

# News Clips Report

## Your Business Baton Rouge Business Report

**02/21/2011**

- American Gateway Bank has chosen The Day Group to design, build and execute a multimedia branding campaign. The campaign is scheduled to launch this month.
- AppOne, which serves as a bridge between lenders and vehicle dealers, has signed an agreement with Utah-based Merrick Bank, a national leader in providing boat, RV and motorcycle loans for customers with past credit problems. AppOne initially will connect the bank with Tracker Marine Financial Services' network of dealerships, with additional dealers and dealer groups being added in phases.
- The Better Business Bureau of South Central Louisiana is offering four new services: B-2-B Breakfast and B-2-B Luncheon, forums to meet others, network and exchange information; CEO Roundtable, forums for CEOs from 6-10 BBB-accredited businesses to discuss confidential issues; and education/training seminars.
- Detlefs & Company Benefit Resources and Gary Johnson & Associates have agreed to form DetlefsJohnson & Partners, a business service firm that will include benefit resources and financial planning. Company clients will also have access to HR One Source, a DetlefsJohnson & Partners affiliate, that provides human resource services and consulting. The company will have offices on Coursey Boulevard and in Perkins Rowe, and it plans to open a location in Denver.
- The Diocese of Baton Rouge has dedicated a new \$2.3 million sanctuary for St. Paul the Apostle Catholic Church at 3912 Gus Young Ave. Craig Sauviac and Loi Dang designed the 10,000-square-foot facility, which seats 400 people, and Jason Keller of Block Companies was the contractor.
- Dow Louisiana Federal Credit Union has launched a marketing partnership with New Orleans Saints cornerback Randall "Blue" Gay, who is a longtime member of the financial institution. The campaign, "Go Further," links the commitment the credit union makes to account-holders to that needed to become a Super Bowl champion.
- Lisa Landers has opened Re/Max Professional at 8556 Jefferson Hwy., Ste. A. Landers most recently worked for Keller Williams Realty Red Stick Partners. Her staff includes seven sales associates who collectively produced more than \$26 million in sales volume in 2010.
- Baton Rouge General Medical Center has received a three-year accreditation in mammography from the American College of Radiology. The accreditation recognizes image quality, personnel qualifications, adequacy of facility equipment, quality control procedures and quality assurance programs.
- Ginger Guttner, public relations coordinator for the LSU School of Veterinary Medicine, has received the Accreditation in Public Relations professional designation. The accreditation recognizes a mastery of knowledge, skills and abilities needed to succeed in the profession.
- Jacobs Engineering Group has received Voluntary Protection Programs Star status from the Occupational Safety and Health Administration. The certification recognizes employers and workers who have implemented effective safety and health management systems and maintained injury and illness rates below Bureau of Labor Statistics averages for their industries.
- The LSU Fire and Emergency Training Institute has recently received accreditation for the Emergency Medical Technician-Paramedic program from the Commission on Accreditation of Allied Health Education. The certification

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ensures that FETI follows national standards and offers students the best possible paramedic education.

- The Baton Rouge Lodging Association has selected its 2011 board of directors. They are: Garrett Kruithof, president; Stacy Jarrard, vice president; Ralph Ney, treasurer; Kelly Bourgeois, secretary; Cherri Kieschnick, vice president of education; Kenneth Rafferty, vice president of membership; Bob Blanchard, vice president of allied membership; Marielle Land Howard, vice president of public awareness; Gary Jupiter, vice president of development; Andrea Jones, vice president of sales and marketing membership; Scott Michelet, immediate past president; and Renee Areng, Baton Rouge Area Convention and Visitors Bureau representative.

- Gary Sligar has been elected to the metro board chair of the YMCA of the Capital Area.

- Mark Weaver, the Thomas H. Daigre Endowed Chair of Business Administration in LSU's Rucks Department of Management, has been installed as president of the United States Association for Small Business and Entrepreneurship.

- Commercial agents Dottie Tarleton and Gretchen Dauterive have been honored by Stirling Properties for their 2010 production levels. Tarleton reached Silver Level, and Dauterive reached Bronze Level.

- Leigh Harris, Keep Louisiana Beautiful executive director, has received the Professional Leadership Award from Keep America Beautiful. The honor recognizes affiliate directors who have built and sustained a local or state program with outstanding success.

- Marty Hughes, an inventory control coordinator for Lane Regional Medical Center, has received the hospital's STAR Award. The honor recognizes employees who stand out in their pursuit of excellence.

- Moore Planning Group (now ERM) has received an outstanding plan award from the Louisiana Chapter of the American Planning Association. The honor recognizes the company's work on the city of Central's land-use plan.

- Object 9 has received two silver W3 Awards from the International Academy of Visual Arts and a certificate of excellence from Graphic Design USA. The firm received a silver award in the Structure and Navigation category for its work on autism.com and a silver in the Toy and Hobby category for its work on radioflyerlicense.com. It received a certificate of excellence for its packaging for North Aire Market's dry soup mixes.

- Six Jones Walker attorneys have been named Louisiana Super Lawyers for 2011 by Super Lawyers magazine. They are: Jennifer L. Anderson, employment and labor; John C. Blackman IV, tax; Robert R. Casey, tax; Charles A. Landry, real estate; B. Michael Mauldin, tax; and Robert W. Scheffy Jr., energy and natural resources.

- Whitney National Bank has received 12 Greenwich Excellence Awards in Small Business and Middle Market Banking. Whitney received small business awards in Overall Satisfaction; Relationship Manager Performance; Financial Stability; Branch Satisfaction; Treasury Management-Overall Satisfaction; Treasury Management-Accuracy of Operations; Treasury Management-Customer Service; Treasury Management-Product Capabilities; Overall Satisfaction-South Region; and Treasury Management-Overall Satisfaction-South Region. The bank received middle market awards in Overall Satisfaction and Treasury Management-Overall Satisfaction.

- The Baton Rouge Laboratory Academy has received \$32,000 from the Louisiana O'Shaughnessy Foundation to provide each of the school's 90 ninth-grade students with a Netbook.

- Ihope Baton Rouge has received a Kids College computer program from the Birmingham, Ala.-based Learning Through Sports education software company. The adaptive software benefits students who need remediation in math, reading and language arts.