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The Hammond Daily Star

Hammond, LA

Daily (ex. Mon)
Circ. 11,645

March 24, 2010

Northshore Retail Development Conference coming to Southeastern

With a focus on retail site selection and trade area analysis, the Northshore Retail Development Conference will be held at Southeastern Louisiana University's Twelve Oaks Reception Hall on April 9 from 8:30 a.m. to 3:30 p.m.

Targeted to area appointed and elected officials, civic and community leaders, economic development and planning professionals, real estate developers and business owners, the conference will feature a number of experts addressing several areas of retail development.

Conference registration fee is \$100. Each participant will receive a copy of the 2010 Northshore Trade Area Study, which includes color maps and consumer spending by community. For more information or to register, call 985-349-3199 or log on to www.selu.edu/brc.

Speakers include James Maurin, chairman of Stirling Properties and owner and developer of Hammond Square, who will discuss the practical application of trade area analysis as it relates to retail development and deal making; Lauren

Beitelspacher, assistant professor at the University of Alabama-Birmingham, on locating a franchise restaurant; and research economist Herb Holloway of the Southeastern Louisiana Business Research Center, who will address retail trade analysis.

Also on the program are Al Myles, economist at Mississippi State University, who will focus on methods used to delineate retail trade areas and target markets; Tom Tveidt, research economist with Garner Economics of Atlanta, on the site selection process; and Tony Hernandez, director of the Centre for the Study of Commercial Activity at Toronto's Ryerson University, on "GIS Retail Location Science - from Pins on a Map to Unraveling Consumer Psyche."

The conference is jointly sponsored by Louisiana Economic Development, the Louisiana I-12 Alliance, Hammond Square, Stirling Properties and Southeastern's Business Research Center, College of Business and Louisiana Small Business Development Center.