

The West Bank Beacon

Volume 6, Issue 3

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AUGUST 2014

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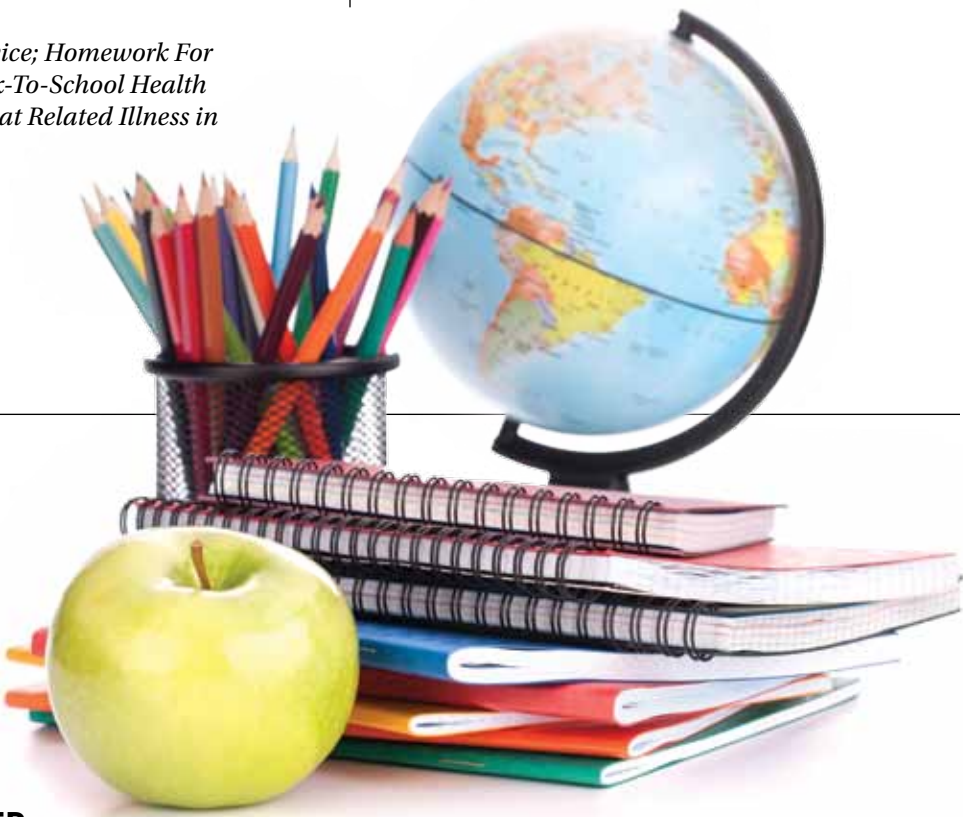
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Elected officials and community leaders come together to celebrate the grand opening of the JEDCO Conference Center in the Churchill Technology and Business Park on the West Bank.

What does an economic development organization do?

JEDCO is tasked with enhancing the business climate in Jefferson Parish. We improve our economic vitality through business retention, expansion, attraction and job creation. Through our award-winning business retention and expansion program, we aim to provide an exceptional experience for each company we assist. JEDCO offers a variety of services to support our local businesses as they grow and find success in Jefferson Parish; we deliver customized tax incentive programs, small business financing, site searches, business incubation services and demographic reports. Our dedicated staff goes out into the community daily to better understand the needs of our local business owners and to arm them with all of the tools they need to thrive.

How many employees are employed by JEDCO?

We currently have 15 employees who are extremely dedicated to the Jefferson Parish business community.

What were some of JEDCO's biggest accomplishment in the past year?

2013 was the best year in JEDCO's history! We played a role in the attraction of a number of very large projects that brought in over a billion dollars in investment to our community last year. After a very extensive site selection process, Dyno Nobel, a global leader in the chemical industry, chose to locate their newest facility in Waggaman. The company is in the process of building an \$850 million ammonia production facility at Cornerstone Chemical Complex. Combined with some updates to Cornerstone's infrastructure, the total project cost is over a billion dollars. The plant will begin operations in 2016, creating 65 high-paying jobs.

JEDCO also found a new home in Jefferson Parish for Starr Textile Services, a commercial laundry facility that serves the local hospitality industry. JEDCO identified a site that met the growing company's needs. JEDCO also financed \$4.3 million of the \$10 million project, making it the largest SBA 504 loan in JEDCO history.

The Smoothie King international headquarters relocated to Jefferson Parish in 2013. The frozen drink franchise got its start in Jefferson Parish in 1973 and JEDCO helped the company move back to its roots. Since locating back to Jefferson, Smoothie King has launched an aggressive growth strategy to open 1,000 new stores by 2017. The company recently partnered with the Pelicans to secure the naming rights to the Smoothie King Center, further establishing itself as a Greater New Orleans staple.

In April, JEDCO welcomed 4th Source to Jefferson Parish. This North American IT company decided to relocate its headquarters from Georgia to the City of Kenner. The company will create 300 high-paying jobs and boost the technology industry in the Greater New Orleans region.

What does JEDCO do to help local entrepreneurs?

JEDCO has a long history of assisting entrepreneurs and startup companies. Currently, JEDCO runs the Business Innovation Center, our business incubator, at the Churchill Technology and Business Park on the West Bank. Designed to connect entrepreneurs with the resources they need to help transform ideas into viable business ventures, the Business Innovation Center offers below-market rate office space and a wide range of tools to help companies get started.

In 2013, JEDCO launched a pitch competition for entrepreneurs with ties to Jefferson Parish. The competition provided entrepreneurs with a platform to share their ideas in front of local business leaders and potential customers. Held during Idea Village's New Orleans Entrepreneur Week, the JEDCO Challenge offers entrepreneurs the chance to compete for a business boosting prize package of cash and in-kind services.

JEDCO also recently launched the Grow with JEDCO series. Each month, JEDCO hosts a free educational seminar to entrepreneurs and small business owners. Through these seminars, JEDCO provides opportunities for small business owners to connect with business leaders and experts in business growth, providing them with the tools and information to move a small business to the next level of development.

What is JEDCO's role in the development of the West Bank?

We often say the West Bank is the final frontier for development in Jefferson Parish. There are so many opportunities for growth! JEDCO saw those opportunities a long time ago, identifying a massive site upon which to build the Churchill Technology and Business Park. The Park, located in the newly-branded Fairfield community, offers 500-acres of developable land right in the heart of the largest intermodal transportation system in the South.

JEDCO's administrative office was the first building in the technology park, paving the way for future development. It wasn't long before other buildings began to pop up. Churchill Park is now home to the Patrick F. Taylor Science and Technology Academy, a magnet school for the region's best and brightest students, and the JEDCO Conference Center, a beautiful, high-tech facility for corporate events. JEDCO recently announced a partnership with Delgado Community College. Delgado will build its River City Campus in Churchill Park, which will cater to 3,000 students with an interest in marine-related trades. JEDCO continues to market the site to additional prospects.

JEDCO also played a role in bringing the NOLA Motorsports Park to the West Bank. JEDCO helped NOLA Motorsports identify the site where its state-of-the-art facility currently sits. The park recently announced plans to host an IndyCar race in 2015, which will bring an estimated 80,000 people to the West Bank of Jefferson Parish.

JEDCO is a major stakeholder in the West Bank Revitalization Study. Commissioned by the Parish Council, the study identifies opportunities for future development and growth on the West Bank. The report highlights growing industry trends, workforce development, housing opportunities and small business incentives as some areas of emphasis. The study also offers a suggested course of action to continue growth and increased regional connectivity across the West Bank community.

What is the most important aspect of JEDCO's success?

JEDCO's efforts to improve the economic climate in Jefferson Parish wouldn't be possible without the support of our community. It is through our cooperation with the Jefferson Parish Council and Administration, our elected officials, our business organizations, like the Jefferson Chamber, and our business leaders that we have been able to attract and retain so many companies in this community. We also work very closely with Louisiana Economic Development and Greater New Orleans, Inc., our regional partner to identify prospective businesses and engage with them. JEDCO's successes are fueled by a strong, engaged community.

What is the value of having a partnership between JEDCO and the Jefferson Chamber?

JEDCO's partnership with the Jefferson Chamber is extremely vital to the success of this organization. For years, we've worked together to create the region's preferred business climate. The Chamber not only offers JEDCO an opportunity to cultivate relationships and expand our diverse network of businesses, but JEDCO has really come to rely upon the Chamber's strong advocacy and support of major initiatives that help aid in JEDCO's overall mission. We strongly encourage businesses to get involved with the Jefferson Chamber, an organization that really does everything it can to serve its community in a number of different capacities. We hold the Chamber in very high regard and find our partnership to be extremely beneficial.

About JEDCO:

JEDCO is an independent, yet complementary arm of Jefferson Parish government with the main objective of attracting, growing and creating new business in our area. Since its inception in 1987, JEDCO has aided thousands of companies through business incubator and loan programs, tax incentives and rebate programs, workforce development and information services. While dedicated to assisting existing Jefferson Parish businesses, JEDCO's efforts also target the recruitment of new businesses for the area. ✨

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Ken Trahan
Contributing Writer

Les Miles Wins BIG But Garnerers Little Respect

Call him the Pied Piper, the master of malapropism, The Hat. Call him unappreciated, a guy Rodney Dangerfield would clearly relate to.

Call him the Pied Piper, the master of malapropism, The Hat. Call him unappreciated, a guy Rodney Dangerfield would clearly relate to.

While all of these descriptions would seem to fit Les Miles, the one thing you can call him is winner. There is no denying this very basic fact. The numbers speak for themselves.

Despite his success Baton Rouge, Miles remains disrespected in some circles.

The latest slap in the face to Miles comes in a recent *NFL.com* story by Bryan Fischer rated the top 14 coaches in the country for 2014. Needless to say, Miles did not make the list.

In nine years at LSU, Miles has compiled an extremely impressive 95-24 record (79.8% wins), along with a national championship and another national championship game appearance. He was the national coach of the year by virtually every entity to present that award in 2011. He is an impressive 6-3 in bowl games. He has won a pair of SEC championships and three SEC West Division titles.

The 60-year-old Miles is signed through 2019. He isn't going anywhere, much to the chagrin of some detractors.

While Miles has more supporters than detractors, he has lived in the shadow of his predecessor throughout his tenure.

While the comparisons to Nick Saban are unavoidable, inevitable, frequent, they are patently unfair. Saban left LSU for the NFL, not for Alabama. While it is easy to debate whether he made the right decision or not, no one could blame him. The NFL is the highest level. The money Wayne Huizenga offered was hard to refuse.

After the Miami Dolphins passed on Drew Brees due to reports from their medical staff, Saban was not long for the place. That decision likely still haunts him and the Miami franchise today. Saban ended up at Alabama. The rest is history.

Alabama and Saban have won 5-of-8 games against LSU and Miles. No other SEC coach or program has beaten Alabama as much during that period of time. Still, Saban has the upper hand. Virtually no national observer or analyst feels Miles is a better coach than Saban, who has won three national championships with the Crimson Tide after winning one with LSU.

Saban reportedly rebuffed serious overtures from Texas after last season to remain at Alabama, where he is under contract through 2022. He isn't going anywhere. Miles and LSU will have to continue to deal with the monster.

The criteria in the *NFL.com* story cites a pair of statistics for each coach, including career record and NFL draft picks over the last five years. As you likely concluded, Saban tops the list at No. 1. As for Miles? He did not make the list.



While Miles was shutout from consideration, consider those that are on the list. No one can have any problem with Saban, who is 74-15 in eight seasons with the Crimson Tide.

No. 2 is Chris Peterson, who recently left Boise State to take the head coaching position at Washington. With an 88 percent winning percentage (92-12) at a non-power conference school, Peterson belongs on the list. He has done a masterful job, twice leading Boise State to BCS bowl games. He is 5-2 overall in bowl games. Of course, he has never reached a national championship game, much less won one.

No. 3 is Urban Meyer, who won two national championships at Florida and who has Ohio State poised to contend for a national championship, going 24-2 in two seasons at Columbus. I have no problem with Meyer being high on the list. He has earned it. Of course, Miles was 3-3 vs. Meyer when he was with the Gators.

No. 4 is David Shaw of Stanford. Shaw has proven himself to be an excellent coach, finally escaping the shadows of Jim Harbaugh, proving that he is his own man with his own program. Still, Shaw is 34-7 overall in a much shorter period of time with no national championship game appearances.

No. 5 is Bill Snyder at Kansas State. In his second tenure on the job, Snyder has done a masterful job in a place where no one else has come close to winning and winning consistently. His 178-90-1 record speaks for itself. Still, KSU has not reached a national title game under Snyder.

Art Briles of Baylor is No. 6. Clearly an innovator, Briles has an exciting offense and has lifted the Bears to new heights, led by a Heisman Trophy winner in Robert Griffin, III. He is 44-32 in six years at Baylor, a far cry from the mark of Miles.

Oklahoma's Bob Stoops occupies the No. 7 spot. Perhaps he should be higher. Stoops is 160-39 in 15 seasons (80.4% wins). Like Miles, he has won a national championship and coached the Sooners to three other national

championship games. In the 2003 season, Stoops lost to LSU and Saban for the national championship.

Mark Dantonio of Michigan State is No. 8. Dantonio is a good coach at an emerging program. It is hard for the Spartans to overcome Ohio State and Michigan, who have greater traditions and talent bases to draw from but Dantonio is getting it done. he is 64-29 in eight years and 4-4 in bowl games. He has not threatened reaching a national championship game.

Gary Patterson of TCU is No. 9. Patterson is a very good coach who has built a consistent winner at a place that had not won consistently in years. Patterson is 120-44 in 14 seasons (73.2% wins). Miles beat Patterson and TCU 37-27 to open the 2013 season. In his first two seasons in the Big 12, Patterson has posted a 6-12 conference record.

At No. 10 is David Cutcliffe, who was undeservingly run out at Ole Miss and has done a fine job at Duke. He is an outstanding strategist who gets the most out of his players. It is nearly impossible to win at Duke. Cutcliffe did last season. Of course, that was his first winning season in six years with the Blue Devils.

Steve Spurrier checks in at No. 11. Perhaps he should be higher. Spurrier won a national championship at Florida before making an ill advised move to the Washington Redskins. At South Carolina, he has guided the Gamecocks to unprecedented levels of success over 10 seasons. He has won his last three bowl games. Miles is 3-0 against Spurrier and South Carolina.

Kevin Sumlin of Texas A&M checks in at No. 12. He recruits well. He did a good job at Houston. He must now navigate without Johnny Manziel. We shall see. Sumlin is 20-6 in two seasons in the SEC. Two of those six losses have come to Miles and LSU.

Jimbo Fisher of Florida State is at No. 13. The former LSU assistant (served under Saban and Miles) just led the Seminoles to a national championship, ending the SEC's iron grip on the trophy at seven seasons. He has restored the roar in Tallahassee. Fisher is 45-10 in five seasons. He is very good and should move up on this list.

Mike Riley of Oregon State is at No. 14. In 13 years on the job in Corvallis, Riley is 88-73 at a place that is tough to win at. The former New Orleans Saints assistant is the all-time winningest coach in school history. He is an excellent game day coach. Still, the Beavers have not come close to winning a Pac 12 title. Miles is 1-0 against Riley and OSU.

Why the lack of respect?

Perhaps is the unorthodox, sometimes strange moves Miles makes on game days including poor clock management or his perplexing, "what did he say?" interviews.

Miles has seven 10-win seasons in nine years at LSU. In the cold, big business of college football at the highest level (SEC), you are ultimately judged by results, regardless of how you get it done. Miles has won, won consistently and won big. Whether that is a result of the program Saban built or not, he has continued the high level of success long after Saban's departure.

Could others have done the same? Possibly, but they have not. Miles has done so. Clearly, he recruits very well. Regardless of how good a coach you are (see Cutcliffe), you will not win consistently or win big without good players. Under Miles, LSU leads the SEC with 60 players drafted in his nine years on the job. Under Miles, LSU has the most wins (94) in the conference over the last nine seasons.

Miles is not Saban. He never will be. What he is should be obvious—a consistent winner at the highest level.

When it comes to lists, this list is, well, miles apart from being accurate without the inclusion of The Mad Hatter. ✨



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NEARLY SEEING

By Joe Darby

I am so nearsighted...

("How nearsighted are you," as they might have said on the old Tonight Show.)

...that I can read the tiniest print imaginable.

Yep, your own eyes didn't deceive you. I'm a geezer, I wear trifocals, the TV across the room is quite blurry if I take off my glasses, but I can read very tiny print if I hold the reading matter fairly close to my face.

That wasn't so just a few years ago. Like other folks of a certain age, I had to use one of the three lenses in my trifocal glasses to read anything -- depending on the distance to the reading material.

Then, one day, while reading a book, I took off my glasses to rub my eyes and I noticed that the print was still quite clear. I was amazed but pleased, because the reading lenses of my glasses weren't working that well for me anyway.

The next time I had an eye checkup I told the doc about this phenomenon and she told me it's not that uncommon for people who are very nearsighted to be able to read fine print. Something to do with the shape of the eyeball, I believe, and what you lose with one area -- not being able to see well far away -- you gain with another.

People are sometimes amazed when they see me take off my glasses to read, but I'm enjoying it. For example, I can read the almost faded out dates on old coins that The Wife can hardly see at all. And the tiny legends of roadmaps are no challenge for me at all.

Glasses have been a needed, but often unwelcome, aide for me for many years. I remember when I was in the sixth grade or so, I wondered why teacher's writings on the blackboard were so fuzzy. She ended up placing me in the front row, and that helped some, but not completely.

So, Mother took me to an eye doctor and it turned out that I was awfully nearsighted, even at that young age. But, boy, those glasses opened up a new world for me. I was pleased to learn that I could actually see individual leaves on trees. And the houses down the street were no longer a fuzzy blur.

When it came time to start driving, I was no danger to myself and others on the road, because I could really see all the other cars quite well.

But, being a youth in his early and mid-teens, there were times when the last thing I wanted was a pair of glasses on my face. And of course that was entirely about the existence of pretty girls. I was certain that glasses made me look ugly and nerdy.



So, if I took a date to a high school football game, I saw very little of it beyond a big green blur with tiny colored dots running around. I relied on crowd noises and cheering to get a sense of what was really going on in the game.

I loved to play softball and I played centerfield. Because there were usually a few "lookers" in the stands, I chose to play without my glasses. Well, it didn't take long to learn the shortcomings of that strategy.

I still remember one night game in which routine fly balls were dropping around me like, well, flies. My teammates were understandably miffed. "Come on, Darby, can't you catch those easy balls?" was one of their milder comments. I confessed to the guys that I can't catch what I can't see. Not wanting to wear glasses, I had made a spectacle of myself. (Sorry, dear reader, I couldn't resist that one.)

So the next game I put the team's needs over my vanity and wore my glasses in centerfield. I not only caught all the routine flies hit my way, but I launched a home run over the centerfield fence.

There was another time when I regretted my glasses. When I was older, I and a couple of buddies were sipping on some cold ones in a bar and some punks down the way started calling me four eyes. Since my group was badly outnumbered by the punks, I just sat there giving them dirty looks. There was compensation, however. The cute barmaid gave me and my friends a round on the house and the punks, realizing they weren't about to get any free beer of their own, left.

So, glasses have been a meaningful part of my life. I never even tried contact lenses, because

just the thought of having something foreign next to my eyeball, sent my eyes to watering. But glasses are better than they used to be.

It once was that with my severe nearsightedness, when glasses were still made out of glass, mine were so heavy they left little marks on the edges of my nose. And there was always the danger that they could get broken.

One time I was playing CYO basketball. I went up for a rebound and an opposing player's elbow caught the right lens of my glasses full on, shattering the glass and grinding it into my cheek about a half inch below my eye. Close call, huh?

But that wasn't all of the drama. As blood poured from my face, the coach called Mother and said I got hit and that my eye glass had popped out. Poor dear Mom thought he said my eye had popped out and she didn't learn better until she arrived at the hospital emergency room, where my cheek was being sewed up.

But today's glasses are much lighter, with plastic lens, and much safer also, thank goodness.

So, as I sit here, nearing the end of this column and wearing my special computer glasses that allow me to see the screen pinpoint sharp (the screen being too far away from my eyeballs to see unaided), I must admit that I'm glad to have enjoyed seeing the world clearly for most of my life. Even if I did shuck the glasses in the presence of teenage girls a long time ago.

Joe Darby, a former longtime West Bank resident and a newspaper reporter for more than 40 years, retired to Natchitoches, La., in 2006. He writes for the West Bank Beacon on experiences common to all of us, no matter where we live. He can be reached at jdarby9@suddenlink.net. ✴



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Contributing Writer

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Anyone who knows me knows that I am the type of person who loves the feel of a small diner. Everything from the food to the nostalgia of mid-20th Century Americana just does it for me. As much as I appreciate a big fancy restaurant and all of the bells and whistles that it entails, sometimes you just can't beat really good diner food. That's where LeBlanc's Restaurant comes in. Located at 136 Lafayette St., LeBlanc's serves up delicious breakfast and lunch Monday through Saturday in a fabulous space in Gretna.

I stopped in here for breakfast, eager to see what this lovely restaurant had to offer. I was immediately excited to see that ordering is really easy. The menu is on the wall and you just walk up and tell them what you would like. When I went, I was immediately greeted with a welcoming smile and I instantly felt right at home. I decided on the #1 breakfast which is eggs cooked to order, bacon or sausage, hash browns or grits and a biscuit or toast. I got my eggs over easy with bacon, hash browns and toast. I really liked that the coffee is readily available on the main floor, so that you can get it yourself and refill at will. After I ordered, I sat at one of the nice tables and waited for my meal. The restaurant is decorated with kitschy items from times gone by and the cloth table cloths add a nice "old school" feel to the entire experience.

My food came quickly via a nice waitress who made sure that I had everything that I needed. Now, I'm one of those people who can tell whether or not I will like a place by what kind of breakfast they serve and LeBlanc's did not disappoint. First of all, the servings here are huge! My eggs were cooked to perfection and the bacon was crispy and plentiful. My favorite

was probably the hash browns. They were Brabant style (diced) and there were so much of them that I could barely finish it all! Just a note: the toast is on the lighter side, so if you like your toast a little more on the "toasty", you might want to tell them so when you order. Other breakfast offerings include breakfast sandwiches, pancakes, cheese grits, oatmeal, and omelets. Breakfast is served Monday through Friday from 6:30 a.m. to 10:30 a.m. and Saturday 7:30 a.m. to 1:00 p.m.

If you are looking for a new lunch spot, look no further than LeBlanc's. They are happy to serve up daily lunch specials Monday through Friday from 10:30 a.m. to 3:00 p.m. You can stop in for different specials such as red beans and rice, hamburger steak with creamed potatoes, baked lasagna with salad, beef stew over rice with potato salad and fried catfish fillet with baked macaroni and potato salad, depending on the day. They are so generous with the specials, that there are honestly too many to list! LeBlanc's extensive lunch menu also includes a variety of sandwiches such as roast beef, meatball, hot sausage, hamburger, ham and cheese, BLT, as well as many others available on your choice of French bread, sliced or bun. If you are looking for something a bit less caloric, LeBlanc's offers grilled tuna salad, chef salad, grilled chicken salad and shrimp salad. You and your dining companions are sure to find something that you are sure to enjoy.

A place like LeBlanc's is a wonderful addition to Gretna. With good food and a friendly staff, they are sure to go far. I'm excited to stop in again for breakfast or try one of their delicious lunch offerings. Be sure to view their full menu at www.leblancsrestaurant.com. ✨

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New Expungement Law in Louisiana

By Joseph A. Marino, III

Effective August 1, 2014, a substantially new law regarding expungements of criminal arrests (Act 145) will go into effect. The changes include additional administrative fees, statutorily mandated forms for motions and judgments, new procedures for expunging felony and misdemeanor convictions, and limitations on the number of expungements.

The new law authorizes the clerks of courts across the state to charge an additional administrative fee of up to \$200.00, in addition to the existing fees collected for the Louisiana Bureau of Criminal Identification and Information, the sheriff and the district attorney, which total \$350.00. In Jefferson Parish, the clerk of court will be raising their administrative fee to the full \$200.00, meaning that it will cost \$550.00 to file a motion for expungement. If the arrest was for a DWI there is also an additional \$50.00 fee. The new law also provides that the filing fees are nonrefundable and "shall not be returned even if the court does not grant the motion for expungement."

Act 145 does retain the previous provisions for a waiver of filing fees in certain circumstances, such as an acquittal at trial, a dismissal by the district attorney along with the passing of the time limitations to prosecute or arrests that were never prosecuted within time limitations. In these cases the applicant must still obtain a certification from the district attorney verifying that the applicant does not have a felony conviction or no pending felony charges, and the applicant must not have participated in a pretrial diversion program.

One new and welcome change is the statutorily mandated forms to be used statewide. Having previously served on the committee to revise the



Jefferson Parish expungement forms, I know that almost every court in every Parish either used different forms or had no uniform form to use for a motion for expungement. The expungement forms are fairly straightforward, but I still do not believe that the general public will be able to understand how and where to locate all of the information requested for the forms and the clerks are not allowed to assist. If you couple this with the fact that the filing fees are not refundable I would generally not recommend that this be attempted without the assistance of a lawyer. These forms in Jefferson Parish will soon be online on the clerk of court's website. (www.jpclerkofcourt.us)

Act 145 creates a new way to get a felony and misdemeanor conviction off of a one's record. Before this new law, if a person served jail time for a criminal offense there was no mechanism to remove that conviction, no matter how much time passed with a clean record. Now there is a "cleansing period" of 10 years for a felony and 5 years for a misdemeanor, but not all crimes are eligible. (Felony offenses for any crimes of violence, sex offenses or criminal offenses against a victim who is a minor are excluded. Misdemeanor offenses involving a sex offense or a domestic abuse battery are also excluded.) The cleansing period is from the time the person completed any sentence or period of probation or parole. The person must not have been convicted of any other criminal offense during the time period and must not have any criminal charges pending. This new procedure applies to drug convictions that are possession and to possession with intent to distribute controlled substances, but does not apply to distribution offenses. The expungement of a record of arrest and conviction of a felony offense can only occur once during a fifteen year period.

It is a good change to allow people to clear an old conviction from their records. The Act actually acknowledges that the "inability to obtain an expungement can prevent certain individuals from obtaining gainful employment." Finally there is also a provision that prevents any person who is incarcerated in any correctional facility from filing a motion for expungement. This even includes arrests which did not result in a conviction.

Joseph A. Marino, III is a criminal defense attorney and Gretna City Councilman. He can be reached at (504) 362-0666 or through the website www.MarinoCriminalLaw.com ✨



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Look Beyond Crape Myrtles

By Dan Gill; LSU AgCenter Horticulturist

For the summer season, no flowering tree or shrub out-blooms the crape myrtle. This small tree packs a powerful punch of color over an amazingly long season. But other summer blooming large shrubs and small trees can do a lot to contribute to the summer display. Here are a few.

Vitex or chaste tree

In gardening, flowers that are called blue often have a slight lavender tint or may be bluish purple (true blue flowers are few and far between). Such is the case with vitex (*Vitex agnus-castus*). For about a month this deciduous large shrub or small tree produces showy 5- to 7-inch spikes of small lavender-blue flowers from late May through June. A second flush of flowers often appears in late July or early August.

Vitex is an attractive plant with star-shaped, aromatic leaves that are grayish green on top and gray underneath. The natural shape is shrubby, but with some judicious pruning over time, the plant can be trained into a delightful small tree. Mature height is about 10 to 15 feet with a spread of about 8 feet. Shoal Creek vitex is a Louisiana Super Plants selection.

Rose of Sharon or althea

The fact that althea, *Hibiscus syriacus*, is a species of hibiscus is fairly obvious if you look at the flowers carefully. Like crape myrtles, altheas have a very long blooming season and come in a variety of colors. Flowering generally begins in May or early June and continues through summer. Flower colors include white, pink, white with a red eye, lavender blue, purple and light red and may be single or double. Like so many other traditional Southern plants, althea is native to Asia (as are gardenia, azalea and crape myrtle, to name a few).

This plant is commonly grown as an upright, large shrub or multi-trunked, small tree and generally grows 8 to 12 feet tall and 4 to 6 feet wide. It is deciduous and, unlike the tropical hibiscus (*Hibiscus rosa-sinensis*, another great shrub for summer color), it is perfectly hardy throughout Louisiana.

Confederate rose

Another species of hibiscus that produces a long season of summer flowers is a type of Confederate rose (*Hibiscus mutabilis*). You may be familiar with the traditional double Confederate roses that bloom in the fall. Exquisitely beautiful, the flowers open white or pale pink and change to dark pink/light red by evening (the species name, *mutabilis*, means changing and refers to the changing flower color).

For summer blooms, however, you want the form called *Rubra*. This plant produces single, light-red flowers all summer from May to October. Like all Confederate roses, *Rubra* grows to be a large plant easily reaching 8 to 10 feet or more tall. Numerous shoots from the base give the plant a shrubby look. This plant drops its leaves in winter, and while it may be killed back slightly or to the ground depending on how cold the winter gets, it reliably regrows each year.

Whiteflies are a major pest along with the sooty mold they cause. One treatment of imidacloprid insecticide in the spring when they leaf out will prevent whiteflies all summer.

Oleander

What would summer in Louisiana be without our magnificent oleanders? These massive shrubs (10-12 feet tall and wide) produce masses of star-shaped flowers in shades of red, pink, white, peach, salmon and pale yellow. Dwarf oleanders reach about 5 feet by 5 feet and are available in pink and salmon colors.

If the winter is mild, blooming commences in April and occurs in several flushes through summer. Although typically grown as a shrub, their large size lends itself to pruning into tree form as well in milder areas of the state.

Oleanders are evergreen, drought tolerant and virtually care free. They are prone to the small, white oleander scale insect, but this pest rarely causes major problems. It can be controlled with a light horticultural oil (such as Summit Year-Round Spray Oil) if needed. Although a surprising number of ornamental plants are poisonous, oleander is particularly toxic and should never be used around children's play areas.

Magnolia

Little Gem magnolia is a dwarf mutation of the Southern magnolia (*Magnolia grandiflora*) that grows to be about 25 feet tall and 8 feet wide. This delightful tree has dark green, shiny foliage with rusty brown on the back. Fragrant, white flowers are produced from May through October. This tree is an excellent choice where a standard Southern magnolia would be too big.

There are still more summer blooming large shrubs and small trees to consider adding to your landscape, including angel's trumpets (*Brugmansia* and *Datura*, large, fragrant, trumpet-shaped flowers in mid- to late summer), harlequin glory bower (*Clerodendrum trichotomum*, a hardy small tree that produces clusters of wonderfully fragrant white flowers in July) and butterfly bush, *Buddleia*, a large-growing shrub with flower spikes in white, burgundy, pink and purple.

The above article was a press release from the LSU Agricultural Center. See the latest LSU AgCenter News at www.lsuagcenter.com. " ✨



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Guy Ralph McDonald
Contributing Writer

AUGUST: DOG DAYS OF SUMMER IN BAYOU LAND

Deja vu. How can an old salt describe the month of August as it relates to the outdoors? Chances are great, from a meteorological perspective, it'll be hot, humid, sticky, very little wind in the marsh and inside bays and it's the inside opening of the big white shrimp season. Generally, there are better yields in the crab traps set out in front of those who own camps. If one is lucky, a camp owner friend might give you a call and invite to his camp for the weekend. There will be some fun, but a lot of work too on camp maintenance.

"Whaddya want me to bring, Eddie?"

"If you can, Mac, bring 10 gallons of gas for the camp generator; and would you bring your 500 watt Honda generator as a spare? We'll have a lot of fans running. You know how hard it is to sleep without those things. By the way, fix a pot of your delicious red beans with sausage, and bring your sleeping bag, but zip it up. Ok? I'll do the rice and sausages."

"That's it?" I'd usually answer; "I would also detect the wheels rolling."

"Yeah, that's good, Killer; but you might also bring some of that orange wine you made last winter, a six pack of for the chef, extra ice . . ."

Wow! That's the scenario I'm familiar with. No problem with the equipment and food. After all, Ed had a lot of guests and he always counted on me to fill the food and gas larder and make a sneak drag for the night's fried shrimp menu. It is and was an exciting time to fish Barataria Bay for specks and flounder, crab and trawl. It's a "live off the land" kind of thing we guys love. But the Camaraderie with your outdoor brothers is really what we enjoy. One ear is always tuned to the weather channel to make sure a tropical storm is not building close to home; that was my specialty. If we have time, we will also tidy up our teal duck blinds for the upcoming Teal season in September. That's what the month of August means and has meant to me all through my years in the Louisiana outdoors. It's got to be love and respect for what we have here in south Louisiana.

HISTORICAL SIGNIFICANCE OF OUR AREA

The State of Louisiana is shaped like a modern days' Marine or Army soldier's unstrung combat boot contemporarily symbolizing shrimp fisher's white cutoff boots, "no strings attached". The State, so named, used the Brown Pelican as its state bird that had almost become extinct because of vanishing habitat. Preservationists from Texas, Louisiana, Mississippi and Florida, came to their aid by capturing mating pairs and bringing them to an ideal habitat in Florida. All these wonderful people gradually helped upgrade the Louisiana habitat and the brown pelican made a significant return to Barataria Bay and Mississippi Sound. They have made a comeback, but are still not out of the woods. That's what is so great about Gulf Coast States- coming together for mutual purposes. Nature was well served by these actions. God bless and thank all who participated in the comeback of those symbolic birds.

The *Pelican State* is renowned for its colorful scenery, rich history and fascinating folklore. Television and film crews seem to be always shooting this scene or that scene for major Hollywood and West Coast TV production companies: like Swamp Alligators farming in the wilds by real Cajun alligator harvesters, swamp scenes . . . Some people have even said south Louisiana and New Orleans and the southern part of the state is fast becoming a South Hollywood natural shooting. Real life people are filmed while they went about their daily routines. The writer admits Hollywood takes license to do their things. But it is all good for the real people who do *their* thing for the ecology of our marsh. The writer is amazed at the Hollywood license portions and even more for the scenes themselves. The camera people have this writer's admiration.



It is a place where fiercely independent bayou folk reside and work in harmony with nature. Rivaling the Bering Sea for its prolific seafood production, the Barataria Basin is a watery terrain shrouded in mystery, intrigue, and legend, called home by many who commute to their jobs each day. Bayou Land is a Mecca for thousands of tourists every year. Today, alligators—primitive descendants of prehistoric reptiles—glide through lazy freshwater passages named Bayou Coquille and Bayou Des Familles by the earliest white settlers more than two centuries ago. Superbly adapted to their shallow, watery environment, their long, leathery bodies and eyes protrude above the waterline intently searching for prey. Cottonmouth snakes, also known as water moccasins, silently slither along the water's surface, looking for small amphibians to sink their deadly fangs.

Bullfrogs, crickets, cicadas, katydids and other living creatures fill the deeper recesses of the swamp with eerie sounds as dusk descends upon this part of bayou land. Mosquitoes buzz through the air, seeking victims to suck the blood on which they feed. Nutria, raccoons, armadillos, opossums, marsh rabbits, whitetail deer, feral hogs, greater blue herons and other graceful aquatic birds roam the edges of the bayous foraging on the succulent leaves of swamp plants.

"This is an area blessed with great natural beauty during three of the year's four seasons. In the early spring, clusters of swamp irises dot the marsh with splashes of rich purple. In the summer and early fall, water hyacinths choke the bayous, creating a vast sea of lavender and providing sustenance for the swamp's creatures. The spongy aquatic plants do another valuable service: they act as filters for toxic urban runoff. In the late fall, the leaves of swamp maples, chinaberry trees and other trees turn red and gold creating a palette of color to rival that of the northern latitudes." Thanks for that quote, Dean Shapiro!

Winters as we know are generally mild in the greater Barataria Basin area, but the occasional Arctic front that sweeps down from the north acts as a vital function in the ecological scheme of the Basin. Saltwater from the Gulf of Mexico flows into the Intracoastal Waterway and the freshwater bayous and marsh ponds connected to it. This delicate mix of saltwater and freshwater provides a nursery ground for many marine creatures that inhabit the Gulf of Mexico. Combined, these gifts of nature allow the hardy breed of natives who live here to continue to follow the simple, uncomplicated lifestyle of their fisher/trapper forbearers: living off the land.

Over the past two millennia, humans have inhabited the wetlands of the Barataria Basin. Evidence of the earliest Native American settlers dates back between roughly 200 and 600 A.D.

Swamp-dwelling tribes left their signature on the land by building ceremonial middens, piles of clams, oyster shells and tribe refuse in which they buried their honored dead. Artifacts unearthed from these mounds of clam shells, dirt, and other refuse attest to how the primitive cultures lived and died. The archaeological evidence shows that they fished with reed traps, hunted with crude weapons, gathered wild edible plants, and even built durable water craft.

At some point in the 1700s, the Native Americans, mostly the Chitimacha and Ouachas tribes, suddenly vanished, leaving their ceremonial middens behind, and the swamps in almost the same pristine condition they found it. That legacy remains today in the Barataria Unit of Jean Lafitte National Historic Park and Refuge beginning near Crown Point. We can still see evidence of their presence.

HUNTING AND FISHING, HARVESTING ALLIGATORS IN THE MARSH

On my last trip to Lafitte, my heir apparent Daughter Jamie and I conducted a long interview with Chris Winters and Tina Smith his fiancée at their home in Lafitte. Jamie is a chip off the *old* block. She went on an alligator hunt with Chris and Tina last season and took some remarkable photographs on the alligator harvest. My editor may publish them in the West Bank Beacon. Bull Frog hunting will also be featured in the Beacon.

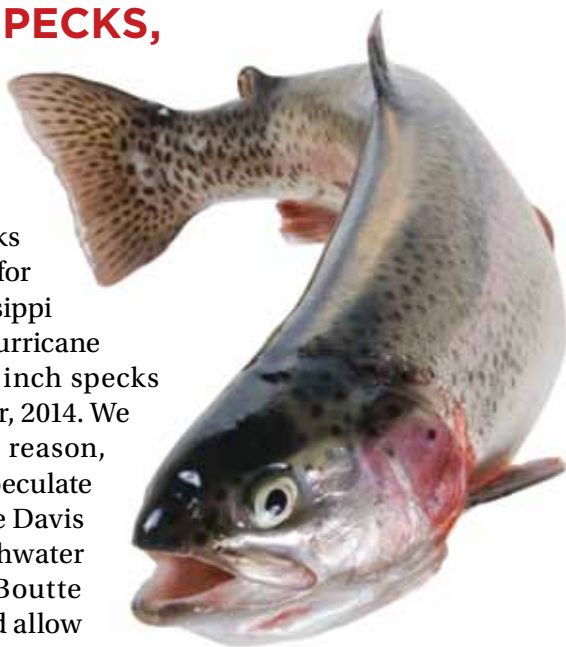
Chris and his business partners are general contractors when they are not popping caps on 10 foot alligators, mending skimmer nets ... Jamie and I accepted his invitation to go with him and his crew when the new alligator season opens and we will report on it.

THE JUVENILE SPECKS, REDS AND FLOUNDER

Most of the reports I've been getting seem to paint a not so good picture for specks that are 12-inches or smaller for this fall season. If the Mississippi River stage remains low (no hurricane flood tide) a lot of those 11 inch specks may be harvestable by winter, 2014. We don't specifically know the reason, biologically speaking. But I speculate that the shutting down of the Davis Pond Mississippi River Freshwater Diversion Project around Boutte has already paid off. It should allow the 3-7 percent salinities necessary to enter the brackish marsh system and help bring back brown shrimp to the estuaries where the juvenile specks, reds and flounder sustain life. Post larval brown shrimp has come back deep in our estuaries. With this comeback of brownies, I see an up-tick in most finfish growth and proliferation. Keppler's 3rd Law of Motion states: "For every action there is an equal but opposite reaction." Makes sense huh?

Have a great month, and I'll see you in the marsh, a cleaner marsh.

Please look for an ad in the Beacon coming up about my new book signings at Barnes and Noble, West Bank Expressway in Harvey. The latest book is *Alien New World Order*, "They are Here and Watching us." My other two novels, *The Artifacts* and *Prescription for Genocide* will also be featured. Thank you. ✨



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the onset of symptoms. Some common symptoms include excessive thirst, hunger and urination. The A1C test can help your doctor find and treat diabetes before complications occur, and it can detect pre-diabetes, which can delay or prevent type 2 diabetes from developing.

To schedule an appointment with a family doctor to get an A1C blood test, call 504.349.6824 and join us for our Diabetes Day Camp on Friday, November 7 from 9am to noon in the hospital auditorium.

For more information, go to www.wjmc.org. Click on patient services and then diabetes services.

Lisa Becnel, RN
Nurse Education Coordinator
WJMC Diabetes Treatment Center

Hospital Foundation Supports Many Programs at West Jeff

The generosity of individuals, families, corporations and our community as well as other philanthropic organizations helps the West Jefferson Hospital Foundation (WJHF) to provide assistance for many programs at West Jefferson Medical Center. Examples of recent support include the Care House for families of patients in Critical Care, the Cancer Center at West Jefferson Medical Center and its new Infusion Center, Cooking for A Cure Classes and Support Groups, and the Scales for Heart Failure Patients initiative. Since 2010, more than 2,600 nights of complimentary lodging have been provided in the Care House

which is located just a block away from the hospital. There are a number of convenient options for making a donation to West Jefferson through the Hospital Foundation.

The West Jefferson Hospital Foundation is an independent 501 (c) 3 non-profit organization governed by a community board of directors. WJHF appreciates contributions to support the mission, services and programs of West Jefferson Medical Center. Donations are tax-deductible to the full extent provided by law.

Jennifer Steel, RN
Executive Director, West Jefferson Hospital Foundation

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Other ways of giving: Other donations include legacy gifts, life insurance, sponsorships for our annual Family Fest and in-kind contributions. You may also wish to support the fundraising events of the Foundation to put your dollars to work to raise further funds for a

particular area or program. If your company or organization offers a contribution matching program, your human resource department or organization official will be able to assist you with its processes and to identify the documentation needed for a corporate match to your gift.

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Jennifer Steel, RN
Executive Director, West Jefferson Hospital Foundation

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World Breastfeeding Month



August is National Breastfeeding Month. Making the decision to breastfeed is a personal matter.

Many medical authorities, including the American Academy of Pediatrics (AAP), strongly recommends breastfeeding. But you and your baby are unique, and the decision is up to you. Here are some facts to help you decide.

Benefits to your baby, include: ideal nutrition – breast milk has a nearly perfect mix of vitamins, protein and fat – everything your baby needs to grow. Breast milk contains antibodies that will help your baby fight off viruses and bacteria.

For moms, the benefits include burning extra calories, which can help you lose pregnancy weight faster. Breastfeeding

also lowers your risk of breast cancer, ovarian cancer and may lower your risk of developing osteoporosis.

Experts recommend breastfeeding exclusively for 6 months. That means no formula, juice, or water. Even if you breastfeed less than that, it's better to do it... than not at all.

Speak with your doctor before starting to breastfeed.

For more information on breastfeeding or to join a breastfeeding support group, call the West Jefferson Family Birth Place at 504.349.6200.

Lila Luster-Stipe, RN BSN IBCLC
WJMC Lactation Consultant



Lila Luster-Stipe, RN and Farooq Abdulla, MD
International Board Certified Lactation Consultants



Dr. David Heitmeier
Contributing Writer

Back to School

DEVICE ADVICE

Eye exams are more important than ever as students spend more and more time staring at screens each day.

According to the AOA's American Eye-Q® survey, 85 percent of parents indicate their children use an electronic device up to four hours per day. In addition, 41 percent of children have their own smartphone or tablet, and 32 percent use both e-books and textbooks at school.

This may present vision challenges such as computer vision syndrome. So the AOA created the following infographic to help optometrists educate parents on safe use and signs of eye health issues.

For example, the AOA urges students to rest their eyes by following the 20-20-20 rule. When using technology, take a 20-second break every 20 minutes and view something 20 feet away. In addition, the AOA offers the following tips by grade level:

Preschool and Kindergarten: At home, little ones may play games on a tablet or smartphone, while

at school they learn early lessons about how to use a computer. The AOA suggests limiting tech time to two hours or less each day and increasing the font size to make it easier on eyes. During this stage, parents should be aware of physical signs of a potential vision problem.

Elementary School: At this age, children continue to use smartphones, play with portable gaming devices, and spend hours on computers at school and home. Encourage kids to use cell phones only for quick tasks such as texting, and to position all devices half an arm's length away from the eyes and slightly below eye level. Children should also take frequent breaks and move around or change positions often while working on a computer.

Middle and High School: With computers becoming a staple at school and for homework, along with increased smartphone usage, remind middle and high schoolers to position computers 20 to 28 inches away from their eyes, and to keep the top of the screen at eye level. When at home, kids should use ergonomic desk areas or



gaming chairs. To prevent glare on screens, use low-wattage light bulbs or drapes in the room. And adjust brightness or background color settings on digital devices to keep vision comfortable.

The preceding article, brought to you by Dr. David Heitmeier, was a news release from the American Optometrist Association. For further questions please contact Heitmeier, Armani, Langhetee and Cangelosi Medical and Surgical Eyecare at (504) 368-7081. ✨

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HOMEWORK FOR PARENTS

Your Child's Back-To-School Health Checklist



ADVANCING EMERGENCY CARE 

Summer fun is almost over for about 50 million American students. It's time to put away their swimsuits, dust off the book bags and head back to school soon.

To ensure that students of all ages go to class in the best possible health, the nation's emergency physicians are advising parents and guardians to do a little homework of their own and go through a back-to-school health check list.

"Nothing is more important than making sure your child's health is in check," said Dr. Andrew Sama, president of the American College of Emergency Physicians. "Make sure all of the necessary forms and information are organized and easily available to those who need it."

CHECKLIST:

✓ Organize your child's medical history records and emergency medical contact information. Provide copies of this information to your child's school and any day care providers with instructions to take it with them to the emergency department if your child is sick or injured. The form should include information related to prescription medications, medical problems, or previous surgeries as well as pertinent family history and emergency contacts. Free forms can be downloaded at <http://www.emergencycareforyou.org/EmergencyManual/MedicalForms/default.aspx>. An emergency information form is also available for children with special needs. Complete a consent-to-treat form and give copies to the school nurse and any day care providers to keep in your child's record and to take with them if your child should need to go to the emergency department. The form will allow caregivers to authorize medical treatment.

- ✓ Coordinate with the school nurse and your child's physician to develop action plans for any health issues, such as asthma or food allergies. Communicate these plans to all appropriate care givers.
- ✓ Schedule medical and dental check-ups before school starts. Some children will need immunizations. Consider vision and hearing tests, since impairment can adversely affect learning. Consider a sports check-up if your child will be playing in sports.
- ✓ Review and do a dry run with your child of his or her route to school, explaining potential hazards along the way. If your child walks to school, make sure he or she understands potential traffic dangers.
- ✓ If your child takes the bus, establish a safe, visible pick up/drop off spot, preferably with a group of children and in an area where they can be clearly seen by adults. If your child drives to school, make sure he or she obeys all laws and wear seatbelts.
- ✓ Make sure your children know how to telephone for help. Post emergency contact numbers by every telephone in your home. Have them practice how to call 911 or the local emergency number and give their names address and a brief description of the problem.

Develop a family emergency plan in case something happens on the way to (or from) and while at school. Be aware of the emergency and evacuation plans for your children's schools. ✨

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Prevention of Heat Related Illness in Young Athletes

By Edmund Kenneth Kerut, MD, FACC; West Jefferson Heart Clinic of Louisiana

Athletic associated heat related illness is common in Louisiana, with children and adolescents at higher risk than adults. Over 9,000 cases in the United States occur each year, with the highest rate among football players (10x that of other sports), occurring mostly in the month of August.

RISK FACTORS FOR HEAT RELATED ILLNESS

Young athletes do not adapt to extreme temperatures as effectively as do adults and are more susceptible to heat related illness as a result of:

1. A greater body surface area to mass ratio (increased heat gain hot day and increased heat loss cold day);
2. Greater metabolic heat/unit body mass;
3. Lower sweating capacity and subsequently reduced dissipation of body heat (air temp > 95° F);
4. Failure to “feel” the need to replenish fluid loss;
5. A higher core body temperature for a given level of reduced hydration

The extent to which the body is affected by the environment is termed “heat stress”, and is due in large part to humidity, followed by solar radiation and air temperature. The “heat index”, a measure of temperature and humidity, is most often used in determination of risk of heat illness. For a specific locale, the heat index may be obtained from a free mobile phone APP “OSHA Heat Safety Tool” or at the following web address: http://www.hpc.ncep.noaa.gov/heat_index_MAX.shtml

For example, an air temperature of 86° F and relative humidity of 50% would be equivalent to a heat index of 88° F. In a similar way, an air temperature of 86° F and relative humidity of 90% would be a heat index of 105° F. In this example, the body must sweat as much to rid extra heat as a dry desert at 105° F. From this it is evident that the core body temperature increases quickly in a humid environment due to an inability to dissipate heat.

Lack of heat acclimatization increases an athlete’s risk for heat related illness. It is a process through which the body deals with being introduced to a hot environment. After 5-10 days of exposure to a warm environment, the sodium concentration in sweat will decrease. Sweat rate will increase after 10-14 days. Generally, children and adolescents become acclimatized slower than adults. Youth need 8 – 10 (30-45 min each) exposures to a hot climate (one/day or every other day). Intensity and duration of exercise should gradually increase over 10-14 days.

SIGNS OF HEAT RELATED ILLNESS

Thirst is not a reliable indicator of hydration. An athlete may lose 5-10% body weight before feeling “thirsty”. In an attempt to maintain the same level of intensity, the athlete will “work harder” than other competitors. A fluid loss of 2% (1.5 liter in a 155 lb. athlete) will affect athletic performance.

As dehydration progresses risk of heat related illness increases. Dehydration and an increased heat index will significantly shorten the time to exhaustion.

Heat related illness progress from heat cramps to heat exhaustion, and if it progresses to heat stroke, the most serious and deadly form. Heat and dehydration related symptoms, however, are not always “additive” and do not occur necessarily in progression.

Signs of heat related illness include: irritability, decreased performance, fatigue and weakness, headache, muscle cramping, dark yellow urine / low urine volume, lightheaded feeling / dizzy, and difficult paying attention.

Athletes should be removed from competition and treated immediately with removal of clothing or equipment, rest in a cool place and provided fluids – sports drink with electrolytes.

PREVENTION OF HEAT RELATED ILLNESS

Clothing

Suggestions for clothing include:

- Lightweight, light-colored, loose-fitting
- Loose-wicking “breathable” one layer garment
- Breathable socks
- Light color hat
- Sun block SPF ≥ 15
- Replace sweat-saturated garments with dry garments
- Avoidance of “rubberized” sweat suits
- Wet cold towels

Monitoring Urine Color

Athletes should be fully hydrated before exercise. They should learn to recognize urine color as a sign of hydration status. A light/clear or lemonade color indicates proper hydration, but yellow or apple juice color indicates dehydration.

Proper Hydration

Many young athletes are chronically, inadequately hydrated. An athlete’s fluid requirements are generally about 0.5 – 1.0 liter/day above normal “baseline” requirements for youth. General fluid guidelines for normal hydration are:

Normal Baseline Fluid Guidelines

| Age/Sex | Daily Fluid Need |
|---------------------|------------------|
| 4-8 yrs. boys/girls | 5 cups (1.2 L) |
| 9-13 yrs. boys | 8 cups (1.8 L) |
| 9-13 yrs. girls | 7 cups (1.7 L) |
| 14-18 yrs. boys | 11 cups (2.6 L) |
| 14-18 yrs. girls | 8 cups (1.8 L) |

There is no benefit of sports drinks over water when exercising for less than one hour. Non-carbonated, lightly sweetened and flavored drinks with electrolytes are preferred, as the athlete may drink more. Beverages should be preferably cool, in general about 50-59°F.

Drinks to avoid include fruit juices (high sugar content with subsequent slow fluid absorption and cramps), caffeinated beverages (diuretic effect), carbonated drinks (less volume intake from stomach fullness), energy drinks (caffeine and high sugar content), and alcohol.

The National Athletic Trainers’ Association (NATA) recommends adequate hydration beginning 4 hours prior to exercise and heat exposure. In general 5-7 ml/kg body weight (12 – 20 oz. fluid) of fluids is recommended. ✨



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Global Commerce & Services Graduates from JEDCO's Business Incubator Program



The Jefferson Parish Economic Development Commission (JEDCO) recently announced the graduation of Global Commerce & Services from the Business Innovation Center, the organization's business incubator program. Pioneered by founder Joaneane Smith, this award-winning information technology company has experienced growth in revenue and employment for four years in a row.

Global Commerce & Services is a local company with a national reach. It has proven itself as a leader in information technology services, working with a variety of national clients, including the U.S. Department of Agriculture, Department of Navy, Department of Army, the Business Transformation Agency and the Defense Information Systems Agency.

Smith, the president and CEO of the company, has been recognized on numerous occasions for her work in the IT industry. She was awarded the 2010 and 2011 USDA Office of Procurement and Property Management Hubzone Contractor of the Year. Smith was also named the 2011 SBA District Minority Small Business Person of the Year - Louisiana District. Smith was featured on "Inside Business," a live broadcast that focuses on emerging small business concerns and in 2013, she participated in a Washington D.C. Senate hearing to discuss how the government furlough affected her company. Smith is a graduate of the Goldman Sachs 10,000 Small Businesses Program at Delgado Community College.

Global Commerce & Services will stay in Jefferson Parish, locating to a new office space off of Manhattan Boulevard on the West Bank. In the new location, the company will continue to grow and service a vast array of clients, both locally and on a national level.

The Business Innovation Center is located at the Churchill Technology and Business Park in Avondale. Designed to connect entrepreneurs with the resources they need to help transform ideas into viable business ventures, the Business Innovation Center offers below-market rate office space and a wide range of tools to help companies get started. Offices come equipped with office furniture, telephone service, wireless Internet, copy and fax machine, conference rooms, video conference capabilities, Smartboard technology and 24/7 secure access.

For more information about the business incubator program, visit JEDCO's website at www.jedco.org or call 875-3908. ✨

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DENISE REHM of Butler Elementary Named Louisiana Principal of the Year

The Louisiana Department of Education (LDOE) has named Denise Rehm, principal of Joshua Butler Elementary School in Westwego, as the 2015 Louisiana Principal of the Year during the 8th annual Cecil J. Picard Educator Excellence Symposium in Baton Rouge. The annual event honors the most exceptional educators from local school systems throughout the state.



"JPPSS is so very proud of Mrs. Rehm and congratulates her for being honored as this year's top principal in Louisiana," said Superintendent Dr. James Meza, Jr. "She is being recognized for her leadership, vision, and innovation that she brings to her staff and students at Butler."

"Words cannot express the feelings that I have being named the 2015 State Principal of the Year," said Denise Rehm, principal at Joshua Butler Elementary. "This recognition is a direct reflection of my faculty, students, community members, and my family. I truly believe you are only as good as those people who are around you."

Rehm has been the principal at Butler since 2009; she also served as the school's assistant principal for two years prior to her appointment as principal. Under Rehm's leadership, Butler has improved from a "D" school in 2011-12 to a "B" school in 2012-13. Butler was also named a Top Gains School.

In February, Superintendent Meza recognized Rehm as the district's Principal of the Year. In May, Rehm was named a 2015 Principal of the Year finalist by the Louisiana Department of Education. ✨

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Drainage Projects Progress on Belle Chasse Highway

Plaquemines Parish is currently undergoing construction related to drainage in the Belle Chasse area. The drainage project is a continuation of a previous project from Highway 23 just south of the Belle Chasse Bridge to the intersection of Highway 23 and Avenue B.

The drainage construction begins at the intersection of Highway 23 and Avenue B and it proceeds south to the intersection of Highway 23 and Apricot St. This project began in May and is expected to be completed in mid-August. The total cost for the overall construction project is \$347,000, with \$277,000 coming from federal funds and \$70,000 coming from state funds.

The scope of the previous project was to convert the existing catch basins drains by replacing the tops. The contract cost for the previous project was approximately \$210,000. Resurfacing of over 5.6 miles of existing roadway with asphaltic concrete, surface prep, overlay and related work on the southbound portion of the four-lane divided highway also took place.

The project was designed to improve operator efficiency and drainage along this major industrial corridor, which doubles as the primary evacuation route during emergencies. The project was completed in April 2012.

"Improved drainage is key to this area in Belle Chasse in order to ensure that the area is easily accessible to those coming from all areas of the parish," said President Nungesser. "By using this road as a key evacuation route it is necessary to make sure drains are working in full force before any type of storm would hit in Plaquemines."



As the highway was overlaid with the new asphalt it limited the drainage in the area. By installing these new drains it will allow Highway 23 to drain properly so that it can serve the community for its intended purpose during all types of weather, even the most severe. ✨

Coastal Impact Assistance Program Projects in Plaquemines

The Coastal Impact Assistance Program (CIAP) provides federal grant funds derived from federal offshore lease revenues to oil producing states for conservation, protection, or restoration of coastal areas including wetlands.

The state of Louisiana has a specific amount of funding from CIAP. Plaquemines Parish has completed all of its CIAP projects thus far. CIAP is a federal program where the parish government can receive grant funds for coastal projects. These federal grant funds must be used to directly benefit the authorized use to conserve, restore, enhance and protect the coast.

The following projects were completed in Plaquemines Parish: Fringe Marsh Repair, Jump Basin Dredging and Marsh Creation, Tidewater Road Flood Protection and the Update of the Plaquemines Coastal Management Plan.

"We want to thank all the people involved in the completion of these coastal restoration projects. This team has done a great job in order to ensure protection for coastal Louisiana is a top priority," said Plaquemines Parish President Billy Nungesser. "Flood protection in Plaquemines is getting better not worse every year, this is something to truly celebrate thanks to these constant efforts for coastal restoration." ✨

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Seated on 2nd row from left are: Marcy Gomez, Monafae Meyers, Shirley DeSalvo, Joye Duhe, Maedora Langford, June Olano, Joyce Landry, Jewel Albarado, Jane Burke and Natalie LeBlanc

Standing in the back row from left are: Joyce Caere, Kathleen Shields, Joe Comella, Comila Overby, Ed Vinet, Kay Delaune, Ann Badeaux, Betty Fauchaux, Annie Knobloch, Inez McKneely, Jane Marchese, Doris Reese, Virginia Ford, Gary Vedros (Special Programs Supervisor), Carolyn Schneider and Nola St. ✨

Marrero Harvey Senior Center BIRTHDAYS



Birthdays recently celebrated at the Marrero Harvey Senior Center, included:

Front Row (L-R) Ann Badeaux, Mary Hebert, Myrna Grice, Betty Duhon, Peggy Matherne, June Hall, Sandra Appleberry, Camille Richoux, Jean Rahn

Back Row (L-R) Pat Landry, Patsy Mcfarlain, Clarence Toca,
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| 10:30 P.M. | ITALIAN AMERICAN | WESTBANK OPTIMIST | KREWE OF CHOCTAW | WESTBANK ROTARY |  | GERMAN AMERICAN | GERMAN AMERICAN |
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Theta Golden Agers Travel To The Capitol



Last month, the Jefferson Parish Sheriff's Office furnished a bus that transported 19 Golden agers to see the state capitol in Baton Rouge. The officers present were Patrick Smith, Damon Johnson, Kent Wolkart and Joe Dileo.

Organizers said that the group had a great time, and wished to thank the sheriff's office for facilitating the trip. ✨

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Jefferson Chamber to Host 15th Annual Golf Classic



The Jefferson Chamber of Commerce will host the 15th Annual Golf Classic, presented by Mass Mutual Financial Group, on Thursday, September 18th at TPC Louisiana. As a prominent and well-attended Jefferson Parish event, the annual Golf Classic provides players the opportunity to enjoy a day on the links with business colleagues, clients or prospects, and network with Jefferson Chamber leadership, board members and key decision makers in the community.

"It's a great opportunity as we launch our West Bank initiative, to take our golf tournament to one of the premier golf courses in the state, which happens to be on the West Bank of Jefferson Parish," said Jefferson Chamber President, Todd Murphy.

Proceeds from the event support the business organization's efforts in public policy advocacy and quality of life initiatives. Tickets are now on sale and can be purchased at www.jeffersonchamber.org or by calling 835-3880. ✨

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GOVERNOR JINDAL ANNOUNCES

Appointments to the Lafitte Area Independent Levee District

In July, Governor Bobby Jindal announced appointments to the Lafitte Area Independent Levee District.

The Lafitte Independent Levee District is a political subdivision of the state organized for the purpose and charged with the duty of constructing and maintaining levees, and all other things incidental within its territorial limits. The Lafitte Area Independent Levee District territory surrounds Jean Lafitte which was part of the West Jefferson Levee District. The law provides for governance of the district by a five-member board appointed by the governor from a list of nominees submitted by the governing authority of Jean Lafitte and the legislative delegation from the area.

Appointments to the Lafitte Area Independent Levee District:

Clarence Guidry Jr., of Lafitte, has been a fitter and welder at Midship Marine for the past 20 years. Guidry previously served as Commissioner of the West Jefferson Levee District. Guidry will be appointed to serve as a member nominated by the governing authority of Jean Lafitte and the legislative delegation from the area, as required by statute.

Randy Reynon, of Crown Point, is a Shop Foreman at NREC Power Systems. Reynon will be appointed to serve as a legislator's nominee, as required by statute. ✨

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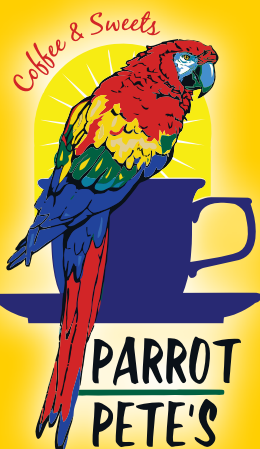


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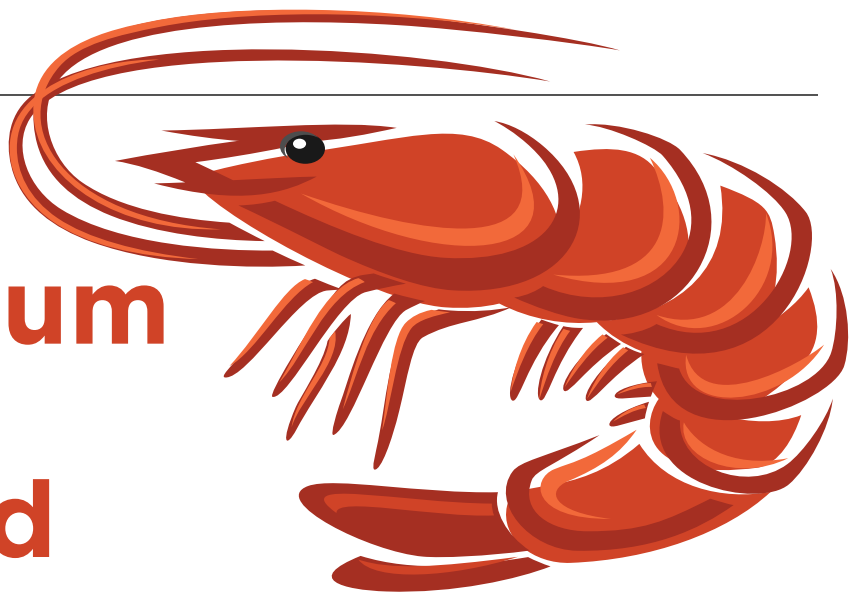
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The 79th Annual Shrimp and Petroleum Festival Slated for Labor Day Weekend



Louisiana's oldest chartered harvest festival is scheduled to celebrate 79 years of tradition and family fun, this upcoming Labor Day Weekend, August 28th - September 1st, 2014.

The Louisiana Shrimp & Petroleum Festival will be held in Morgan City, only 90 miles from New Orleans, Baton Rouge and Lafayette. Most festivities are held within the beautiful Downtown Historic District and are free to the general public. Great food, continuous free live music, traditional events, children's activities and new events will highlight this five-day extravaganza.

The 51st Labor Day Art Show & Sale will start on Wednesday, August 27th and continue through Thursday, September 20th, located downtown at the Everett Street Gallery. Hours to view the exhibit will be daily during the festival from 11 a.m. to 5 p.m.

Thursday, August 28th; the official ribbon cutting will open the festival at 5:00 p.m. on Second Street under the US Highway 90 Bridge. Also, on Thursday, The Mitchell Brothers Carnival rides and games will begin at 5 p.m. and continue through Monday at 9 pm. Bracelets will be offered Thursday, August 28th from 5 to 9 p.m., and Monday, September 1st from 12 noon to 4 p.m. and 5 to 9 p.m. Bracelets are \$25.00 each.

Indulge your taste buds and satisfy your appetite at the 26th Annual Cajun Culinary Classic, a showcase of local "home style" cooking featuring delicious Cajun & Creole dishes, as well as a variety of desserts and other cuisines. The Cajun Culinary Classic is open 5 p.m. to 11 p.m. Friday, 12 noon to 11 p.m. Saturday & Sunday, and 12 noon to 9 p.m. Monday. Local non-profit groups and civic organizations benefit from the proceeds.

The 37th Traditional Arts & Crafts Show & Sale will open on Friday, August 29th at 5 p.m. under the US Highway 90 Bridge and continue through Monday, September 1st at 9 pm. The event features over 100 artists and crafters from south Louisiana with unique merchandise and artistic masterpieces.

Children's Day activities will begin with children's field & game events Saturday, August 30th at 9 a.m. Children of all ages can participate in sack races, three legged races and more. Professional storytellers will entertain kids as well as their parents with their wonderful stories after the field and games events. The Children's Day Mini Street Parade will begin at 11 a.m. also on Saturday. Decorated bicycles, wagons, strollers and four wheelers are welcome to participate. The Children's Day King and Queen will officially open the Children's Village with a ribbon-cutting ceremony on Saturday, August 30th at 11:30 a.m. The Children's Village is a magical play land featuring games, prizes, face-painting, and more. The Children's Village will be open Saturday and Sunday at 11 a.m.

Downtown comes alive with continuous free live music performed at the Heritage Music Stage. The festival will feature bright, upcoming artists from the area, as well as hometown legends. The music line up for this year will include: Friday, August 29th, 5 p.m. - Tommy G & Stormy Weather, 7 p.m. - Drunk Punch Ponies, 9 pm - Supercharger; Saturday, August 30th, 1:30 p.m. - At Fault, 4 pm - Velvet Sky, 6:30 p.m. - Snapper & The Fishsticks, & 9 pm Voodoo Gumbo; Sunday, August 31st, 1:30 p.m. - Chubby Carrier, 4 pm - Brashear/Bogue, 6:30 p.m. - Frontiers, & 9 p.m. - Mojeaux; Monday, September 1st, 1 p.m.- Amanda Shaw, 3 p.m. - South 70, 5 pm - Hal Bruni Band, & 7 p.m. - Kevin Naquin & the Ossun Playboys.

There will be many special events throughout the weekend. A Cultural & Heritage Expo will be on display next to the festival office from Friday

through Monday 11 a.m. to 5 p.m. There will be a NSA Softball Tournament at Kemper Williams Park starting Friday at 6:30 p.m., and continuing Saturday morning at 8 a.m. Cypress Corvette Club Open Car Show will take place on Saturday from 8 a.m. to 3 p.m. at M.D. Shannon Elementary. Also, Saturday, Doiron's Bass Tournament will begin at daylight. A 5K Fun Run/Walk will begin 8 a.m. on Saturday. The Gospel Stage will also open on Saturday at M.D. Shannon Elementary, 409 Brashear Avenue, at 3 p.m., and again on Sunday at 3 p.m.

Traditional activities on Sunday will take place starting with Mass in the Park. The community will give thanks for its blessings at Mass in the Park at 8:30 a.m. Sunday, August 31st, and will be celebrated under the oaks in Lawrence Park. Everyone is invited to attend. The Historic Blessing of the Fleet will begin at 10 a.m. on the Atchafalaya River, followed by the water parade, which features decorated shrimp boats, pleasure crafts, offshore supply boats and some of the biggest "muscle" boats of the offshore industry including supply boats, crew boats and tugboats. A Certificate of Blessing and a prayer card of St. Brendan the Navigator, patron Saint of Seafarers will be presented to each participant. The Street Parade will begin at the corner of Second & Onstead Streets at 3 p.m. featuring past and present royalty along with this year's maids and their pages, and visiting queens from various festivals throughout the state. Fireworks on the River will begin at 9 p.m. Sunday evening. Grab a spot in Lawrence Park, along the seawall or old Morgan City/Berwick Bridge and enjoy the firework spectacular.

The festival began in 1936 when the placid port of Morgan City and Berwick received the first boatload of jumbo shrimp, fresh from the deepest Gulf waters. The festival became the Louisiana Shrimp & Petroleum Festival in 1967, when the oil industry was firmly implanted into the local economy.

The festival has grown to become one of the state's premiere festivals. The festival was voted Festival of the Year in Division III for the past nine years and by the Louisiana Association of Fairs and Festivals, a top 100 American Bus Association event, and a top 20 Southeast Tourism Society event. In July of 1991 Time magazine described the festival as "...the best, the most unusual, the most down-home, the most moving and the most fun that the country has to offer."

For more information, contact the festival office at (985) 385-0703, or visit the festival's web site at www.shrimppetroleum.org. For a festival schedule, contact the Cajun Coast Visitors & Convention Bureau at (800) 256-2931 or the festival office at the above number. ✨



Red Knights Plan Fundraiser for Firefighters' Families

Red Knights Motorcycle Club Louisiana Chapter 1 is planning its annual fundraiser to benefit families of firefighters. It commemorates the firefighters killed in the September 11, 2001 attack upon the United States.

This year, the Poker-Run event takes place on Saturday, September 13. Participants will register and begin at the Westwego Farmer's Market, 484 Sala Avenue, at 9:00 a.m. Stops this year include St. Rose VFD, New Orleans Harley, The Kamp and Stevie Ray's and Transportation Revolution in NOLA Motor Sports Park.

A memorial and celebration begins at noon, with free admission, and will include music by DJ "Johnny B" from noon to 2:30 p.m. and Ryan Foret and the Foret Tradition from 2:30 – 5:30 p.m. Also featured will be an array of vendors, prizes, food and drink, an auction, collectible pins and more. At 4:00 p.m., a fire truck and motorcycle parade will arrive at the Westwego Farmer's Market.

For those who can't wait for September 13 to be a part of the fun, a kick-off party will be held on Saturday, August 3, from 4:00 – 8:00 p.m. at The Kamp in Harahan. That event will feature music by Trix.

There are six Louisiana chapters of the Red Knights, all affiliated with the Red Knights International Firefighters Motorcycle Club. Their mission is to promote motorcycle safety, to project a positive image of motorcycling, to enjoy the fraternity of firefighters, and to engage in social, charitable and educational activities. Louisiana Chapter 1 was established in 2000 and is a non-profit organization.

For more information on the event, consult the group's web site at www.redknightsla.com. ✨

Gulf Coast Bank & Trust Company's Auctions in August

Gulf Coast Bank & Trust Company is currently organizing their 7th Annual Auctions in August event.

Auctions in August is a silent auction hosted and facilitated by Gulf Coast Bank at each of their 17 branches during the entire month of August. Over the past six years, Gulf Coast Bank's Auctions in August has raised over \$500,000 for more than 350 local, state-wide and national non-profits.

Individuals, businesses, and non-profits are encouraged to donate items to benefit a non-profit of their choosing. The non-profit that is chosen will receive 100% of the proceeds collected. To obtain a donation form, please visit www.auctionsinaugust.com.

Items will be available starting August 1, 2014 for bidding at each of the 17 branches as well as online at www.auctionsinaugust.com. ✨



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The Gretna Economic Development Association invites you to Explore Downtown Gretna

August Calendar

- 5 - GEDA Meeting 6:30pm
- 6 - JP Council Meeting 10am WB
- 13 - Gretna City Council Meeting 5:30pm
- 27 - Council Capital Outlay Review 5:30pm
- 2, 9, 16, 23 & 30 - Gretna Farmers Market

Current Events



SAVE THE DATES:
Gretna Heritage Festival
October 3-5



Please support our GEDA Business Members:

LeGrand The Florist
537 Huey P. Long Ave
504-362-5757

Leithman-LeBouef Insurance
1025 Franklin Street
504-367-7777

American Legion Post #64
2301 Belle Chasse Hwy
504-361-5132

Metro Cleaners
301 Sixth Street
504-365-0291

Szabo's Party Supply
1704 Franklin Ave
504-367-1156

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