana's strong business climate and the availability of our state's highly skilled workforce, TriWest will support our nation's veterans while providing great career opportunities for many families in our state."

TriWest will recruit as many veterans as possible to its workforce. Hiring will accelerate during the months of September and October, with an expected launch of the call center in November 2015. The company's operations center in Jefferson Parish will administer the Veterans Choice Program and provide support for veterans by processing care requests, conducting inbound and outbound telephone correspondence with veterans and healthcare providers, and scheduling appointments by phone.

"At TriWest, we are in the business to serve veterans: It's who we are; it's what we do," McIntyre said. "We are seeking qualified applicants that have a deep desire to serve our nation's veterans. If every position was filled with veterans themselves, we would be most pleased. TriWest is a proud supporter of the military and veteran community, and we chose to expand our operations to Louisiana – the place that over 300,000 of America's veterans call their home."

The Department of Veterans Affairs supplements services outside its own facilities, and relies on a network of medical professionals outside the VA system who meet VA standards for quality. The Veterans Choice Program provides veterans with access to primary care, inpatient and outpatient specialty services, and behavioral health care for those who face a wait time longer than 30 days for care, who live more than 40 miles from the nearest VA medical facility, or who cannot access VA services from their homes, due to geographic barriers.

TriWest's New Orleans Operations Center resulted from a growing frequency of healthcare requests through the VA's Veterans Choice Program. Since January 2015, the company has seen a 2,400 percent increase in care requests to nearly 50,000 per month.

As the administrating organization for the Veterans Choice Program, TriWest provides services to Alaska, Arizona, Arkansas, California, Hawaii, Kansas, Kentucky, Louisiana, Mississippi, Missouri, New Mexico, Oklahoma, Oregon, Tennessee, Texas, Washington and portions of Alabama, Colorado, Florida, Georgia, Idaho, Illinois, Indiana, Montana, Nevada, Ohio, Virginia and West Virginia, as well as American Samoa, Guam and the Northern Mariana Islands.

"This is an exciting time for Jefferson Parish," said Jefferson Parish President John Young. "Our military veterans are an asset to this community and it is gratifying to welcome a company that places a top priority on their needs. TriWest's investment in the Jefferson Parish community is indicative of our plentiful resources available to our local businesses. We are certain that TriWest Healthcare Alliance will find success in Jefferson Parish, and we appreciate the company's support and investment in our community."

The New Orleans area is home to one of the largest populations of veterans who utilize VA healthcare services, which was a key consideration for TriWest's investment in Jefferson Parish. LED and its partners at the Jefferson Parish Economic Development Commission, or JEDCO, began discussing TriWest's operations center with the company in June 2015. To secure the project, the State of Louisiana offered a competitive

incentive package that includes the services of LED FastStart® – the nation's No. 1 state workforce development program. The company also is expected to utilize Louisiana's Quality Jobs Program.

"JEDCO is proud to welcome TriWest Healthcare Alliance to Jefferson Parish," said JEDCO Executive Director Jerry Bologna. "Not only will TriWest provide access to quality services for our nation's veterans, but the company's arrival in Jefferson Parish marks a unique opportunity to create jobs for our local heroes. We look forward to a long partnership with TriWest."

For more information

AREADEVELOPMENT

TriWest Healthcare Alliance Plans New Orleans Operations Center In Jefferson Parish, Louisiana

Area Development News Desk (09/02/2015) Editors Picks

Leading Locations for 2015: Creating a Track Record of Economic Success, Denver-Aurora-Broomfield Ranks First Location Notebook: Economic Innovation in the "New" New Orleans Louisiana: Climbing the Economic and Business Climate Charts Veterans: A Natural Fit to Close the Skills Gap

TriWest Healthcare Alliance will establish its Healthcare Alliance New Orleans Operations Center in Jefferson Parish, <u>Louisiana</u>. The center will serve as a traditional contact center for veterans through the Veterans Choice Program of the U.S. Department of Veterans Affairs.

The company's operations center in Jefferson Parish will administer the Veterans Choice Program and provide support for veterans by processing care requests, conducting inbound and outbound telephone correspondence with veterans and healthcare providers, and scheduling appointments by phone. The project is expected to create 285 jobs.

TriWest will <u>recruit as many veterans as possible to its workforce</u>. "At TriWest, we are in the business to serve veterans: It's who we are; it's what we do," TriWest Healthcare Alliance CEO David J. McIntyre Jr. said. "We are seeking qualified applicants that have a deep desire to serve our nation's veterans. If every position was filled with veterans themselves, we would be most pleased. TriWest is a proud supporter of the military and veteran community, and we chose to expand our operations to Louisiana – the place that over 300,000 of America's veterans call their home."

"<u>TriWest Healthcare Alliance</u> has a long history of providing healthcare services for our nation's heroes, and we extend a heartfelt welcome to its operations center in Jefferson Parish. We're proud that TriWest selected Greater New Orleans in competition with eight other major <u>metro areas</u>, and that talented Louisiana workers will be serving our veterans in three regions spanning 28 states. With Louisiana's strong business climate and the availability of our state's highly skilled workforce, TriWest will support our nation's veterans while providing great career opportunities for many families in our state", said Governor <u>Bobby Jindal</u>.

To secure the project, the State of Louisiana offered a competitive incentive package that includes the services of <u>LED</u> <u>FastStart</u> – the state workforce development program. The company also is expected to utilize Louisiana's <u>Quality</u> <u>Jobs Program</u>.

THE NEWORLEANS ADVOCATE

Veterans operations center headed to Jefferson Parish

TIMOTHY BOONE | TBOONE@THEADVOCATE.COM Aug. 31, 2015; 1:44 p.m.

1 Comments

TriWest, which manages health benefits for the Department of Veterans Affairs, plans to open an operations center in Jefferson Parish that will create 285 jobs.

The jobs will have an average salary of \$35,700, plus benefits, according to Louisiana Economic Development. The center also will create another 127 indirect jobs.

Where the center will be located is undetermined. Elaine Labedz, a TriWest spokeswoman, said the company is "still investigating a few locations" in Jefferson Parish and has yet to finalize the address.

Based in Phoenix, TriWest was founded in 1996 and is owned by not-for-profit health plans and two university hospital systems. The company was established to provide access to health care for military service members, veterans and their families.

The company also hires individuals for clinical and non-clinical roles, including patient services representatives, licensed practical nurses, registered nurses, management and operations to support client needs.

TriWest will hire as many veterans as possible and will start hiring this month. The call center is expected to launch in November.

The operations center in Jefferson Parish will administer the Veterans Choice Program and provide support for veterans by processing care requests, conducting inbound and outbound phone correspondence with veterans and health care providers, and scheduling appointments. Veterans Choice is a supplemental program that provides primary care, inpatient and outpatient specialty services, and behavioral health care for those who face a wait time longer than 30 days at a VA medical facility; who live more than 40 miles from the nearest VA medical facility; or who cannot access VA services from their home.

TriWest said it is building the operations center in Jefferson Parish in response to the growing popularity of Veterans Choice. Since January, the company said care requests have gone up by 2,400 percent, to nearly 50,000 a month.

The New Orleans area is home to one of the largest populations of veterans who utilize VA health care services, which was a key consideration for TriWest's investment in Jefferson.

In June, LED and its partners at the Jefferson Parish Economic Development Commission began talking to TriWest about locating an operations center in the area.

To secure the project, the state offered a competitive incentives package that includes the services of LED FastStart. The company also is expected to utilize Louisiana's Quality Jobs Program.

This story has been changed since it was first published to correct two errors.

Follow Timothy Boone on Twitter, @TCB_TheAdvocate.

New Orleans region economic developers note post-Katrina progress, challenges



Panelists discuss regional economic development at the Sheraton New Orleans Hotel (Jed Lipinski, NOLA.com | The Times-Picayune)

Print Email By Jed Lipinski, NOLA.com | The Times-Picayune Follow on Twitter on August 25, 2015 at 2:55 PM

Continuing to work as a region, focusing on workforce training and striving to improve quality of life were the strategies regional economic development experts agreed will continue moving Southeast Louisiana forward 10 years after **Hurricane Katrina**.

As part of a wide-ranging panel discussion on Tuesday (Aug. 25), moderated by Greater New Orleans Inc. CEO Michael Hecht, representatives from local economic development groups reflected on the past decade, touching on the biggest changes, frustrations, ongoing concerns and the meaning of economic development in the region.

In terms of changes, the panelists focused on the positive ones in their respective parishes since the storm.

Jerry Bologna, CEO of of the Jefferson Parish Economic Development Commission, noted improved education options and "beautification" were the two more noticeable differences in Jefferson Parish.

Brenda Reine-Bertus, CEO of the St. Tammany Economic Development Foundation, cited the 22 percent uptick in local small businesses.

Quentin Messer, president and CEO of the New Orleans Business Alliance, said the recent growth of retail options has returned the city closer to what "current residents' parents and grandparents remember it to be."

Asked to offer a "secret frustration" over the last 10 years, Torri Buckles, director of St. John the Baptist Parish Economic Development, said she wished more people recognized the role of faithbased organizations in the recovery effort. In St. John, Eight Days of Hope from Tupelo, Miss., provided 1,500 volunteers and repaired 100 homes damaged during Hurricane Isaac, she said.

Faith-based groups "were the cavalry after the storm," she added.

All panelists agreed the region would do well to introduce young people at an earlier age to the possibilities of a technical education, rather than push the idea of a conventional college degree. Buckles suggested workforce training should begin in middle school to better prepare students who are unlikely to enroll at a four-year university.

Corey Faucheux, executive director of St. Charles Economic Development, was one of several panelists to equate "good economic development" with an improvement in the quality of life for residents. When recruiting a business to St. Charles Parish, Faucheux said he asks: Will it continue to prosper by creating more jobs, and will it enhance the parish overall?

Along similar lines, Hecht drew a distinction between businesses that generate wealth and those that exist as a consequence of wealth. He described the new medical complex in Mid-City New Orleans as essentially an "export business," in that it brings people from around the country to the city for work and medical care.

Messer added that good economic development focuses on "taking strategic bets that you can maintain over time." As an example, he cited the North Carolina Research Triangle, which, due to decisions made in the 1950s, is now a hub for high-tech companies.

In conclusion, the panelists mentioned their biggest concerns for the future of economic development in Southeast Louisiana. Hecht noted that, in the past, the biggest obstacles to economic growth in the New Orleans area were "crime, corruption, flooding and education."

A \$15 billion improved levee system and a continuing decline in the perception of corruption have made New Orleans more attractive to entrepreneurs and businesses than it was before the storm, Hecht said.

A big challenge for economic development experts, as Messer said, is to adjust outsiders' perception of New Orleans to more accurately reflect the post-Katrina reality.

"When I lived in New York, no one asked, 'Why did you move here?'" Messer said. "In New Orleans, people still ask me that all the time."



PRESS RELEASE September 17, 2015

JEDCO & Jefferson Chamber host business financing seminar

(Fairfield, LA) - As part of the ongoing Prosper Jefferson series, the <u>Jefferson Parish Economic</u> <u>Development Commission (JEDCO)</u> and the <u>Jefferson Chamber of Commerce</u> team up to bring you a seminar on small business financing. Hear from three financial experts as they cover a wide variety of topics, including:

- Understanding your financial statements
- Knowing your business valuation
- Business financing opportunities available through JEDCO
- What you need to know to get financed

Join us Wednesday, September 23rd, at the East Bank Regional Library's Jefferson Room, 4747 West Napoleon Avenue in Metairie, from 9:00 a.m, - 10:30 a.m.

Admission is free. Online registration in advance of the event is encouraged. The event is open to all businesses and entrepreneurs. Register online at <u>www.jedco.org/events</u>.

Meet our Speakers

Eric E. Bosch, CPA, is a partner in the audit and assurance services division of LaPorte, CPAs & Business Advisors. After graduating from the University of New Orleans, Eric began his career at LaPorte in January of 1990. Since that time, his primary practice area has been community-based financial institutions and the financial services industry, and he currently serves as the leader for LaPorte's Financial Services Industry Group. In addition to providing audit and accounting services, Eric has assisted financial institutions with initial public offerings, mergers and acquisitions, and strategic planning. Eric serves as the treasurer for the Jefferson Chamber Foundation Academy and for the Girard Playground Booster Club. He also

serves as a faculty member for the Delgado Community College *10,000 Small Business Program*, which is funded by Goldman Sachs.

David Cusimano's career has included starting and running small businesses, aeronautical engineering, mergers and acquisitions and management consulting. He is the founder of Emerge Dynamics Active Management Consulting, co-founder of Day Flier, Inc., and Gulf Search Capital, LLC, and a minority partner and/or advisor to a several regional small businesses. His diverse background is tied together by a unifying theme of identifying opportunities where others see problems and wrapping strategies of success around them. He specializes in business process improvement, customer experience management, merger and acquisition strategy, valuation, and financial modeling and analysis.

David has earned a Bachelor of Science in Mechanical Engineering from Louisiana State University, a Master of Arts in Economics from the University of Texas at Arlington, and an M.B.A. with concentrations in finance and international business from Tulane University's Freeman School of Business. He is a Certified Turnaround Analyst (CTA) and Certified Merger and Acquisition Advisor (CM&AA). David is a faculty member and with the Goldman Sachs 10,000 Small Businesses program at Delgado Community College where he facilitates the program's financial modules and workshops. He has also taught courses in economics at both Delgado Community College and Tulane University.

Alberto Queral was hired by JEDCO in 1995 in the capacity of Commercial Loan Officer. He was eventually promoted to his current capacity of Director of Financing. Prior to his employment at JEDCO, Alberto worked within the banking industry for approximately 15 years, where he developed commercial banking experience, including both consumer and commercial lending. Alberto is primarily responsible for the lending function at JEDCO and management of the finance staff. He is also fully bilingual in English and Spanish, a skill that allows him to serve the Parish's Spanish speaking constituency.

The JEDCO finance program provides loans for acquisition of fixed assets, working capital and initial inventory for Jefferson Parish-based businesses, both new and established. The program has the ultimate objective of promoting economic development and job creation / retention activity in Jefferson Parish. A JEDCO loan accomplishes what is commonly referred to as "gap" financing, as these loans provide terms and conditions that are ordinarily not available conventionally.

Alberto has also completed courses in financial accounting, management, economics, business and other general studies while following a business administration curriculum at UNO. He graduated from Leadership Jefferson, a program of the Jefferson Chamber. Until 2014 he assisted and lectured students from UNO's ExCel course, a business program with the purpose of preparing persons with disabilities from across Louisiana start businesses.

About JEDCO: The Jefferson Parish Economic Development Commission (JEDCO) is the economic development organization for the parish with the main objective of attracting, growing, and creating new business in the 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 <u>Churchill Technology & Business Park</u>, JEDCO is home to a <u>business incubator</u> for early-stage ventures and it also operates a state-of-the-art <u>Conference Center</u>. For more information, visit <u>www.jedco.org</u> and follow us on <u>Facebook</u>, <u>Twitter</u>, <u>Vimeo</u>, and <u>LinkedIn</u>.

About the Jefferson Chamber: The <u>Jefferson Chamber</u> is the 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 award 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 <u>www.jeffersonchamber.org</u>, and follow on <u>Facebook</u>, Twitter @jeffersoncoc, and <u>YouTube</u>.

FOR MORE INFORMATION CONTACT:

Kelsey Scram JEDCO Marketing & Public Relations Manager 504.875.3927. kscram@jedco.org www.jedco.org

JEDCO| kscram@jedco.org | 504.875.3908 | www.jedco.org

Follow us on social media:

Biz Jefferson Chamber, JEDCO To Host Small Business Financing

Seminar

By 9-22-15



FAIRFIELD, LA – As part of the ongoing Prosper Jefferson series, the Jefferson Parish Economic Development Commission (JEDCO) and the Jefferson Chamber of Commerce team up to bring a seminar on small business financing on Wednesday, September 23, 2015, at the East Bank Regional Library's Jefferson Room, 4747 West Napoleon Ave. in Metairie, from 9:00 a.m. – 10:30 a.m.

Three financial experts will cover a wide variety of topics, including:

- Understanding your financial statements
- Knowing your business valuation
- Business financing opportunities available through JEDCO
- What you need to know to get financed

The 3 speakers are:

• Eric E. Bosch, CPA, is a partner in the audit and assurance services division of LaPorte, CPAs & Business Advisors. After graduating from the University of New Orleans, Bosch began his career at LaPorte in January

of 1990. Since that time, his primary practice area has been community-based financial institutions and the financial services industry, and he currently serves as the leader for LaPorte's Financial Services Industry Group. In addition to providing audit and accounting services, Bosch has assisted financial institutions with initial public offerings, mergers and acquisitions, and strategic planning. Bosch serves as the treasurer for the Jefferson Chamber Foundation Academy and for the Girard Playground Booster Club. He also serves as a faculty member for the Delgado Community College 10,000 Small Business Program, which is funded by Goldman Sachs.

• David Cusimano's career has included starting and running small businesses, aeronautical engineering, mergers and acquisitions and management consulting. He is the founder of Emerge Dynamics Active Management Consulting, co-founder of Day Flier, Inc., and Gulf Search Capital, LLC, and a minority partner and/or advisor to a several regional small businesses. His diverse background is tied together by a unifying theme of identifying opportunities where others see problems and wrapping strategies of success around them. He specializes in business process improvement, customer experience management, merger and acquisition strategy, valuation, and financial modeling and analysis.

Cusimano has earned a Bachelor of Science in Mechanical Engineering from Louisiana State University, a Master of Arts in Economics from the University of Texas at Arlington, and an M.B.A. with concentrations in finance and international business from Tulane University's Freeman School of Business. He is a Certified Turnaround Analyst (CTA) and Certified Merger and Acquisition Advisor (CM&AA). Cusimano is a faculty member and with the Goldman Sachs 10,000 Small Businesses program at Delgado Community College where he facilitates the program's financial modules and workshops. He has also taught courses in economics at both Delgado Community College and Tulane University.

• Jerry Bologna was named Executive Director of the Jefferson Parish Economic Development Commission (JEDCO) in December 2012, after previously serving as the organization's Deputy Director. Since 2000, Bologna has played a significant role in industry recruitment and business retention efforts throughout Jefferson Parish. Recently, he brokered the \$1 billion investment of global chemical industry leader Dyno Nobel America. Bologna also worked to bring Smoothie King's international headquarters to Jefferson and he was actively involved in the retention of PeoplesHealth. Additionally, Bologna was influential in landing the NOLA Motorsports Park, now home to the Indy Grand Prix of Louisiana. In 2011, he was recognized by the International Economic Development Council as the New Economic Development Professional of the Year. He also achieved the Certified Economic Developer designation in 2011.

Admission is free, and the event is open to all businesses and entrepreneurs.

Online registration in advance of the event is encouraged.

Register here



First 29 New Orleans companies chosen for **NOLA100: Who made** the list?



Entrepreneurs meet with Tim Williamson, president of The Idea Village, and Michael Hecht, president and CEO of GNO, Inc., to discuss their idea for a social networking website for young professionals. (Times-Picayune archive)

Print Email

By Jed Lipinski, NOLA.com | The Times-Picayune **Follow on Twitter** on August 27, 2015 at 12:35 PM, updated August 27, 2015 at 12:36 PM

0 Reddit Email LATEST ENTREPRENEUR NEWS

- NOLATech Week announces 2015 lineup: Free coding classes, TechCrunch pitch, panels
- The Idea Village, NOLA.com pick 5 startups for Digital MediaX accelerator
- The Idea Village picks 15 startups for next business accelerator season
- New Orleans millennials featured in new Daily Signal video
- **Entrepalooza 2 introduces the NOLA100**

Twenty-nine New Orleans-based startups have been named inaugural members of the NOLA100, a group of companies considered to be leading the local entrepreneurship movement.

Matt Wisdom, co-founder of **TurboSquid.com** and the **Idea Village**, made the announcement Wednesday (Aug. 26), noting that the goal is to reach 100 companies by the New Orleans' tricentennial in 2018.

"The entrepreneurial movement is well on its way to becoming a significant part of the GDP of New Orleans," Wisdom said in a news release. "It's time to recognize these entrepreneurs, their companies, and the impact they are having in diversifying our economy."

To be included in the group, members had to meet certain criteria. They must have been founded during or after 1999, have surpassed \$1 million in booked business in a single fiscal year, have the goal of achieving at least 50 percent of sales outside of Louisiana, and be headquartered in the 10-parish greater New Orleans area, among other requirements.

Nominating partners included Goldman Sachs 10,000 Small Businesses at Delgado Community College, The Idea Village, the Jefferson Parish Economic Development Commission and the New Orleans Business Alliance, among others.

The 29 entrepreneurs inducted into the NOLA100 this week include: APMT Inc., Audiosocket, Big Easy Blends, Dinner Lab, Dukky, eTax Credit Exchange Corp., Fleurty Girl, Golden Leaf Energy, Hollywood Trucks, HUKA Productions, IDScan.net, inFRONT, iSeatz, Kickboard, Krewe du Optic, Lucid, Naked Pizza, Netchex, NOLA Brewing Co., NOLA Couture, The Occasional Wife, PosiGen, Search Influence, Solomon Group, Sucré, Tierra Resources, TurboSquid.com, Your Nutrition Delivered and zlien.

For more information about the companies visit the Idea Village's website.

<u>The Idea Village Reveals Inaugural</u> **NOLA100** Entrepreneurs

Julia Ballard | August 26, 2015 | 0 Comments

The Idea Village, a hub for entrepreneurship in New Orleans, has announced NOLA100, a list of drivers



of the local ecosystem who have started ventures from 1999 onward.

> Each entrepreneur has also surpassed \$1 million in sales and have been recognized as leaders on the entrepreneurial renaissance in New Orleans. By 2018, the city's tricentennial, the goal is to have 100 members on the list.

The inaugural group includes: APMT, Inc.; Audiosocket: Big Easy Blends, LLC: Dinner Lab. Inc.;Dukky, LLC; eTax Credit Exchange, Corp; Fleurty Girl; Golden Leaf Energy; Hollywood Trucks, Inc.: HUKA Productions. LLC: IDScan.net: inFRONT: iSeatz, Inc.; Kickboard, Inc.; KREWE du optic; Lucid; Naked Pizza: Netchex: NOLA Brewing Company, LLC; NOLA Couture; The Occasional Wife; PosiGen; Search Influence: Solomon Group; Sucré; Tierra Resources LLC; TurboSquid.com; Your Nutrition Delivered; and *zlien*.

A few of the entrepreneurs were on site to discuss

their vision for the future of New Orleans. "The entrepreneurial movement is well on its way to becoming a significant part of the GDP of New Orleans," said Matt Wisdom, founder of TurboSquid. "It's time to recognize these entrepreneurs, their companies, and the impact they are having in diversifying our economy."

"Just 10 years after Hurricane Katrina, New Orleans is emerging as the hub of entrepreneurship in the South," states a release from The Idea Village. "Entrepreneurial activity in the Crescent City is currently 64 percent above the national average (The Data Center). We've been called America's No. 1 Biggest Brain Magnet (Forbes), the No. 2 Best City for Women in Technology (SmartAsset.com), one of the 20 Hottest Startup Hubs in America (The Kauffman Foundation), No. 7 on the Most Inspiring City in the World list (GOOD Magazine) and the "Coolest Startup City in America" (Inc.com)."

The Idea Village hopes that these selected entrepreneurs along with those who will join them in the entrepreneurial movement will position New Orleans for the next 100 years.

According to the Kauffman Foundation, "new and young companies are the primary source of job creation in the American economy. Not only that, but these firms also contribute to economic dynamism by injecting competition into markets and spurring innovation."

The NOLA100 will be honored at Entrepalooza, Sunday, August 30, 2015 at the NOLA Brewery, New members will be added each August in conjunction with The Idea Village's Entrepalooza event.

Kenner hotel developer looks to expand with new

taxes



By Ben Myers, NOLA.com | The Times-Picayune Email the author | Follow on Twitter on September 02, 2015 at 5:39 PM

The real estate developer who is planning two hotels at the north edge of **Louis Armstrong International Airport** says he wants to add a third. And he wants to impose additional taxes on his customers to help pay for it.

All told, Mike Vira says he wants to invest \$40 million building 350 rooms under three flags. The first hotel, a 110-room Holiday Inn, is already under construction. Vira says he expects that hotel and an equally sized Hyatt Place to open next year. A 130-room Marriott Courtyard will follow in 2017 if all goes according to plan, Vira said.

The hotels are designed to capitalize on the new passenger terminal that the airport is building on the north side of its property, to replace one on the south side. The Kenner City Council approved **the first two hotels last year**, and Vira said he hopes to obtain necessary clearances on the Marriott Courtyard in the next three months. This includes approval to acquire yet-unnamed city streets for parking needs.

It also includes a public financing package. Vira said he initially wanted something similar to **the taxincrement financing district** surrounding the Target department store at The Esplanade shopping mall. Vira's new hotels will employ about 250 people, he said, and he wants 90 percent of the employees to be Kenner residents – although he ruled out codifying that commitment in an agreement with the city.

"If I'm going to bring at least 250 employees, mostly from Kenner, we should get something like what they had," Vira said, referring to the Target district.

But the proposal before the council for Vira's site at 1300 Veterans Memorial Blvd. is not a typical taxincrement financing district, wherein developers recover a portion of new sales tax revenue that accrues at the normal taxing rate. Instead, Vira is volunteering to impose additional sales and occupancy taxes of 2 percent each, the maximums allowed in state law.

"He's not taking anything out of the existing sales tax," said Kenner chief administrative officer Mike Quigley. "He's willing to put it on top of the existing sales tax, so that's on him. That's on his business."

Executive Director Jerry Bologna of the Jefferson Economic Development Commission said these new taxes could generate an additional \$185,000 every year. Discussions are underway to determine how the money would be split, including which of Vira's expenses qualify for reimbursement.

Bologna said the idea is for Vira to receive support for "extraordinary" development costs, such as relocation of power lines. "It's not just a free bucket of money that he would have access to," Bologna said. "Before this is all settled, the city is going to have agree on what are the reimbursable costs that are determined to be extraordinary development costs."

Vira said he is aiming to recover 75 percent of the new taxes over 10 years. That works out to roughly \$1.4 million under Bologna's projection. Quigley said Kenner would cap the total amount Vira receives over time, eventually increasing the city's share.

"Toward the end, less would go to the developer and more to the city," Quigley said. "Of course, once the cap is reached by the developer, then 100 percent would go to the city."

The City Council on Thursday (Sept. 3) will consider a resolution notifying the public of its intent to create an economic development district around the five-acre hotel site. The first reading of a proposed ordinance to that effect is also on the agenda.

Vira's other properties include a Holiday Inn, Quality Inn and Econo Lodge on the West Bank, and a Holiday Inn on Causeway Boulevard in Metairie.

THE NEWORLEANS ADVOCATE

Developer planning three hotels can tax customers extra to help finance the buildings, Kenner City Council decides

Kenner City Council OKs 2% levy on rooms, purchases

BY RAMON ANTONIO VARGAS RVARGAS @ THEADVOCATE.COM Sept. 17, 2015; 6:22 p.m.

0 Comments

A developer planning to build three hotels just north of Louis Armstrong International Airport will be able to tax his customers extra to help finance the buildings' construction, the **Kenner City Council** decided Thursday.

Developer Mike Vira said he will reward the City Council's decision by committing to give the vast majority of the 250 jobs his hotels will create to Kenner residents, noting that the people paying the additional tax largely will be out-of-town guests who will spend money at other area businesses as well.

"This is going to impact a lot," said Vira, who has other local hotel properties on the West Bank and in Metairie. "It's a win-win situation."

Vira said he is positioning his three hotels to benefit from the increase in travelers expected to result from the new \$650 million passenger terminal being built on the north side of the airport, which officials hope will open in 2018.

One of those hotels, a 110-room Holiday Inn, already is under construction and should open for business around the end of summer next year, Vira said.

He said he hopes to begin building a similarly sized Hyatt Place in December, with a target opening date of late next year.

Vira said he plans for the third hotel to be a 130-room Marriott Courtyard that will open sometime in 2017.

He anticipates the hotels will cost a total of \$40 million to build. They will sit on a 5-acre site near the corner of **Veterans Memorial Boulevard and Bainbridge Street**.

Vira, though, wanted some form of public financing to complement his investment. "I am going to spend \$40 million," he said. "I am going to give almost 300 jobs out."

By a vote of 7-0 with no discussion, the City Council approved imposing additional taxes of up to 2 percent — the most permitted under state law — on purchases made and rooms booked at the hotels. Those taxes would be on top of the levies normally collected throughout Kenner.

"The attractive part of this deal is that ... the city is not giving anything away," said Jefferson Economic Development Commission Director Jerry Bologna, who estimates that an extra \$175,000 to \$200,000 a year could be generated by the additional taxes at the hotels. "Mike Vira is passing on this burden to his customers, which typically will not be Kenner residents."

Vira said he would like to recoup 75 percent of the additional taxes over the next decade, or about \$1.3 million to \$1.5 million, according to the estimates provided by JEDCO, which has facilitated the dealings between the hotel developer and Kenner.

Vira said he hopes the arrangement will reimburse him for implementing improvements to his properties such as landscaping, lighting and underground power lines. But those details are still being negotiated, and Kenner intends to reimburse Vira only for what it considers "extraordinary" building costs, such as the demolition of an existing structure on the land, said the city's chief administrative officer, Mike Quigley.

Quigley said the city is aiming to negotiate an arrangement in which Vira would pocket a large percentage of the additional tax money generated at his hotels in the early years, but that amount would shrink over time as it approaches an agreed-upon cap. Kenner would keep a larger cut of the money as time goes on, and once the cap is reached, the city would pocket 100 percent of the extra tax revenue, Quigley said.

Since Vira and Kenner began pursuing their arrangement, other hotels interested in similar deals have contacted municipal officials, City Councilman Keith Conley said.

Conley said he couldn't think of a good reason not to explore more arrangements like the one with Vira.

"It's creative financing," he said. "The only effect it has on the constituents of Kenner is that it's more revenue coming into the city."



In a Decade: JEDCO 2015 July/August Newsletter

(FAIRFIELD, La) -- It's amazing what the passage of a decade can prove, what it can illuminate about a community and the people who choose to live there, what it can reveal about economic resilience. On August 29th, 2005, Hurricane Katrina slammed into Jefferson Parish and shrouded our future in uncertainty. It was devastating.

But we prevailed. The word "resilience" has been used to describe the region over and over. It is a word that truly represents Greater New Orleans and Jefferson Parish. Our residents are strong. Our businesses are thriving. Ten years after Hurricane Katrina, our community has come back better than ever.

In a single decade, we broke records. The Louis Armstrong New Orleans International Airport is the fastest growing airport in the country. This year, it is on track to welcome 10 million passengers. That's a record for the facility. *Forbes* told us this region has the #1 increase in college graduates in the USA. *The New York Times* highlighted \$15 billion-worth of new flood protection in the region.

In a decade, our business rankings skyrocketed. *Southern Business and Development* ranked Greater New Orleans #1 for economic development wins in the last 10 years. *Forbes* called us America's #1 new brain power city. New Geography lauded our growth within the IT industry, naming the region the fastest growing tech sector in America. The list of accomplishments goes on and on.

In a decade, <u>JEDCO</u> played a major role in attracting large companies such as Dyno Nobel, the Smoothie King international headquarters, and NOLA Motorsports Park to Jefferson Parish. In ten years, JEDCO approved 193 loans with a total project value of over \$114 million. Our economic development team scheduled 1,490 business retention meetings in ten years to help our local companies grow. We've helped to create jobs and investment in our community through an array of services available to all who operate businesses in Jefferson Parish. Recently, we shared an infographic that details the economic wins we've experienced in a decade. Click here to take a look.

With the 10th anniversary of Hurricane Katrina behind us, JEDCO sets its sights on the future. Later this month, we'll unveil our updated economic development strategic plan, The Jefferson EDGE, which will present the Parish with a roadmap for economic success. We can't wait to see what the future has in store for this community over the next decade.



Business Blurbs

TriWest Healthcare Alliance <u>announced</u> <u>plans to locate a new operations center in</u> <u>Jefferson Parish</u>, creating 285 jobs in its first year of business. The company provides military veterans and their families with access to quality care.

Zatarain's in Gretna <u>hosted a ribbon cutting</u> <u>ceremony</u> and root beer toast to commemorate the expansion of its facility.

The Avondale Shipyard site is up for sale.

Huntington Ingalls Industries <u>hired Colliers International</u> to market the former shipyard.

Dyno Nobel <u>announced the completion of construction on its ammonia tank</u>. The global leader in the chemical industry says construction of the total facility, which will be located at Cornerstone Chemical Company in Waggaman, is 75% complete. The ammonia production plant is on track to open in late 2016.

At Home, the home décor superstore, <u>opened its first Louisiana location</u> in Kenner in early July.

Economic Accolades

Thumbtack awarded Louisiana an <u>"A" for</u> Small Business Friendliness.

Idea Village unveiled the first 29 companies in the <u>NOLA 100</u>, a list of startup companies that have had a major impact on the entrepreneurial community. <u>Big Easy</u> <u>Blends</u>, one of JEDCO's nominees, made the list. Several former JEDCO Challenge



semifinalists, including <u>Your Nutrition Delivered</u>, were also recognized.

A new report by "Only in your State" ranked Kenner among <u>the safest cities in</u> Louisiana.

Southern Business & Development ranked Louisiana #1 in major business projects per capita in the country.

Upcoming Prosper Jefferson Seminars

Business Financing

September 23rd East Bank Regional Library Jefferson Room 4747 W. Napoleon Ave. Metairie,LA 70001 9:00 AM - 10:30 AM

Marketing - Public Relations

East Bank Regional Library Jefferson Room 4747 W. Napoleon Ave. Metairie,LA 70001 9:00 AM - 10:30 AM

All Prosper Jefferson events are free and open to the public. Register at <u>www.jedco.org/events</u>

Featured Event:

Government Contracting: Everything You Wanted to Know Plus a Little Lagniappe

This useful and fact-filled seminar will be held on October 6, 2015 from 10:00 a.m. to noon (registration begins at 9:30 a.m.) at the JEDCO Conference Center, 701A Churchill Parkway, Fairfield, LA 70094. Topics to be covered include: marketing to the government, tips on getting started, the bid process, government contracting levels, dollar thresholds, electronic commerce, specifications, certifications, award evaluation factors, set aside programs, subcontracting, assistance available, and more.

This is a **free** event sponsored by JEDCO and the <u>Louisiana Procurement</u> <u>Technical Assistance Center (PTAC)</u>. The speaker will be Mrs. Cindy Carrier, Procurement Consultant, LA PTAC. Pre-registration is preferred. Please visit <u>www.jedco.org/events</u> to register.

JEDCO | kscram@jedco.org | 504.875.3908 | www.jedco.org

Follow us on social media:

SEPTEMBER LUNCHEON MEETING

Tuesday, September 22, 2015 • 11:30 am to 1:00 pm Guest Speaker: Jerry Bologna, JEDCO



Join us for an informative meeting with JEDCO Executive Director Jerry Bologna. Since 2000, Jerry has played a significant role in industry recruitment and business retention efforts throughout Jefferson Parish. Recently, he brokered the \$1 billion investment of global chemical industry leader Dyno Nobel America. Jerry also worked to bring Smoothie King's international headquarters to Jefferson and he was actively involved in the retention of PeoplesHealth. Additionally, Jerry was influential in landing the NOLA Motorsports Park, now home to the Indy Grand Prix of Louisiana. In 2011, he was recognized by the International Economic Development Council as the New Economic Development Professional of the Year. He also achieved the Certified Economic Developer designation in 2011.

He will be presenting the updated "Jefferson EDGE 2020 – Five-Year Economic Development Strategic Plan of Jefferson Parish." The Rose Garden 5616 Citrus Blvd. Elmwood, LA 70123

Members \$30 Non-Members or Walk-Ins \$40 *No shows will be billed.

R.S.V.P. & pay online at www.elmwoodba.org (Click on the event under Upcoming Events) Or contact Amy Nolan at 733-8900 or elmwoodba@gmail.com

We look forward to seeing you all there. • Bring a Door Prize to Promote Your Business.



WHERE YOUR BIG IDEAS CAN TAKE ROOT

CHURCHILL TECHNOLOGY BUSINESS PARK

The Churchill Technology & Business Park is ready to help your business flourish in Jefferson Parish. Ideally situated in the largest intermodal transportation system in the south and just 20 minutes from downtown New Orleans. Churchill Park provides easy access to rail lines ports. Interstates and an international airport. You'll find a strong telecommunications infrastructure and underground utilities already in place. All you have to do is put down roots. Envision your future at the Churchill Technology & Business Park.

700 Churchill Parkway | Avondale, Louisiana 70094 | 504-875-3908

IT'S YOUR FUTURE

churchillpark.org • jedco.org

FLOURISHING BUSINESSES NEED

CHURCHILL TECHNOLOGY BUSINESS PARK

When you choose the Churchill Technology & Business Park, youre getting more than a new business location, youre also getting a partner. The Jefferson Parish Economic Development Commission (JEDCO) will help your company navigate the local business landscape and remain a dedicated support system long after your business has taken root in the community. Housed in the business park, the organization will assist with public interface, tax incentives and business financing from right next door Envision your future at the Churchill Technology & Business Park.

700 Churchill Parkway | Avondale, Louisiana 70094 | 504-875-3908

IT'S YOUR FUTURE

churchillpark.org • jedco.org



THRIVING BUSINESSES NEED

CHURCHILL TECHNOLOGY © BUSINESS PARK

The Churchill Technology & Business Park delivers the space your company needs to achieve⁴ its expansive vision. Located in the heart of the largest intermodal transportation system in the South and just 20 minutes from downtown New Orleans, Churchill Park offers 500 acres of land for a variety of growth opportunities. **More space means more flexibility and room to expand as you cultivate your company.** Envision your future at the Churchill Technology & Business Park.

700 Churchill Parkway | Avondale, Louisiana 70094 | 504-875-3908

IT'S YOUR FUTURE

churchillpark.org • jedco.org