More than $1 billion invested in Capital Region transportation infrastructure

- New capacity improvements
- Improving existing corridors
- Constructing community enhancement road projects

MILLENNAL HUB | SIX MAJOR WINS | 2019 LEGISLATIVE PRIORITIES
“YOU CAN’T SEE the forest for the trees.” If you misuse this phrase or avoid it entirely, don’t feel bad. You’re not alone.

And you wouldn’t be alone in the Baton Rouge Area if you saw the trees but not the forest this January. Many of us began the year feeling concerned for the region’s business climate. Right out of the gate, three companies announced layoffs in the span of five days, and then ExxonMobil, our largest manufacturer and taxpayer, got snubbed by the East Baton Rouge Parish School Board over an expansion incentive.

I spent a great deal of the first part of this year telling our business community: Let’s all try to see the forest for the trees. So what’s the forest? Consider these points:

• The economy in 2018 continued to add jobs and reached a record high for non-farm employment.
• The Baton Rouge Area is showing a faster rate of per capita income growth than Louisiana, our peer cities, and the nation.
• Over 2,600 direct, permanent jobs have been announced through economic development projects in the region since 2016, including more than 1,000 jobs from projects in the last year alone.
• BRAC advocated for transportation, and last year we saw major investments to address traffic congestion in the Baton Rouge Area—at the largest level in decades—with approved dollars of $1.5 billion dedicated for actual construction. Read more about that in our cover story on page 8.
• BRAC helped secure over 70 (positive!) national media stories that mention or feature Baton Rouge and its assets since mid-2017.
• The Baton Rouge Area is enjoying a net in-migration of people at faster rates than many of our peer cities, supported in part by BRAC’s talent development and marketing strategy.
• Efforts to clean up the appearance of the Baton Rouge Area are gaining traction, and BRAC developed a strategic framework last year for East Baton Rouge that should drive systemic changes in maintenance and development functions in parish public works. Read more about fighting blight on page 6.
• BRAC and others championed career education, and now we are seeing schools like the Career Technical Education Center (CTEC), which opened last August, putting a greater emphasis on career tracks that don’t require a four-year degree.

Seeing the forest clearly means seeing that progress and transformation are happening across the Baton Rouge Area at more rapid rates than we typically comprehend. That progress is real, yet sometimes hard to discern day to day. Change is being driven by bold business leadership, which is why we dedicate our service to all of you, who believe so much in the good that can come from businesses taking action.

Enjoy the issue!

ADAM KNAPP
President and CEO
Baton Rouge Area Chamber
STUDENTS WILL GRADUATE from regional schools next month, offering the Capital Region a new set of young and talented workers and entrepreneurs. It’s important to take stock of young workforce talent in the region to understand the challenges that our community and its companies face in recruiting and retaining this Millennial generation. In Brookings’ 2018 whitepaper, “Metro Millennials: A Demographic Bridge to America’s Diverse Future,” researchers looked at nationwide trends for Millennials, those born between 1981 and 1997.

The results for Baton Rouge are promising: in the Brookings study, Baton Rouge ranked tenth in the nation for share of Millennials (26.1% of the total population).

There are common traits among the top 10 metro areas, including status as a state capital and home to a large public university. The areas include Austin (27.2%), Madison (26.8%), and Colorado Springs (26.4%). Cities with the lowest share of Millennials have large retirement communities or are former manufacturing hubs: cities in Florida, or places like Youngstown (19.9%) and Scranton (21.2%).

The fact that the Capital Region has such a large base of young talent is heartening; the question then becomes how we retain that talent. According to the Brookings report, this generation has more diversity, higher college degree attainment, and lower marriage rates than Baby Boomers and Generation X. This finding was verified and expanded upon in a Pew Research study from 2019, which also found that Millennials tend to migrate less than previous generations. This finding is key, as education attainment has historically been linked to geographic mobility.

The fact that the Capital Region is a nationwide leader in per capita Millennial talent—and that this talent is less likely to move as young adults than were Generation Xers and Boomers at the same ages—is great news for companies in the area, and a strong pitch for companies nationwide looking to open new facilities.

Andrew Fitzgerald
Senior Director, Business Intelligence
Fitzgerald focuses on research and analysis for BRAC’s business development and economic competitiveness teams.

OUR ECONOMY
REGIONAL ECONOMY
BY THE NUMBERS:
BATON ROUGE MILLENNIALS

THE BUSINESS DEVELOPMENT team experienced a successful first quarter, with a total of six project wins to start the year.
The three announced projects—In Loving Arms, a pediatric daycare center for children with unique needs; the ExxonMobil Polyolefins Plant expansion; and an expansion at Stupp Corp.—were responsible for a combined 201 new jobs, $13.1 million in payroll and over $723 million in capital expenditure.
The two confidential projects yielded 25 new jobs, $3.7 million in payroll and $18 million in capital expenditure.

In Loving Arms Pediatric is moving its facility to an expanded footprint at Harding Boulevard, which will provide greater access for more clients—particularly those located in the northern part of East Baton Rouge Parish. The center will continue to act as a training site for the Southern University School of Nursing, Baton Rouge Community College, and Delta College.
The ExxonMobil Expansion is part of ExxonMobil’s $20 billion Growing the Gulf initiative and is a hard-fought win for our region. Stupp Corp.’s investment of $22 million will upgrade its two steel pipe manufacturing plants in Baton Rouge.

Rowan Knight
Business Development and Sites Coordinator
Knight supports the efforts of the business development team and oversees the management of BRAC’s certified sites program.

#BRACfact
BRAC HAS SEVERAL PROGRAMS AND INITIATIVES TARGETED AT RETAINING TOP TALENT. LEARN MORE AT BRAC.ORG/TALENT

IN Q1
SIX MAJOR WINS IN Q1

OUR ECONOMY
OPEN FOR BUSINESS
**BATTLING BLIGHT IN BATON ROUGE**

**EAST BATON ROUGE** has thousands of adjudicated properties (those for which taxes have not been paid) and many of them are blighted. Each year, we add more to this roll. How did this problem get so out of hand?

Complicated and contradictory legislation has coupled with very narrowly-drawn federal and state Supreme Court rulings to make blight abatement in Louisiana an enormously complex, painstaking, and nearly absurd process. At the heart of the issue is how the state defines, or in this case doesn’t define, its requirement for property purchasers in a tax sale to notify delinquent property owners of their intent to purchase.

This year, BRAC has set its sights on finding a way to put these properties back onto the market, either to be redeveloped by a public authority or to be invested in by a private owner.

Notice requirements, a standard aspect of tax sales, ensure rights and abilities of both delinquent owners and new buyers of adjudicated property. For owners of a delinquent property—property that has been adjudicated for failure to pay a delinquent tax lien—notice provides the opportunity to prevent a tax sale, or to preserve the right to buy back the property before a tax sale at fair market value.

For buyers, notice requirements ensure that delinquent properties are transferred with clean title, meaning that there is no property owner who will make claim to the property and whatever new structures may be built on it at a later date. Notice often becomes complicated when the delinquent property owner is deceased, and his or her right to the property rests in his or her heirs. Unfortunately for tax sale purchasers, redevelopment authorities, and municipalities across the state, Louisiana’s revised statutes and state constitution do not explicitly list ways to satisfy the notice requirement.

Filling in what the statutes left out, the state Supreme Court has put emphasis on a procedure called “actual notice,” ruling that in the event of a property owner’s death, notice of a tax sale must be sent directly to all property heirs and interested parties. Failure to do so puts the purchase at risk of nullification.

Louisiana is a state that tends to have expansive family trees, and blighted properties often have owners who are trying not to be found, fearing having to pay delinquent taxes. Providing actual notice to generations of heirs and interested parties is often next to impossible for purchasers of adjudicated property. Because of this, redevelopment authorities and other tax sale purchasers use other means to ensure clear title, but the options available are limited, and take between two and 10 years to complete for each property. We simply can’t afford to wait that long if we want to change the face of Baton Rouge.

If the Baton Rouge Area is truly going to improve the beauty of its built environment, devising a way to move crumbling and abandoned properties back into the market must be at the top of our priority list. BRAC and its Quality of Place Committee is supporting legislation, HB 466 by Rep. Paula Davis, that would address this issue, making the notice process less onerous for tax sale purchasers, while protecting the rights of existing property owners, and hopefully, facilitating quicker blight abatement efforts in the Capital Region.

Jonathan LeMaire
Policy and Research Project Manager

#BRACfact

**BRAC PARTNERED WITH THE OFFICE OF THE MAYOR-PRESIDENT OF EAST BATON ROUGE TO LAUNCH OPERATION FRESH START AND BEAUTIFICATION AND LITTER ABATEMENT CAMPAIGN.**

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**LEGAL LEGISLATIVE PRIORITIES FOR 2019**

**THE 2019 LEGISLATIVE session has arrived, with the expected flurry of bills and buzzing energy at the state Capitol building. This year, however, is unlike the last few in a couple of important ways.**

The first is that the state isn’t facing a potentially catastrophic budget shortfall, which eliminates the typical fight between the governor and legislature over how best to ensure that the state’s higher education and health care systems don’t get crippled by lack of funding.

The second is that this is an election year, so the air is filled with even more saber-rattling than usual. At the same time, the talk around the Capitol is that the number one issue for some legislators looking for re-election is not rocking the boat—doing everything possible not to move controversial bills that may give their election opponents convenient talking points.

While some of the instruments being filed this year will likely amount to little more than “sound and fury, signifying nothing,” there is much serious work to be done. 2019 is a fiscal session, meaning legislators are able to file bills dealing with all things tax-related: incentives and exemptions, new or increased taxes, dedication of revenues, etc. This means 2019 will be an incredibly important year for Louisiana’s economic competitiveness. Between 2015-2018, more than 20 states passed Louisiana in the corporate tax rankings, according to the Tax Foundation.

This puts Louisiana as one of the 10 least competitive states in the country in terms of its corporate tax burden. This year will inevitably see more bills attacking our ability to recruit and expand business in the state, and BRAC will be fighting hard to ensure that they fail to pass.

BRAC will also be working to improve the state’s public-private partnership framework, enhancing our opportunities to fund important infrastructure projects such as a new Mississippi River bridge in the Capital Region. Any opportunity for a new river crossing will require tolls and a private partner willing to provide up-front capital.

BRAC will be supporting any legislation that makes Louisiana more attractive for these kinds of innovative financing mechanisms for signature megaprojects.

In addition, BRAC will be looking at opportunities to streamline redevelopment processes to fight blight and address communities impacted by natural disasters. In our current legal structure, Louisiana has uniquely burdensome requirements for those looking to bring properties back into commerce, hindering urban redevelopment and disaster recovery efforts alike.

These issues have a profound impact on a community’s quality of place, property values, and even crime rates.

Finally, BRAC will continue advocacy efforts to provide quality education options for all Louisiana children. This includes funding pre-K programs that are vital to student success, defending the hard-earned education reforms of the last few years, and supporting additional measures that would provide greater opportunities for schools to repurpose underutilized and empty facilities, and finance expansions and improvements.

This session is an opportunity to accomplish great things. For those of us who are passionate about improving our community and growing our economy, it’s our responsibility to hold our legislators accountable to take advantage of this opportunity and fight for a better Louisiana.

Logan Anderson
Director, Governmental Affairs and Special Projects

Anderson directs BRAC’s government operations, including legislative affairs and FuturePAC.
BILLION-DOLLAR BREAKTHROUGH

More than $1 billion invested in Capital Region transportation infrastructure

IT HAS BEEN a banner year for transportation investment in the Capital Region. Yes, the state still has a $14 billion backlog in transportation projects. And, yes, a disproportionate amount of that backlog is located in the Baton Rouge Area. But anyone looking back on 2018 and seeking actual progress on addressing our incredible traffic congestion problem has plenty of things to pursue.

Between January 2018 and December 2018, more than $1 billion in major Capital Region highway and road funding was announced. Starting with the I-10 widening groundbreaking between Baton Rouge and Prairieville, and ending with the passage of the MovEBR plan in East Baton Rouge, this is the kind of investment that will make a real difference in regional congestion. Combined with the passage of Sen. Rick Ward’s BRAC-supported Capital Area Road and Bridge District at the legislature last year, the Capital Region is finally seeing real headway being made on its many transportation issues.

This kind of progress doesn’t happen on its own. This was the result of years of concentrated effort by businesses, community leaders, infrastructure coalitions like CRISIS, and elected officials who recognized that our transportation crisis was unsustainable, and that we needed to do something serious to address a system that was rapidly falling into near-perpetual gridlock. A system that has profound negative impacts on quality of life for Capital Region residents, that hinders our economic competitiveness and our ability to grow our economy, and hits drivers in their pocketbook directly through the endless gallons of fuel we burn sitting in traffic.

Baton Rouge Area businesses and families should be proud. We’ve not only advocated loudly enough and long enough to drive state leaders to take action and invest dollars into local projects, we’ve also taken action ourselves by voting to pay higher taxes for improved infrastructure. As important and impressive as these projects are, they don’t solve the Capital Region’s entire traffic problem. Not by a long shot! But they do represent real progress on urgent needs.

These projects are a tremendous step forward for the region, and their advancement underscores an important reality—regional transportation planning guided by data-driven prioritization is key. So, what’s next for the Capital Region’s transportation investment?

One missing piece of these major investments is the signature infrastructure need for the region: a new Mississippi River bridge. This project is both the most expensive and most impactful project in the region and would save more than 100,000 hours in annual congestion—almost as much as both I-10 widening projects combined.

This new river crossing would also provide an important alternative route for evacuations, crash-related slowdowns, and other periods of heavy use. With Baton Rouge’s dual status as both an impact area for natural disasters and a vital staging area for relief efforts, a new Mississippi River bridge that improves evacuation and cross-state travel is a critical investment.

The creation of the Capital Area Road and Bridge District last year enables the region to get to work on this project ourselves, without waiting for the state to act. The District, comprised of the Parish Presidents of Ascension, Iberville, East Baton Rouge, Livingston, and West Baton Rouge, has the ability to do whatever is necessary to construct a new Mississippi River bridge crossing in the Capital Region. This includes pursuing the necessary planning, engineering, and environmental analysis to identify the best location, establishing public-private partnerships necessary to finance bridge construction, and even bringing a referendum to the voters of the district to propose funding options.

The Capital Region now has all the authority we need to control our own future, creating opportunities to improve infrastructure when the state has lacked the political will to do so.

Since the law creating the district went into effect, the district has come together to align on the planning process, directing transportation staff of the five involved parishes to draft an RFP for an engineering consultant. This consultant will begin the necessary work of narrowing down locations, determining constructability, and more.

This work, done in conjunction with the Metropolitan Planning Organization, DOTD, and other community partners, will put us in prime position to compete for dollars, whether they be private capital through a public-private partnership, state revenues, or opportunities that arise out of a federal infrastructure program.
As we celebrate these wins, we should also recall what made this level of local action necessary: the continual failure of the state to take its infrastructure needs seriously.

The Capital Area Road and Bridge District came about after the state refused to act in 2017 on a gas tax that hasn’t been increased since 1989. The purchasing power of that tax has been in decline for decades, as Louisiana’s infrastructure fell more and more behind. In a state full of politicians who like to preach fiscal responsibility, having billions of dollars of deferred infrastructure maintenance is essentially a form of large-scale deficit spending.

This problem isn’t going away. Delaying a solution just kicks the inevitable spending down the road a bit and makes the problem that much more expensive. This year, the first fiscal session since the proposed 2017 increase, another effort will take place to modernize Louisiana’s motor fuel tax. We’re among good company, with 18 other red states having increased their motor fuel taxes between 2013 and 2018. Louisiana’s gas tax is among the lowest in the nation, which can be seen by the condition of our roads and bridges, and the backdrop of congestion-relieving projects. The Capital Region has done great work to start addressing some of its major issues, but our portion of the state backlog—amounting to several billions of dollars—is still unfunded. While we should take this moment to celebrate the accomplishments of the past year, let’s also stay focused on the need to hold our elected officials at the state level accountable, and ensure that they do their part to address these vital issues.

With elections coming up, now is the perfect time to remind your representatives of the kind of leadership we expect from them. In March, a representative from the Louisiana Workforce Commission presented on “Planning a Successful Externship” for companies interested in hosting a Fellow. BRAC held a workshop in March to meet with site selection consultants or C-suite executives at tradeshows to share the Capital Region’s value proposition with potential new businesses. Staff also hosted three national site selectors in partnership with the Louisiana Marathon in January to showcase the region’s rich culture, and allow for business networking and introductions to Mayer-President Sharon Weston Broome and LED Secretary Don Pierson.

BRAC launched a Small Business Series to provide area small business owners and entrepreneurs with local business resources and training.

GOAL 2
CULTIVATE THE REGION’S TALENT
STEM LEARNING AND PARTNERSHIPS
BRAC’s annual Teacher Externship program is being kicked up a notch. Now called the Pathways to Prosperity Fellowship, the summer program will engage principals, counselors, and career coaches in a five-session training about target industries and careers throughout the Capital Region, and will culminate in a week-long externship with an area company. Preparing for the fellowship, BRAC hosted a workshop in March on “Planning a Successful Externship” for companies interested in hosting a Fellow.

REGIONAL WORKFORCE DEVELOPMENT ALIGNMENT WITH BUSINESS NEEDS
With help from school districts across the Capital Region, BRAC completed an audit of credentials earned over the past four years of Jump Start, Louisiana’s career diploma. The audit revealed a misalignment between the Industry-Based Credentials (IBCs) that
CHAMPION SWIFT TRANSPORTATION AND TRAFFIC SOLUTIONS
Building on the momentum of 2018, BRAC kicked off the year with a February meeting of the newly-formed Capital Area Road and Bridge District. The District, comprised of the Parish Presidents of Ascension, East Baton Rouge, Iberville, Livingston, and West Baton Rouge, the Secretary of DOTD, and an appointee of the governor, is charged with taking the necessary steps to get a bridge built connecting the Mississippi River in the Capital Region. The District’s first meeting included a presentation of options for the bridge, both in location and building construction (intertidal or expressway). The District will be coming together regularly, and has expressed its intent to hire an engineering consulting firm to move the project forward.

GOAL 4 ELEVATE THE AREA’S EXTERNAL IMAGE
ARTICULATE THE BATON ROUGE AREA’S VALUE TO BUSINESS AND TALENT
To better showcase the region’s business case for investment, BRAC is developing key messaging for potential partners to use. In the first quarter, messaging was crafted for the water management and logistics sectors. BRAC is working on website轮廓 and restructuring in 2019, culminating in a site that is user-friendly and serves as a digital welcome mat for business and talent considering the Capital Region. The site was audited in the first quarter to identify weakness and proposes a streamlined site map.

EXECUTE A SUSTAINED MEDIA RELATIONS STRATEGY
BRAC’s partnership with the Baton Rouge Area Foundation, Visit Baton Rouge and the Baton Rouge Metropolitan Airport to fund consistent media relations outreach yielded the following placements in the first quarter: Engaged: LSU’s Bendable Concrete Could Fix America’s Crumbling Infrastructure.

Medical Design Technology: Diagnosing a Breast Cancer Gene Mutation with our Very Own Smartphone
USA Today: Best Gumbo in Louisiana, Reader’s Choice: Featured Ribs in East Baton Rouge and Hot Tails in Pointe Coupee

ECONOMIC DEVELOPMENT INITIATIVES
R&D Investor
Annual Investment of $15,000+

Policy Investor
Annual Investment of $10,000+

Supporting Investor
Annual Investment of $4,000+

BRAC also receives support from Louisiana Economic Development ($80) and the City of Baton Rouge Police & Fire Baton Rouge

THINK BIGGER: A REGIONAL STRATEGIC PLAN 2016-2020
Updated 3/2/19

Executive Investor
Annual Investment of $100,000+
Capital One Bank - Cox Communications - Cumulus Media - Emergi - Excel Group - EsselMobi - Guaranty Media - Louisiana State University System - Our Lady of the Lake Regional Medical Center - WGBM

Board Investor
Annual Investment of $50,000+

Development Investor
Annual Investment of $25,000+

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HIGHER STANDARDS

In past years, the Report Card compared year-over-year K-12 performance. However, a new and important change for school performance calculations has created a clear and challenging benchmark. Louisiana now sets academic proficiency at retaining “mastery” (4 on a 5-point scale) on state-accredited exams, rather than “basic” (3 on a 5-point scale), the indicator under the last system. In addition, the state rightly places heavier emphasis on academic growth or “growth toward mastery,” amid concerns that academic improvement wasn’t appropriately weighted in the old accountability system. The metric now accounts for 25% of overall performance scores for K-8 schools. These policy changes are clear signals about the state’s priorities, and while it will take some time for schools to adjust, valuing academic growth and mastery for all students are admirable and critical goals.

2018 HIGHLIGHTS

The good news:

• The region has 125,484 students enrolled, with over 19,000 students participating in schools of choice through magnet programs and charter schools.
• Three Capital Region districts ranked among the top five districts in the state, with Zachary remaining the best school system in Louisiana.
• 75% of the Capital Region’s early childhood centers earned an overall rating of proficient or higher.
• The region is preparing more students than ever for college and careers, with 78% of high school seniors graduating on time.
• 14% of those graduating seniors earned a total of 675 Industry Based Credentials along with Jump Start diplomas.
• Average ACT scores in the region continue to hover around 18, performing relatively close to our peer cities of Columbia, S.C. and Raleigh, N.C.

The bad news:

• Generally, district performance scores across the region dipped.
• Regionally, 69% of eighth-grade students are proficient or higher in math.
• Only 49% of fourth graders in the region are proficient in English Language Arts.
• Just 39% of our region’s adults hold an associate’s degree or higher.

To learn more about our region’s education attainment, please read the 2017-2018 Annual Education Report Card, available online at brac.org/reports.

Ethan J. Melancan
Policy and Research Project Manager
Melancan is BRAC’s staff lead for education and workforce development, focusing on cultivating the region’s talent through STEM learning and aligning workforce development systems to meet business needs.

D. JENSEN HOLLIDAY AWARD

Bestowed to an individual for outstanding contributions to his or her company and above-and-beyond leadership in the community.

RECIPIENT: Alise Dunbar, process quality manager at Noranda Alumina LLC and founder of the STEM GEMS Mentoring Pilot Project, is recognized for her incredibly impactful advocacy for girls in STEM.

RECIPIENT: Donna Saurage, a prominent community volunteer, is recognized for her continued dedication to the Baton Rouge community including her efforts to improve childhood education.

COMMUNITY CHAMPION AWARD

Bestowed to an individual for outstanding contributions to the region’s economic development and brand.

RECIPIENT: VEGA Americas Inc. In December 2018, VEGA Americas Inc. announced it would invest $22.4 million to build a 100,000 square-foot advanced manufacturing center in Ascension Parish. The project will result in 120 new direct jobs and 41 indirect jobs.

PROJECT OF THE YEAR

Presented to an economic development project in the Capital Region that includes long-term impact on the regional economy and brand.

RECIPIENT: VEGA Americas Inc. In December 2018, VEGA Americas Inc. announced it would invest $22.4 million to build a 100,000 square-foot advanced manufacturing center in Ascension Parish. The project will result in 120 new direct jobs and 41 indirect jobs.

2018 BOARD CHAIR AWARD

Celebrates BRAC’s outgoing Board Chair Ric Kearny. In his year as BRAC Board Chair, Ric helped ring in milestones such as the completion of the David E. Roberts Center for Economic Development and a Best Places to Work distinction.

BRAC AMBASSADOR OF THE YEAR

Bestowed to a BRAC Ambassador for his or her outstanding achievements within the Ambassador Program.

RECIPIENT: Danielle Gueho, sales manager at the Cook Hotel and Conference Center at LSU, has been an exemplary BRAC Ambassador and advocate for economic development in the Capital Region. Her support has helped BRAC engage many new investors.

BUSINESS EXCELLENCE AWARD

Presented to a business in the Capital Region for its demonstrated excellence in 2018.

RECIPIENT: AccuTemp Services. With rapid business growth, outstanding achievements, and glowing customer reviews, AccuTemp Services is the ideal recipient of the Business Excellence Award. Its rapid growth can be seen in its increase of $5M in revenue from 2016 to today’s $10M in revenue.

Morgan Kastner Marketing Manager Kastner supports BRAC’s marketing team by developing marketing material, managing projects and ensuring organizational messages are consistent.
MODELING A COMMUNITY FOR INCLUSION

- strategies to implement a regional diversity initiative
- diversifying, growing and retaining the workforce of the future
- impacting job and wealth creation in underserved communities

Featuring

Darrin M. Redus, Sr.
Vice President,
Cincinnati USA Regional Chamber's
Minority Business Accelerator

Mary Stagaman
Senior Inclusion Advisor,
Cincinnati USA Regional Chamber

Tuesday, May 7
11 a.m. - 1:30 p.m.
The Renaissance Hotel

Register at
brac.org/events

Hosted by:
Baton Rouge Area Chamber