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JEDCO & Jefferson Chamber Launch New Business Seminar Series

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

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

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

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

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

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

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

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

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

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About JEDCO: [The Jefferson Parish Economic Development Commission \(JEDCO\)](#) is an independent, yet complementary arm of Jefferson Parish government with the main objective of attracting, growing and creating new business in our area. JEDCO’s mission is to proactively influence the economy through the retention and creation of quality jobs, entrepreneurship and investment in Jefferson Parish. Located in the growing [Churchill Technology and Business Park](#), JEDCO is home to a [business incubator](#) and it also runs a state-of-the-art [Conference Center](#). For more information, visit www.jedco.org and follow us on [Facebook](#), [Twitter](#) & [LinkedIn](#).

About the Jefferson Chamber: The [Jefferson Chamber](#) is a leading voice for Jefferson Parish’s business community. As a non-profit, membership-driven organization, the Chamber is an effective advocate for small and large businesses at the local, state and federal levels. The Chamber’s mission is to work for the advancement of the business community; to enhance the economic, civic and cultural environment; and to improve the quality of life in Jefferson Parish. The Jefferson Chamber is Four-Star Accredited by the U.S. Chamber of Commerce and was awarded the 2013 Chamber of the Year Award by the Louisiana Association of Chamber of Commerce Executives in the Large Chamber Category.

For more information about the Jefferson Chamber, visit www.jeffersonchamber.org, and follow on [Facebook](#), Twitter [@jeffersoncoc](#), and [YouTube](#).

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