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G B R Business Report

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AWARDS/HONORS

The Baton Rouge Area Convention and Visitors Bureau has received the Gold Service Award from *Meetings & Conventions* magazine. The award recognizes convention and visitors bureaus that have excelled in professionalism and dedication in their service to meeting professionals.

Baton Rouge General's Milton J. Womack Heart Center has been designated as a Blue Distinction Center for Cardiac Care by Blue Cross and Blue Shield of Louisiana. As part of the program, designated hospitals are required to undergo periodic re-evaluation. This review process ensures that Blue Distinction Centers continue to meet rigorous, evidence-based quality thresholds that are established in collaboration with expert physicians and leading

professional organizations such as the American College of Cardiology and the Society of Thoracic Surgeons.

Cathi Williams and Ginger Maulden, sales associates for ERA Stirling Properties' Ascension office, have received the Certified Residential Specialist designation from the Council of Residential Specialists, which is a non-profit affiliate of the National Realtors Association. The designation recognizes agents who have met specific requirements, including the completion of advanced courses, and have demonstrated professional accomplishments in experience and education.

Dr. Kelly J. Scrantz has been named board chairman for The NeuroMedical Center Clinic. Scrantz, who joined the center in 2006, is board eligible with the American Board of Neurological Surgery. He succeeds Dr. Thomas Flynn, who established the NeuroMedical Center in 1978 when he hired a fellow neurosurgeon and neurologist. Today, The NeuroMedical Center consists of a clinic, surgical hospital and a rehabilitation hospital with more than 25 physicians specializing in the neurosciences and more than 400 employees that provide care to patients in Louisiana, Texas and Mississippi.

The East Baton Rouge Parish School System's Communications Department recently received several national honors for outstanding public relations and marketing projects. The department received a Golden Achievement Award for its "Learn the Facts" marketing campaign, Merit Award in Print Newsletters, External Audience for its "Education

Matters," honorable mention in Excellence in Writing for Public Information Officer Sonya T. Gordon's "First Year Teacher is an Educational Knockout" and honorable mention for Electronic Newsletter, External Audience for "Superintendent's eNews" by Gordon and Webmaster Demetris Blakes. The department is under the leadership of **Chris Trahan**, the director for community and community engagement.

Four nurses at Our Lady of the Lake Regional Medical Center—**Holly DeLatte**, **Jill LeBlanc**, **Kym McCoy** and **Patricia Ramirez**—have received the DAISY Award For Extrordinary Nurses. The award, presented in collaboration with the American Organization of Nurse Executives, is part of the DAISY Foundation's program to recognize the superhuman efforts nurses perform every day.

Gulfport, Miss.-based **Hancock Bank** ranks No. 12 on *U.S. Banker* magazine's list of the top 100 mid-tier banks. The ranking is based on average of return on equity for a three-year period ending in 2008.

Jairo Alvarez, owner of Alvarez Construction Company, was named Volunteer of the Year by the ALSAC/St. Jude Board of Directors. Alvarez was honored for his service to the Dream Home and Promesa y Esperanza campaigns.

Lafayette-based **IberiaBank** ranks No. 52 on *U.S. Banker* magazine's list of the top 100 mid-tier banks. The ranking is based on average of return on equity for a three-year period ending in 2008.