TEAMWORK
LOUISIANA
WORKING FOR A STATE OF EXCELLENCE
Fall 2006

Entergy
THE POWER OF PEOPLE

Film Industry Continues to Grow in Louisiana

Despite the shakeup from the 2005 hurricanes, Louisiana's film industry is thriving and growing with filming, production, workforce training and investment in infrastructure. What could have been a major setback in this booming industry turned a negative into many positives for the future of Louisiana's presence in the industry. And, what continues to be a major factor in the continued growth is the state's tax credit program.

"While last year's hurricanes disrupted projects underway or planned in southern Louisiana, they did not break the industry's momentum for growth in the state," said Alex Schott, director of the state's Office of Film & Television Development. Production impacted by the hurricanes relocated to different parts of the state including Shreveport, Natchitoches and Minden, and as a result, producers learned of the state's diverse landscape and resources. And, these communities had an opportunity to experience firsthand the economic benefit of hosting productions.

The film industry was once not viewed by the economic development community as a true industry and one in which to focus its efforts. Interest was spurred in 2002 when the Louisiana legislature passed a tax credit program, which provides tax credits for filming, production and payroll of Louisiana residents. With the help of these incentives, the value of film productions in Louisiana grew from $10 million in 2002 to $640 million last year.

The relocation of the industry to northern Louisiana also has the attention of economic developers in that part of the state. Shreveport has had a filming agency in place as part of the city's convention and visitors bureau for years, but now has an even better understanding of production needs and an inventory of resources to assist. *Déjà Vu*, which was being filmed in New Orleans at the time of the hurricane, quickly set-up filming in the city and found the landscape conducive for filming certain scenes. If anyone has seen *The Guardian* with Kevin Costner and Ashton Kutcher might recognize Barksdale Air Force Base.

Allies at American Film Marketing Conference in Santa Monica, CA in November.

A group of volunteers in Monroe formed a film and video association several years ago because each person was interested in a unified approach to building the industry. The interest in this part of the state eventually grew into the Northeast Louisiana Film Commission (www.nelafilm.org) in 2005, a 13-parish regional group and the first film commission in the state to have a regional approach. Volunteers C.J. Sartor and Jennifer Parson said the region distinguishes itself as a location for filming because the landscape could pose as Anywhere, USA. Some initiatives of the association include industry workshops and designing training programs with the University of Louisiana Monroe and the Ouachita-Delta Community College to enhance the expertise in the area.

Another regional economic development initiative is the Louisiana Capital Area Film Commission (www.lacapfilm.org), the 9-parish Baton Rouge area group that has proactively marketed to the film industry for the last several years at the American Film Marketing Conference in Santa Monica, CA. Industry scouts have been combing the region for several years, and have past and present filming in the area including *The Dukes of Hazard* and *The Reap*. The region boasts an economic gain from the presence of the industry, and can be measured by the significant increase in sales tax.

Besides the continuation of the tax credit program, also vital to the continued growth of the film industry is preparing a workforce and investment in infrastructure such as studios and supply businesses at the local level so that Louisiana can broaden its position from merely a film location to production in the minds of industry executives. Just as with other industries, the goal is to create jobs and investment by attracting supplier (support) industries. In the case of the film industry, companies such as hotels, rental equipment, transportation, lighting, and more, are needed for filming and production.

The St. John Parish Community Center was not originally built to be a sound stage for film production; however, opportunity came knocking and the community responded wisely and quickly. The idea for adding an additional use to the multi-use facility came after working with producers on filming, and the result was a modification to the

CONTINUED ON PAGE 2

Save the Date!
Team City Conference
June 6-7, 2007
Marriott Hotel
Baton Rouge
laed@entergy.com

INSIDE

Churchill Technology and Business Park Break Ground in Jefferson Parish 4
South Louisiana Economic Council Pulls It All Together for Bayou Region Small Business 5
Rebuilding a New, Better Louisiana 8
The Louisiana Military Sector 11
Lake Charles Regional Organizations Form Alliance 13

Film Industry Continues to Grow in Louisiana

CONTINUED FROM PAGE 1

building to address the specific requirements for a soundstage including mechanical and acoustical upgrades, and changing air/heat to a quieter system. "It is amazing how this building is transformed to look like actual, life scenes using ordinary materials such as plywood and paint," said Julia Remondet, parish economic development director.

Emerald Bayou Studios in New Roads, owned by Linda Thurman and Marquetta Cheeks who worked in the industry in California for over 25 years, is a film and production studio that also offers a 12-week industry training program. Thurman returned to Louisiana several years ago and found it ripe for growth, and understood the broad needs of the industry, and thus designed her studio around them. The workforce development program, developed through the Jumonville Technical College in New Roads, trains students to become grips, stage workers and entry level positions. The program is beneficial to the budding filmmaker and the film industry that requires hundreds of workers for even a small production.

Celtic Media Centre in Baton Rouge is another studio that has come about as the result of industry demand and the tax credit program. The Celtic Group, in cooperation with Raleigh Studios of Hollywood, CA and Nova Features of Sherman Oaks, CA, has announced the purchase of a 12-acre site for construction of a state-of-the-art film studio in Baton Rouge. Located on the site, a partially constructed 33,000 sq ft building, with recording studios, screening room, and commissary, will be converted to a 7,500 sq. ft. sound stage for film and commercial production. Housed in the building will be post production, gaming and music/sound recording. Construction is now under way with estimated completion in spring 2007 with additional stages to come later in 2007 and 2008. (www.thecelticmediacentre.com).

The 'coupe de grass' for New Orleans was announced just weeks ago by The Film Factory for a $100 million studio and vocational school, the first such complex in the country to offer both. The studio is sure to draw the attention of those that have found filming in the city to now have production possibilities.

The intentions and the plans of all these groups are in line with the focus of what the state's plans for the industry are. "We want to permanently build up the infrastructure and train a talented, prepared workforce," said Alex Schott. ●

TEAMWORK LOUISIANA

Entergy
THE POWER OF PEOPLE™

Teamwork Louisiana is published to promote Louisiana and provide an update on the local, national and international economic development efforts of Teamwork Louisiana and the people of Louisiana.

If you have comments or suggestions regarding the Teamwork Louisiana newsletter, send them to Bill Peperone, P.O. Box 6100, L-JEF-366, New Orleans, LA 70161-1000 or email vpepero@entergy.com
The website address has changed to www.entergy-louisiana.com/la/ed/

Email address information changes to Theresa Lange at tlang90@entergy.com
If you have business location or community development questions, please contact one of these team members:

ENTERGY LOUISIANA ECONOMIC DEVELOPMENT STAFF

Director

Shelley MacNary

Community Development & Trade Shows

Bill Peperone
(504) 840-2562

Community Development

Clyde Mitchell
(337) 431-6213

Don Terry
(318) 329-5476

Karen Yates
(225) 763-5197

Support Staff

Toll-Free (800) 542-2668

Merite Cain
(225) 763-5060

Theresa Lange
(504) 840-2570

ENTERGY LOUISIANA ECONOMIC DEVELOPMENT STAFF

MANAGER AREA DEVELOPMENT

Clif Avant
(225) 763-5062

Industrial Recruitment

Sam Richardson
(225) 763-5173

Phil Seghers
(225) 763-5132

ENTERGY NEW ORLEANS ECONOMIC DEVELOPMENT STAFF

Community Development

Gesele Sabathia
(504) 243-5585

Economic Development Executive

Bridget Carter
(504) 670-3633

PRESIDENT'S COLUMN

Partnerships Play Important Role in Rebuilding Efforts

By Renae Conley
President and CEO, Entergy Louisiana

We recently marked the one year anniversaries of hurricanes Katrina and Rita. It was a time to reflect on how our lives have changed since then and to renew our commitment to helping the state recover.

A shortage of housing continues to be a lingering after-effect of the hurricanes. One way we're helping alleviate the housing shortage involves redeveloping existing property to make it livable. An example is the Cindy Place apartment complex in New Orleans, which sustained severe damage from Hurricane Katrina. Through our partnership with the Louisiana Housing and Community Development Corporation (LHCDC), we're redeveloping a portion of Cindy Place, recently acquired by LHCDC. The plan is to redevelop the property with 88 new two, three and four-bedroom apartment units (44 in each phase to be developed simultaneously) dedicated strictly to low and moderate income residents who were displaced by Hurricane Katrina. The new complex will be called the Savoy I and Savoy II Apartments.

The initial capital outlay from the Entergy Louisiana/LHCDC revolving housing development fund was used to acquire the property and will be returned to the fund when the projects are completed.

We are currently working with Project Build a Future to build new homes and Rebuilding Together—Calcasieu to renovate existing homes for residents affected by Hurricane Rita. Six homes were recently renovated on Rita's anniversary on Sept. 23.

Our employees are getting involved as well. Some are playing a part in our housing initiatives by volunteering their time to rebuild vacant homes in our service area. Thanks to their efforts and those of many others, previously vacant homes are now "home sweet home" to families who lost their homes last year, including one complex for elderly and disabled persons. We've just completed three new houses with the Scotlandville Community Development Corporation. We plan to break ground soon in Baton Rouge on another new home for a couple (84 and 85 years of age) formerly from New Orleans.

Renae Conley
President and CEO
Entergy Louisiana

As the demand for housing remains high, we continue to add dollars to our revolving loan fund. We accept loan requests from non-profit groups with a history of building homes. Top priority is given to requests in our Northshore, Baton Rouge, Metro New Orleans and Lake Charles regions.

We're also partnering with groups such as the MicroEnterprise Develop Alliance of Louisiana (MEDAL) to support the redevelopment of small businesses. Programs such as BusinessLINC, a business development initiative that provides mentoring and capital, are helping entrepreneurs throughout the state. Small businesses are matched with large companies, including Entergy, who provide their expertise. Four Entergy employees recently worked with Charles D'Agostino, executive director of the Louisiana Business and Technology Center, on assisting a small company that's rebuilding through the BusinessLINC program.

This summer, MEDAL became the lead agency for the HOPE—MEDAL/Entergy Business Incubator, a facility where a small business can begin operating or a displaced business can rebuild its operations. There are three active incubator participants and a fourth business is expected to move in soon. As a resource and service to the incubator participants, MEDAL provides technical assistance, access to capital, and training. MEDAL partnered with the Louisiana Small Business Development Center to assist incubator participants with developing a plan that will be submitted to MEDAL and the Louisiana Economic Development Department.

The task of rebuilding the state's economy and alleviating problems such as the housing demand is an enormous one. No single organization or governmental agency can do it alone. But public and private sector partnerships are already making a difference. ●

Louisiana Ports Awarded Federal Security Grant

Louisiana's five deep-water ports received federal support for security as part of the Department of Homeland Security's 2006 Infrastructure Protection Program for a variety of projects enhancing surveillance, communications, data fusion and response capabilities for these vital national ports.

The ports received nearly 16 percent of the $168 million available nationwide for 100 eligible ports. 81 ports submitted grant requests including Louisiana's five deep-water ports of Plaquemine, St. Bernard, New Orleans, South Louisiana and Baton Rouge. Louisiana's success can be attributed to their importance to national security, their clarity in demonstrating that importance to the Department of Homeland Security and the cooperative approach chosen by the ports.

Judge Joel Chaisson, Port of South Louisiana's executive director, established a coalition of the five deep-water ports to seek grant funding jointly. The Lower Mississippi River Port-wide Strategic Security Council, Port of South Louisiana, and the Millennium Port Authority, coordinated efforts of five ports to establish a contiguous security layer around the entire 300-mile port complex. They defined the security layer and laid the groundwork for a coordinated surveillance, communications and response network. The team also made a trip to Washington, with financial support from the Ports Association of Louisiana, to convince the Louisiana Congressional delegation, key Congressional staff and Coast Guard decision makers of the importance of federal funding now to protect these vital ports.

The Department of Homeland Security grant announcement can be found at www.DHS.gov. ●

DIRECTOR'S COLUMN

Maintaining Our Focus

I want to thank all of you for your warm welcome at the Annual Team City Conference. The conference was the ideal time for me to begin as Director of Economic Development as I was able to meet firsthand with the great people of this state that have been involved in our Team City Program for 17 years. It was a terrific initiation into a job for which I have great interest in and one that I hope to make a significant contribution.

As a first time attendee, it was overwhelming to see and experience the spirit of participants in the conference events. I learned about the unique aspects of the communities through their booths and in speaking with many of you. Louisiana is certain to grow in attraction as a top location for business operations and living with all that effort!

My focus as new director of Entergy's Economic Development Team is to maintain our focus as a major contributor to the economic and community activities in the state. We have already developed a strategic plan to continue along that path, while making improvements along the way by introducing new initiatives that will assist our communities with their goals.

A priority is to update and enhance our web site to insure that it serves as an effective marketing tool for what Louisiana communities have to offer inquiring businesses. We will update the buildings & sites database technology, highlight community activities, link to local organizations and workforce development tools, and list the state's incentive programs. This project is scheduled to be completed by the end of the year.

We also plan on continuing our recruiting efforts through participation in marketing trips, trade shows, and the Louisiana European Initiative. The recruiting team has also identified a list of industry targets for which they will proactively market the state. We'll be conducting this business by reaching an audience likely to be interested in locating to Louisiana.

Shelley MacNary
Director, Entergy Economic Development

We're also going to challenge you, our Team Cities, to become more actively involved in economic and community development meetings, conferences, and other activities that will assist in growing your communities. We will communicate more frequently with our Team Cities and allies to insure they know what we are doing, and also share our resources to increase opportunities for Louisiana.

For those of you that I didn't get to meet, I hope to spend some time with you soon as I make my way around this state, and look forward to experiencing your community's distinctiveness. ●

Churchill Technology and Business Park Break Ground in Jefferson Parish

Jefferson Parish and Jefferson Parish Economic Development Commission (JEDCO) officials held a ceremony in April to celebrate the groundbreaking for the first of its kind technology and business park development in Jefferson Parish, Churchill Technology & Business Park. Parish President Broussard stated, "A development such as this will produce a viable workforce which is invaluable to economic growth in Jefferson Parish."

The Churchill Technology & Business Park will be on a 500 acre site, 40 acres of which were donated to JEDCO last year. The technology park is designed as a mixed-use, flexible space park targeting high-end office, technology, distribution, light manufacturing and service industries. JEDCO, its incubator program and the Patrick F. Taylor Science and Technology Academy will locate in the park. A joint JEDCO/Jefferson Parish Public School System Committee has selected Concordia Architects and Perez and Associates for the planning and design of the new school.

An analysis by William Smolkin and Associates projects that over the next twenty years, the 500-acre park will provide 12,700 jobs with wages totaling $286,896,197 for an average annual wage of $41,441.

Jefferson Parish awarded the contract for clearing and surcharge to Beverly Construction Co., LLC for $660,218 and work was completed on July 1st. Additionally, Jefferson Parish has allocated $1,100,000 from its 2005—2006 budget for infrastructure and the State of Louisiana has appropriated $1,500,000 as "Priority 2" and $1,300,000 as "Priority 5" from the State Capital Outlay Budget.

An $850,000 Economic Development Administration Infrastructure Grant is being used for infrastructure improvements on the site. The total cost of infrastructure is estimated at $6.7 million.

For more information on the park, contact Gaye Frederic, Deputy Director-Operations at (504) 833-1881 or visit the website at www.churchillpark.org. ●

CHURCHILL
TECHNOLOGY + BUSINESS PARK

Southeast Louisiana Business Center Director Joubert Receives 'State Star' Award from National Association

William Joubert, director of Southeastern Louisiana University's Southeast Louisiana Business Center, was recognized with a "State Star" award by the National Association of Small Business Development Centers.

Joubert received the award - presented to top business consultants across the nation - at the organization's recent annual conference in Houston. He was recognized for his innovations in business plan development, intensive consultation approach, and efforts following Hurricane Katrina to assist area businesses in their recovery.

"We're honored that the work of Bill Joubert and our business center has gotten the national attention that it has earned," said John Crain, Southeastern provost and vice president for academic affairs. "The efforts of the entire staff at the center have been intensive, especially in the post-Katrina environment, and we believe their work has helped spur the recovery and growing economic development of this entire region."

Joubert, who has been doing business consultation for more than 15 years, also serves as director of the Southeastern's Small Business Development Center. The entities share a mission of facilitating economic growth in the region.

"I'm proud to be selected a 'State Star,'" Joubert said. "Working with business owners in the region and helping to advance the economic development of this area have been a challenging and exciting opportunity."

The State Star award cited Joubert's three-step business plan model that guides a client through the process of developing a plan, including a financial section that illustrates cash-flow to bankers and potential investors.

"In the last three years, this model has helped north shore businesses raise over $100 million in loans and other investment capital," Joubert explained. "Approximately 80 percent of businesses using the model are able to get funding. The model works so well that we are able to create a business start-up or expansion every week."

"Our approach is to listen to the business owner, managers and employees," he said. "Businesses are like living, breathing people; as they grow, they need resources and guidance. And, just like people, businesses get sick. The trick is to understand the various life cycles of business and where the client is in that cycle. Then we can provide effective assistance."

The efforts of the business center staff following Hurricane Katrina received special recognition by the association. Immediately following the hurricane, Joubert's team set up computers loaded with popular business software and wireless Internet access in Hammond and at a similar site in St. Tammany Parish to help area businesses that needed access to computers and communications equipment.

To assist area businesses, the staff mastered the Small Business Administration disaster loan program, and then conducted numerous seminars throughout the north shore and Florida Parishes. More than 1,000 businesses were assisted with SBA disaster loan applications, and the seminar and loan packaging model were adopted by SBDCs throughout the state.

Southeastern Louisiana Business Center, www2.selu.edu/businesscenter or phone (985) 549-3831. ●

South Louisiana Economic Council Pulls It All Together for Bayou Region Small Business

Starting and growing a small business can be a daunting, almost overwhelming task. Small business owners rarely have much more than a concept to go on and certainly are not fully aware of all of the services available to help them grow and succeed. Enter the South Louisiana Economic Council (SLEC), the regional source for economic assistance in the Bayou Region parishes of Assumption, Lafourche, Terrebonne and St. Mary who has now consolidated in a single location, not only their services, but the service of other small business assistance organizations as well.

Beginning in October of 2006, Bayou Region businesses can access a wide variety of services from SLEC but can also meet directly with other incredible small business assistance providers. Now housed within the walls of SLEC are regional representation s of the Manufacturing Extension Partnership of Louisiana (MEPoL), the Louisiana Procurement Technical Assistance Center (LA-PTAC) the Louisiana Economic Development Small and Emerging Business Development Certification program (SEBD) and now even the Small Business Development Center (SEBD). Each of these organizations provide direct and tangible services to small business by eliminating barriers that might otherwise jeopardize a new business's success.

SLEC Executive Director, Vic Lafont states it this way, "In business, its all about being able to get what you need, when you need it. Louisiana has some incredible resources that are focused on helping small business succeed. What we've done is to make it simple for a growing company to be nurtured through a convergence of resources in a single location and with a common purpose. It's a high energy setting that really gets businesses moving down the road towards success and we are grateful to each of these organizations for making a commitment to the Bayou Region through their affiliation with SLEC."

SLEC is a long-time partner with Entergy and works closely with Bill Pepperone and others in support of the growth and strengthening of the Bayou Region economy.

All of the services are available by contacting SLEC at (985) 448-4485 or by going online at www.slec.org. ●

LED's Community Development Initiative

By Secretary Michael J. Olivier

In response to a component of Louisiana's Vision 2020 Plan calling for restoration and capacity building in communities across the state, LED is developing a new community development initiative. The intent is to assist communities, particularly those in rural areas, increase their capacity to recruit investment, retain/expand existing businesses and encourage entrepreneurship and new business formation by providing them with the resources and tools they need.

To insure the most comprehensive and effective approach, LED retained Robert Pittman with CH2M Hill/Lockwood Greene to facilitate the development of a strategic work plan and support the efforts of a statewide working group under the leadership of LED. This group is comprised of approximately 60 citizens from the public and private sectors and representing various interests in the community/economic development communities. Strategic partners include the Office of Culture, Recreation and Tourism, the Louisiana Municipal Association, the investor owned utilities and cooperative utilities, and the Agriculture Centers at Southern University and LSU.

This program is just one indication of the work going on at LED which continues to work on two tracts: business retention and attracting new, diversified business.

The process involved was designed to bring together these partners across the state along with community leaders and volunteers to identify the specific needs of communities and regions of the state. It is designed to obtain firsthand input from community stakeholders on what they need to steer their community's future.

To insure the ultimate success of the initiative, differences among our communities must be considered. One shoe does not fit all. Such differences are:

- Traditional Urban vs. Rural Economies
- Regional Differences
- Communities affected by hurricane devastation and those that have not been affected.
- Community Size
- Military – BRAC impacted

The steering committee will also review "best practices" across the country to assist in the design of an appropriate program including funding mechanisms.

The first phase of the process, which began in June, seeks direct input of over 1,200 Louisiana community leaders, both public and private, through electronic surveys and focus group meetings in each of the eight regions of the state. An almost 30% response rate to the survey indicates a great interest by community leaders in steering their own direction. The resulting inputs will be evaluated along with identified best practices from other states/localities to formulate a "resource or play book" of activities (such as community assessments, certified sites, strategic planning or others as identified) communities might undertake to make themselves better places to live, work, visit and do business (capacity as stated above). The identification and selection of these activities should be accomplished by the end of 2006.

Phase II calls for a determination of how, when and by whom the activities should be implemented and managed. Funding and other programmatic resources will be researched and evaluated. Strategic recommendations will be put forth for consideration as appropriate. This will take into 2007.

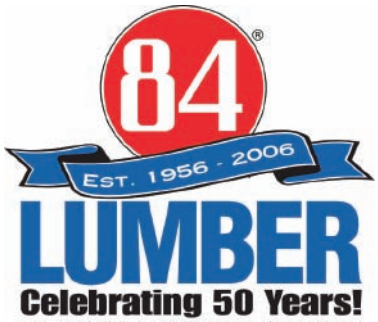
Michael J. Olivier
Secretary of
Economic Development

The ultimate selection and implementation of the components of the Community Development Initiative will be by input from Louisiana's community leaders. The results will be presented to the strategic partners mentioned above for their adoption as a best practice and recommended for use by Louisiana's communities.

This program is just one indication of the work going on at LED which continues to work on two tracts: business retention and attracting new, diversified business. LED is currently working 80 active projects, 20 of which are existing industry expansions. In these projects, Louisiana is competing with other states and an initial offer of an incentive package has been made. The resulting investment is approximated at over $50 billion and 17,000 net new jobs.

These are exciting times for Louisiana…visit LED's website at www.louisianaforward.com to learn more about our services and programs. ●

84 Lumber Company's Investment in Gulf Coast Region Tops $100 Million



84 Lumber Company, the nation's largest privately held supplier of building materials and services to professional contractors, held its grand opening at its new Hammond, LA location earlier this month. Governor Kathleen Babineaux Blanco and LSU Women's basketball coach Pokey Chatman joined 84 Lumber's President and Owner Maggie Hardy Magerko in the festivities.

"While the majority of our business is done with professional contractors, we also want the general consumer to understand who we are and the array of services we offer to the professional contractors they may work with in repairing or constructing their home," said Brent Roberts, manager of the Hammond 84 Lumber.

The Hammond store is the second new store to open in Louisiana since Hurricane Katrina hit the Gulf Coast. The company opened a new store in Lafayette earlier this year and also remodeled and enlarged the Baton Rouge location. 84 Lumber stores are also located in Slidell and on Airline Highway near New Orleans.

A new store in Gonzales is currently under construction, and a new store in Pearl River and a component manufacturing facility located adjacent to the Hammond store are both in permitting process.

The company also opened new stores in Moss Point, Mississippi and Mobile, Alabama earlier this year.

In total 84 Lumber will invest more than $100 million in the Gulf Coast region, the majority of that investment being in Louisiana in the development of new stores and the component manufacturing plant. The expansion of operations will also create more than 600 jobs in Louisiana.

"The geographic location of our stores and the component plant allow us to serve the entire area of the Louisiana Gulf Coast from east to west as the rebuilding accelerates," said Mike Lyons, Gulf Coast Regional Vice President. "We are well positioned both geographically and from a manpower standpoint to be able to meet the demands of both builders and consumers in what will be a high build area for many years ahead."

84 Lumber has also been very active from a humanitarian and social standpoint throughout the region. In the initial days after Hurricane Katrina hit, the company raised $1.2 million for Hurricane Katrina relief through its PGA TOUR event, the 84 Lumber Classic. The donation included $500,000 from 84 Lumber President and Owner Maggie Hardy Magerko.

After first assisting the company's own associates who were impacted, the company quickly re-opened its existing stores in Louisiana and Mississippi to aid with initial recovery efforts.

The company has also donated more than $2 million to Habitat for Humanity in Gulfport-Biloxi and New Orleans. In the Gulfport-Biloxi area the company is funding the construction of 20 homes and in New Orleans the company is funding the building of 10 homes in Musician's Village and supporting with materials the construction of 20 additional homes.

84 Lumber has also supported other smaller community events and has entered in a sponsorship and charitable program agreement with LSU football and women's basketball.

"We're more than just a building materials supplier; we are a family internally and we want to be a positive partner in the communities where we do business," said Magerko. "We are committed to the region for the long haul both as a business and in funding and supporting programs and institutions that help with the physical and psychological recovery."

Celebrating its 50th anniversary, 84 Lumber Company was founded by Joe Hardy in 1956 in the town of Eighty Four, Pennsylvania, where the original store continues to operate today. 84 Lumber Company has risen to become the largest privately-held building materials supplier to professional contractors in the country posting 2005 sales of nearly $4 billion with 95 percent of sales to the professional market. 84 Lumber Company operates more than 470 locations, including twenty 84 Components manufacturing facilities from coast to coast. With more than 10,500 associates nationwide, 84 Lumber Company provides professional contractors, remodelers and serious do-it-yourselfers with quality building materials, supplies and expertise. For more information on 84 Lumber Company, please visit our web site: www.84lumber.com

Published with permission from 84 Lumber.

Rebuilding a New, Better Louisiana

Entergy Economic Development drew over 400 people to its annual conference with its theme of "A New Brand of Business" and had speakers to address important issues in helping Louisiana rebuild its devastated communities and image as a place to do business. Topics including community branding, Louisiana's film industry, Louisiana's asset as a gateway to the Gulf of Mexico, and the federal Gulf Opportunity Zone Program were delivered effectively by experts in these areas.

The conference, held June 7-8 in Baton Rouge, was the place to be to learn and network with communities in Entergy's service territory. Entergy Economic Development and other key company executives, were on-hand to introduce new Economic Development Director, Shelley MacNary. MacNary, a 13-year company veteran, welcomed the crowd at the evening reception by saying that she had already witnessed and experienced the incredible enthusiasm and devotion communities have to the state of Louisiana. The resiliency and belief in Louisiana by its residents will help rebuild the state even bigger and better.

The next morning during roll call of the 87 Team Cites, attendees heard some inspiring words about Louisiana communities. Broussard proclaimed it is 'tearing down fences and building business.' Northwest Louisiana Economic Development Alliance CEO Tana Trichel announced the group is a 'partnership driving progress,' in the 13 parish northeast Louisiana region. Zachary announced its school system was #1 in Louisiana. These and many more reiterated the unique things about Louisiana communities.

Keynote speaker, Christine Corelli, announced that her goal for the morning was to re-energize, re-focus and re-charge Entergy's Team Cities to face the challenges of a changing world. She asked attendees to envision themselves behind the wheel of a race car, preparing before the race, a race that takes skill and great practice. The difference between a race car driver and an economic developer is that the former race has an end, unlike economic developers that must keep up the momentum in growing a community. She encouraged attendees to become better, faster, and smarter than the competition by staying focused on what is right, and on opportunities that arise.

Breakout Sessions

Louisiana: Key to the Gulf of Mexico Economy

Gary Stringer, head of the Gulf of Mexico State Partnership, presented why the Gulf Coast Region is the 6th largest economy in the world, its interconnected relationship and strategic issues. www.gulfofmexicostatepartnership.com.

Big, Bold and Beautiful: Branding in Hollywood

Louisiana continues to grow in interest as a location for not only filming, but pre- and post-production and distribution work. Its competitive strengths include its diverse landscape for filming throughout the state; sellable tax credit program; and new investment in infrastructure including Emerald Bayou Studios in Pointe Coupee Parish; The Film Factory in New Orleans' Treme neighborhood; Celtic Studios in Baton Rouge; and other anticipated investment will continue to make Louisiana a top location for Hollywood, beyond Hollywood.

Gulf Opportunity Zone Bonds

A presentation on how the federal Gulf Opportunity Zone Bond Program can benefit Louisiana and the process for applying for bond financing. www.gulfopportunityzone.com

Branding and Positioning Your Business and Community

Marketing your community as a unique place to operate a business will assist in attracting businesses to your community. How to stand out amongst the competition, branding, logos and more was presented.

All presentations are posted on Entergy Louisiana Economic Development's web site at www.entergy.com/laed.

Christine Corelli, Keynote Speaker

Gary Springer, Louisiana—Key to the Gulf of Mexico Economy

Linda Thurman, Big, Bold and Beautiful: Branding in Hollywood

O. Ray Cornelius, Gulf Opportunity Zone Bonds

President's Award

The *2006 President's Award* was given by Entergy Louisiana President, Renae Conley, to husband and wife, Paul and Lindy Price of Winnsboro, Franklin Parish, Louisiana. In the case of this year's winners, 'with one, you get two' was appropriate with Paul and Lindy bouncing ideas and creating energy between themselves for this northeast Louisiana community. They have donated time and talent to the chamber, creating events such as the "Taste of Franklin" and the 20th Anniversary Franklin Parish Catfish Festival, all while operating The Jackson Street Guest House. Those that know Paul and Lindy speculate that they give of their time because "it is an expression and the fulfillment of who they really are."

Grand Prize Winner

Herb Simmons, Greater Jonesboro Community Development Corporation
$500 travel certificate

2006 Gold Team Cities

The City of Arcadia
The City of Arnaudville
The City of Baker
The City of Bastrop
The City of Bernice
The City of Bogalusa
The City of Caldwell
The City of Carencro
The City of Clinton
The City of Donaldsonville
The City of Gonzales
The City of Grand Coteau
The City of Grand Isle
The City of Hammond
The Parish of Iberville
The City of Iowa
The City of Jackson
The City of Kentwood
The City of Lake Charles
The Parish of Livingston
The City of Livonia
The City of Marksville
The City of Monroe
The City of Morganza
The City of New Roads
The City of Ouachita
The City of Ponchatoula
The City of Port Barre
The City of Rayville
The City of Scott
The City of Springfield
The City of St. Francisville
St. City of St. Gabriel
The Parish of St. James
The Parish of St. John the Baptist
The Parish of West Baton Rouge
The City of West Monroe
The City of White Castle
The City of Winnsboro
The City of Zachary

Booth Winners

1st Place: Arnaudville

2nd Place: Winnsboro

3rd Place: St. John the Baptist Parish

Exhibitor's Choice Award: Broussard

Golf Tournament Winners

1st Place: Chip Badeaux, Craig Schimpf and Sandy Dooley. Not shown is Clyde Martin.

Closest to Pin, Ottis Wasington

Longest Drive: Cindy Fromherz

Best Shirt Award: New Roads

Rebuilding a New, Better Louisiana

CONTINUED FROM PREVIOUS PAGE

Entergy

A New Brand & Business

The Louisiana Military Sector

Ret. Col. Dell Dempsey
LED Military Sector

In anticipation of another round of federal base closures, Louisiana Economic Development hired Retired Marine Colonel Dell Dempsey, a 30-year veteran of the U.S. Marine Corps, three years ago to spearhead the preparation for the 2005 federal Base Realignment and Closure (BRAC) round, which may have closed at least one of Louisiana's existing military bases. Her primary responsibility is to support and help retain military and defense related jobs in the state.

What most Louisiana residents don't know about the military sector is that it is an $11 billion industry ($4.5 billion in New Orleans) and the largest employer outside state government. In fact, Major Jim Livingston, Chairman of the Governor's Military Advisory Committee, and Major General Bennett Landraneau, the Adjutant General of Louisiana, found it so important that they supported assigning a staff person to retain and grow this key industry.

Of greatest threat for closure during the much anticipated 2005 BRAC was the Naval Support Activity, a base split by the Mississippi River on the east and west bank in Orleans Parish. There were several reasons why the base could be a target for closure including aging and inadequate infrastructure, inefficiency, and military value. The base does not have an operational role and, as the name implies, is strictly a support activity.

"It took proactive planning, the support of the community and the energy and vision of former Marine Forces Reserve Commander, Major General David Mize to convince the BRAC Commission not to close the Naval Support Activity," said Dempsey. During the late 90's, Mize, with the support of volunteer citizens and the Mayor's military committee, developed a vision for a 'federal city'. The master plan had three main pieces and was aimed at improving the quality of life for military personnel and their families, as well as to improve the value of the New Orleans area bases to the Department of Defense (DOD). In the short three years Mize was in New Orleans, the 'master plan' added almost 600 new housing units, and a Charter elementary school to the Belle Chase Naval Air Station. The 'federal city,' the last piece of the master plan, was in the planning stages when Mize left for another assignment.

When Dempsey retired and joined LED, she picked up where Mize left off. After Mize retired from the military and moved back to New Orleans, he and Dempsey created the New Orleans Federal Alliance, a new group focused on saving and redesigning the Naval Support Activity.

The focus of the Federal City is to co-locate military and federal entities in a highly efficient and secure location where they will be afforded joint interoperability at an unprecedented level. The three-phase plan calls for an initial complex of buildings on a 22-acre site on the Naval Support Activity site. The initial occupant will be the Marine Corps Reserve Headquarters commanded by a three star general. Numerous other federal agencies are being considered to move into the new office complex, which is slated to be completed by September 2008. It will be a defense prototype with a design unlike any other. It is envisioned to grow to 10,000 jobs by 2018, beginning with 2,000 military jobs.

The state of Louisiana has dedicated almost $200 million to support the Federal City development. Much of the construction cost will be recovered through leasing the buildings to the federal government at an attractive rate, thus operating with minimal federal government funding.

"This is one of the largest economic development projects for the state of Louisiana and New Orleans," said Dempsey, "and Governor Blanco has dedicated funds for the project." According to Dempsey, Louisiana had about a 15% chance of convincing the BRAC Commission not to close the Naval Support Activity. It was through considerable hard work at local, state and congressional levels that the local committee was able to convince them of the unique value to DOD.

Ret. Col. Dempsey's years of service and background work in the Pentagon, and most recent experience as Director of Public Affairs for the Marine Forces Reserve made her an ideal candidate for the economic development job. Working successfully through the BRAC process required a visionary with excellent planning, networking and communication skills. "Major General Livingston brought the job opportunity to my attention, and through a rigorous interview process I was fortunate enough to be offered the opportunity to use my skills," said Dempsey. "Plus, my family and I love New Orleans for its uniqueness and quality of life," she added.

The focus of the Federal City is to co-locate military and federal entities in a highly efficient and secure location where they will be afforded joint interoperability at an unprecedented level.

Though BRAC and the Federal City have occupied much of Dempsey's time since joining the LED team, she also has worked closely with other military bases in the state. She continuously works with the base commanders, local community leaders, community military support groups, as well as the congressional delegation to ensure that LED has a strong network of communication with the military/defense community in the state. Some of her major projects besides the Federal City include the completion of the expansion of LA Hwy. 28 from a two to four-lane highway, which is critical to Fort Polk's operations and the community surrounding it; and Camp Minden, the former army ammunition plant in Webster Parish, which is undergoing the development of an economic development master plan.

Dempsey reports she has a great job with a team of professionals who are doing many things to strengthen the economy of Louisiana. "I wanted to stay in Louisiana because it is a unique place to live and this job provides an opportunity for me to contribute to my adopted home," said Dempsey.

Dempsey can be reached at (225) 342-9214 or email at Dempsey@la.gov.

Arcadia Built It and They Came

The Town of Arcadia has committed to one of the most effective economic development strategies for attracting industry—developing an industrial park. Within months, one business has already committed to locating in the park.

Shortly after his election, Mayor Eugene Smith implemented the Team City approach to create jobs and investment in Arcadia by purchasing land that would be available for business and industry interested in the community. Arcadia, the parish seat with a population of just under 3,000, is located in the northeastern tip of Bienville Parish, which is to the west of the Shreveport-Bossier metropolitan area. The idea came to Mayor Smith when he visited a family member in the small community of Forrest, Mississippi, where he came across a large mattress manufacturing plant. "I saw that plant and thought that we could do the same in Arcadia to attract industry," said Smith.

Mayor Smith chose a site with rail and highway access to attract the attention of companies that required good transportation access to operate successfully. He proposed his plan to create jobs and investment to the Town Council, and several months later, 70 acres was purchased by the town. The former timber farm, located off U.S. Hwy. 80 on Felts Road just two miles from Interstate-20, soon caught the attention of a national oil field service firm.

Infinistar, based in Sugarland, Texas, had been servicing wells in North Louisiana when they decided to search for a location that would be closer to their customers in a 200 mile radius that encompassed Conway, Arkansas to Alexandria, Louisiana. The company contacted Arcadia and became the first tenant in the park. Infinistar purchased 4½ acres to build a shop and office for trucks servicing the region. Initially, 15 jobs will be created with hopes of doubling within a short period of time.

"Infinistar plans on hiring as many locals as it can to benefit from the tax credits and other benefits offered by the Northern Louisiana Renewal Community (RC)," reported Mayor Smith. The mayor hopes the RC program will attract other companies to the park.

Mayor Smith said the land is marketed as 'for sale' because he has found most businesses are interested in purchasing land; however, the town is also willing to lease. "We are open to working with businesses to meet their specific needs," said Smith. Smith noted that Arcadia's leadership is behind what he is trying to accomplish.

Funding for the acreage had accrued from a small sales tax especially earmarked and set aside for economic development purposes.

In addition to the new park, a full-time economic development coordinator, Omar Valentine, was recently hired to manage the economic development efforts of Arcadia. "I want to proactively target manufacturers and have one-on-one discussions with company executives to tell them about what Arcadia has to offer," said Valentine.

In addition to the development of the Arcadia Industrial Park, Smith has been busy working with West Monroe-based developer Dean Hart on 28 new homes and two senior living centers. He is also talking to Hart and one of his customers about putting in wireless Internet in Arcadia. Again, the RC Program has been a major factor in the development of these projects.

For information about how Arcadia developed its new industrial park or any other questions, please contact Omar Valentine at (318) 263.8456 or visit www.arcadialouisiana.com. ●

TEAMWORK LOUISIANA

ATTENTION TEAMWORK LOUISIANA READERS

In our effort to continue to bring news on key issues and activities in community and economic development, we would like to ask you to send us your email address. Please send your name and email address to laed@entergy.com

Lake Charles Regional Organizations Form Alliance

Three regional economic development organizations have combined resources under a new umbrella coalition to strengthen the business recruiting and retention efforts for Allen, Beauregard, Calcasieu, Cameron, and Jeff Davis parishes. The boards of The Chamber SWLA, The Chamber Foundation SWLA, and the Southwest Louisiana Partnership for Economic Development have approved the formation of the Southwest Louisiana Economic Development Alliance. The "Alliance" will combine the staff and resources of the three groups at the Willis Noland Resource Center at 120 West Pujo Street in Lake Charles which is the current location of the Chamber and Foundation.

George Swift has been named the President/CEO of this new organization. Swift is the founding executive director of the Partnership and has served as Interim President/CEO of the Chamber and Foundation since May 2006.

Bill Willis, Chairman of the Chamber SWLA and Chamber Foundation Boards and CEO of Women & Children's Hospital, said, "The combination of these public and private organizations is a major breakthrough in regional cooperation. Under this new arrangement, each board will remain intact and set its own policy. The Chamber and Foundation will be strengthened and the Chamber will retain our ability to take stands on public issues. We realize that there may be times when the Boards disagree, but we can work together a vast majority of the time."

Mayor Randy Roach of Lake Charles and Vice-Chairman of the Partnership agreed, "This will help the five parishes in our region leverage these combined resources for economic development and comes at a crucial time when we are rebuilding Southwest Louisiana."

Mike Heinen, Vice-Chair for Economic Development for the Chamber and Chamber Foundation Board of Directors & General Manager of the Jefferson Davis Electric Cooperative said: "The Foundation is a vehicle with which we raise private funds, and the Partnership will bring in public funding. The most successful economic development organizations in the nation have put public and private resources together for their programs and that is what we are doing. This is a winning enterprise and we are all encouraged by what Southwest Louisiana stands to gain from this alliance. We urge all businesses to join with us as Chamber members and as investors in the Chamber Foundation."

Swift commented: "The new SWLA Economic Development Alliance is part of an overall vision to build the best chamber in the state and the best economic development organization in the state. We have much work to do including the re-accreditation of the chamber, continuing to provide outstanding services for our members as well as increasing membership, and putting together the most aggressive marketing plan ever for the region. The Boards of these organizations are all committed to this regional vision and the outlook is great for Southwest Louisiana. If we work together and take advantage of our tremendous resources, Southwest Louisiana can be stronger than ever."

To reach the SWLA Economic Development Alliance, call (337) 433.3632 or visit www.allianceswla.org.

Published with permission from the SWLA Economic Development Alliance.

MEPoL Delivers 21st Century Marketing System

The Manufacturing Extension Partnership of Louisiana (MEPoL) has become the exclusive provider of the 21st Century Marketing System in the state of Louisiana. The system is made up of an eight-step approach to marketing that focuses on growing small businesses exponentially in three ways: developing more prospects, increasing the conversion rate of prospects into actual customers, and increasing customer value. It also focuses on methods to re-educate past customers, maintain current customers and attract new customers.

MEPoL works with manufacturing firms throughout Louisiana to help them increase productivity and profitability. For more information on how MEPoL can assist manufacturers, or for more information on the 21st Century Marketing System, call (800) 433-6965, or visit www.mepol.org.

Association of University Research Parks Honors LSU's Business & Technology Center, South Campus Research Park and Charles D'Agostino for Role in Hurricane Recovery

The Association of University Parks (AURP) has honored the Louisiana Business & Technology Center (LBTC) in Baton Rouge, and the Louisiana State University South Campus Research Park and its executive director Charles F. D'Agostino, with the first 'Excalibur' award for their leadership role in the aftermath of Hurricanes Katrina and Rita in 2005.

AURP represents leaders of more than 130 of the nation's university-affiliated research facilities. The Excalibur award was created to recognize an organization or individual who, under adverse conditions, has made a singular and exceptional contribution to the community.

The LBTC South Campus Research Park is a 150-acre facility south of the LSU main campus. In the period immediately following Hurricanes Katrina and Rita, the park was established as a safe haven for the LSU School of Dentistry; displaced technology companies from the University of New Orleans Research Park; and a business recovery center with temporary offices for the U.S. Department of Agriculture and the U.S. Small Business Administration. The park also became home to hundreds of emergency workers who used part of the park as a staging area for relief activities in New Orleans.

In addition, the LBTC provided two mobile units equipped with laptop computers, satellite communications and internet connectivity and a 30-seat mobile classroom for deployment in the disaster areas to assist in business recovery.

Pictured are LBTC Board Chairman Ralph Stephens, Dean Robert Sumichrast, Shelly Stubbs DSQI Corporation (LBTC Technology Transfer Award Winner) and Charles D'Agostino, LBTC Executive Director.

This effort took place at a time when the South Campus Research Park – purchased by the state of Louisiana in summer 2005 – was only a month into an extensive master plan to develop the facility into a world-class research park. The plan was altered to allow for the unforeseen role as a focal point for disaster assistance and a year later, the park continues it role in the economic recovery of the region disaster.

AURP promotes the development and operations of research parks that foster innovation, commercialization and economic competitiveness in the global economy by supporting collaboration among universities, industry and government. AURP member research facilities have served as business incubators for companies such as computer manufacturer Hewlett-Packard, and biotechnology companies Genentech and Amgen and the Internet service provider, EarthLink. ●

For more information, contact Don Elder, AURP, (703) 768-8979, mediawise@att.net

Teamwork Louisiana—An IEDC Award Winning Newsletter

Teamwork Louisiana was awarded the International Economic Development Council's prestigious marketing award at its annual conference this year in New York.

INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL

The Power of Knowledge and Leadership

2006-07 Marketing Missions and Trade Shows

EVENT	DATE	LOCATION	CONTACT INFORMATION
LIDEA Annual Conference	December 13-15, 2006	Natchitoches, LA Ramada Inn	www.lidea.org (318) 357-8281
Police Jury Association of Louisiana	February 22-24, 2007	Lafayette, LA Cajundome	www.lpgov.org (225) 343-2835
Governor's Conference on Economic Development	April 11-12, 2007	Baton Rouge, LA River Center	www.lagovconf.com
Ports Association of Louisiana	April 25-27, 2007	New Orleans, LA Hilton Hotel	Port of South Louisiana Lisa Braud: (985) 652-9278
Southern Economic Development Council Automotive Seminar	April 2007	TBA	www.sedc.org (404) 523-3030
International Council of Shopping Centers	May 21-23, 2007	Las Vegas, NV Las Vegas Convention Center	www.icsc.org Bill Peperone: vpepero@entergy.com (504) 840-2562
Team City Conference	June 6-7, 2007	Baton Rouge, LA Marriott Hotel	laed@entergy.com Merite Cain
Louisiana Municipal Association Annual Meeting	August 2-4, 2007	Monroe, LA	www.lamunis.org (225) 344-5001 Bill Peperone: vpepero@entergy.com (504) 840-2562
Int'l Economic Development Council Annual Conference	September 16-19, 2007	Phoenix, AZ	www.iedconline.org (202) 223-7800
Southern Economic Development Council Annual Conference	October 2007	TBA	www.sedc.org (404) 523-3030
The Chem Show	October 30- November 1, 2007	New York, NY Jacob Javits Center	www.chemshow.com Bill Peperone: vpepero@entergy.com (504) 840-2562

Bill Peperone will be adding trade shows for next year, so give him a call at (504) 840-2562 or e-mail at vpepero@entergy.com if you would like to participate or have any suggestions for shows.

Housing Summit New Orleans Sponsored by Entergy

From right to left is: Linda Baynham, Mike Leger, Phil Seghers, Molly Buckley, Pat Ricks and Bill Peperone

National Plastics Exposition

Chicago, IL June 19-23, 2006

Left to right: Bill Peperone, Entergy; Patrick Dufresne, Port of South Louisiana; Chad Cornett, Chamber of Greater Baton Rouge; Hank Grace, Iberville Chamber of Commerce, Bridget Carter, Entergy; Larry Durbin, West Baton Rouge Chamber; Willie Crain, Northeast Louisiana Economic Alliance; Lester Easley, St. Helena Parish; Jamie Delatte, Pointe Coupee Parish Economic Development; Dave Bowman, Chamber of Greater Baton Rouge

Not Shown:Becky Lambert, Louisiana Economic Development; Jeff Pennington Louisiana Economic Development; George Swift, Southwest Louisiana Partnership

International Woodworking Machinery & Furniture Show

Atlanta, GA, August 23-26, 2006

Show sponsored by Louisiana Economic Development

Left to right: Bill Peperone, Entergy; Dr. Richard Vlosky, Louisiana Forest Products Development Center; Kelsey Short, Louisiana Economic Development; George Swift, Southwest Louisiana Partnership; Felipe Martinez, Louisiana Economic Development; Bridget Carter, Entergy; Willie Crain, Northeast Louisiana Economic Alliance

TEAMWORK LOUISIANA

Entergy
THE POWER OF PEOPLE™

Teamwork Louisiana
5353 Essen Lane, Suite 120
Baton Rouge, LA 70809

PRSRT STD
U.S. POSTAGE
PAID
BATON ROUGE, LA
PERMIT #2162